

the  
content  
creation  
retreat  
FOR WOMEN IN BUSINESS

Create a year's worth of content while  
enjoying a luxury beach retreat





## Welcome to The Seven Effect's Content Creation Retreat.

Experience a 7-night luxury escape at the stunning Beach Huts in Middleton South Australia where you'll work with the experts to unlock your creative genius.

Your team of experts include photographers, videographers, hair and make-up artists, content creators, social media marketers, funnel builders, tech experts and The Seven Effects founder and business coach Jodie Nevid.

As a team they will help you plan, create and build an entire year of content marketing gold.

In just one week you'll design and develop a library of high-quality digital marketing assets that would normally cost over \$15,000 to build... and you do it all whilst enjoying an all-inclusive 7-night luxury beach retreat.



# It's time to work on your business, not in it.

Are you ready to explode your business reach by taking your content marketing skills and digital assets to the next level? We give you the skills, strategies and experts you need to build a marketing machine that will bring you a flood of new leads and set you up with high quality content for an entire year!

Work with the experts in hair and make-up, photography, videography and social media marketing to build your library of epic videos, social media posts, marketing funnels and imagery, all whilst relaxing with likeminded women in business.

## Do you feel like:

- Creating content is like being on a never-ending treadmill.
- You want to create engaging videos & reels, but don't know where to start?
- You're posting the same thing over and over again because you've run out of ideas?
- Your stories, posts, and articles aren't getting the same engagement and reach as they once were?
- You spend hours creating a post, only to find that the same people (your family and friends) are the only ones commenting and liking your posts?
- You create content, but it never leads to sales?
- You've downloaded all the free ideas lists and content scheduling tools, but it never seems to get done?
- You need good images, but have no-one to take photos and videos of you?
- You're awkward on camera because you're worried about what to say and how to avoid looking silly?

We hear you. Content creation can be a challenge, but it's not going anywhere. Let's make it fun, because when you do it right, it's the fastest and easiest way to grow your business.

## Imagine if you could...

- Create a year's worth of content in just one week
- Build a marketing funnel that collects leads, even when you're on holiday
- Use social media to become the go-to expert in your niche
- Publish content that connects with your ideal client and turns followers into buyers
- Take the break you deserve, without feeling guilty or letting your business down

**All this and more is possible, and we're going to show you how!**



# Your retreat package.

This luxury retreat offers a one-of-a kind experience to work on yourself and your business with a small group of 10 women to propel your personal and business brand forward.

Your Content Marketing Package Includes	Value
Pre retreat two-hour private marketing strategy session with Jodie to map out your marketing goals and strategy for the next 12 months.	\$1000
Pre retreat two-hour private tech set up session with Mardi to ensure you have all the right software and tech settings in place to build your funnels and bots are retreat.	\$500
Pre retreat 60-minute video planning session with Delphine to develop your video production plan and create your script.	\$200
An entire week of working up-close and personally with content experts to plan, create and schedule your 12-month content marketing plan.	\$3000
Lifestyle photoshoot on location and all edited images to build your content library with Jade Philp from Fable & Fig	\$1500
High end editorial photoshoot with Weronika Mamot to capture professional portraits and artistic images that capture your unique style and personality. You'll also receive your top 10 images fully edited and retouched for publication.	\$1500
Copywriting classes to find the words that will inspire your ideal client to take action and buy your stuff.	\$500
Professional Hair and make-up done by the team at Everyday Woman Makeup, so you look and feel fantastic in front of the camera.	\$200
A videography package that includes 3 customised professional promotional videos to use on your website, sales page or social media to promote your business mission, your back story or a product or offer of your choice.	\$2000
The Camera Confidence Masterclass on how to present confidently on camera in an authentic yet professional way.	\$500
Stories and socials with Sandra Senn that will teach you how to engage your community and convert followers into buyers	\$150
The Copywriting Masterclass working with Jodie you will unpack your unique brand voice and write marketing messages that engage your community and convert leads into sales.	\$200
The Hungry Bots Funnel Building Challenge where you'll build a lead generation funnel and get it live during retreat. If your bot captures the most leads by the end of retreat, you win a prize!	\$2000
<b>Total Value Of Your Content Creation Package</b>	<b>\$12,750</b>

**That's over \$12,000 worth of marketing gold, plus you also get the all-inclusive 7 night luxury escape!**

## But wait... there's more!

You retreat escape package includes...	Value
7 nights of luxurious peace in your own private Beach Hut at Middleton	\$1800
Morning beach walks followed by daily yoga and meditation classes in the majestic Tipi	\$180
Welcome cocktails and canapes followed by a two-course meal at Blues Restaurant	\$150
Deliciously nourishing healthy meals for breakfast, lunch, and dinner, without lifting a finger	\$800
Daily support from business and brain experts on how to create more freedom in your business by working smarter, not harder	\$2000
Welcome gift pack and surprise bonuses along the way that will delight you daily	\$500

The best part is, all you have to do is book in and show up!

We organise everything else for you, and provide you with the most glorious space a gal could wish for to create 12 months of epic marketing content... all while enjoying the holiday of a life time!

**When you add it all up, the Content Creation Package combined with the luxury escape is valued at over \$18,000 and you can get it all from just \$8,490 on a payment plan.**

Email [hello@theseveneffect.com](mailto:hello@theseveneffect.com) for information on how to apply to join the retreat.





# Choose your hut from two packages

## 8 Luxury Studio Huts **\$8,490**

Cottesloe	Brighton	Henley	Noosa	Bondi	Coogee
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## 4 Luxury Spa Huts **\$8,990**

Sorrento	Coolum	Mooloolaba	Portsea
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*\*Payment plans available.*

### APPLY NOW

Don't let another year go by wishing for more time to create your content or hoping you'll miraculously develop the marketing skills you need to grow your business.

Join The Seven Effect's Content Creation Retreat and bring the fun, creativity, and confidence back into the way you market your business and build your brand.

Email [hello@theseveneffect.com](mailto:hello@theseveneffect.com) for information on how to apply to join the retreat.



# Retreat Program.

## Day 1

### The Welcome Party

- 2.00 pm to 4.00 pm – Check-in
- 5.30 pm to 7.30 pm – Cocktails & canapes welcome party
- 7.30 pm to 9.30 pm – Two course welcome feast at Blues Restaurant

## Day 2

### Content Marketing 101

- 6.00 am to 7.00 am – Sunrise beach walk
- 7.30 am to 8.30 am – Morning yoga and meditation in the Tipi
- 8.30 am to 9.15 am – Nourishing breakfast
- 9.30 am to 12.30 pm – Content mapping and copywriting with Jodie
- 12.30 pm to 1.30 pm – Delicious healthy lunch
- 1.30 pm to 4.30 pm – Creating your first two weeks of content using the 52 x 7 Marketing Machine with Jodie
- 4.30 pm to 6.30 pm – Scheduling your social media with Jodie
- 7.00 pm dinner at Blues Restaurant

## Day 3

### Building Bots & Catching Leads

- 6.00 am to 7.00 am – Sunrise beach walk
- 7.30 am to 8.30 am – Morning yoga and meditation in the Tipi
- 8.30 am to 9.15 am – Nourishing breakfast
- 9.30 am to 12.30 pm – Bot building with Mardi
- 12.30 pm to 1.30 pm – Delicious healthy lunch
- 1.30 pm to 4.30 pm – Getting creative in Canva and crafting clever call outs with Jodie
- 4.30 pm to 6.30 pm – Launching the Hungry Bots competition
- 7.00 pm – dinner in the Tipi

## Day 4

### Having Fun on Socials

- 6.00 am to 7.00 am – Sunrise beach walk
- 7.30 am to 8.30 am – Morning yoga and meditation in the Tipi
- 8.30 am to 9.15 am – Nourishing breakfast
- 9.30 am to 12.30 pm – Blow up your socials with Sandra Senn
- 12.30 pm to 1.30 pm – Delicious healthy lunch
- 1.30 pm to 4.30 pm – Stories and reels made fun with Sandra
- 4.30 pm to 6.30 pm – Relaxation and content creation
- 7.00 pm – Dinner in the Tipi

# Retreat Program.

## Day 5

### Lights, Camera, Action!

- 6.00 am to 7.00 am – Sunrise beach walk
- 7.30 am to 8.30 am – Morning yoga and meditation in the Tipi
- 8.30 am to 9.15 am – Nourishing breakfast
- 9.30 am – 11.00 am – Facials and 5-minute make-up with Rebecca Burton
- 11.00 am to 5.30 – Expert Access
  - Lifestyle photoshoot with Jade
  - Building your b-roll library with Delphine
- 5.30 pm to 7.00 pm – Relaxation and content creation
- 7.00 pm – Dinner in the Tipi

## Day 6

### Get Your Glam On

- 6.00 am to 7.00 am – Sunrise beach walk
- 7.30 am to 8.30 am – Morning yoga and meditation in the Tipi
- 8.30 am to 9.15 am – Nourishing breakfast
- 9.00 am – Beauty Bar with Everyday Women Make-Up opens
- 9.30 am to 5.30 – Expert access
  - Editorial photoshoot with Weronika
  - Videography with Delphine
  - Capturing client testimonials with Jodie
- 5.30 pm to 7.30 pm – Relaxation and content creation
- 7.30 pm – Dinner at Blues Restaurant

## Day 7

### Content On The Go

- 6.00 am to 7.00 am – Sunrise beach walk
- 7.30 am to 8.30 am – Morning yoga and meditation in the Tipi
- 8.30 am to 9.15 am – Nourishing breakfast
- 9.30 am to 11.30 – Your 12-month marketing plan with Jodie
- 11.30 – 12.30 – Getting ready to hit the road
- 12.30 to 5.30 – VIP Day Trip and long lunch at a surprise destination
- 5.30 pm to 7.30 pm – Finalising your movies
- 7.30 pm – Dinner and movie night in the Tipi

## Day 8

### Farewell Good Friends

- 6.00 am to 7.00 am – Sunrise beach walk
- 7.30 am to 8.30 am – Morning yoga and meditation in the Tipi
- 8.30 am to 9.30 am – Celebration breakfast
- 9.30 to 10.30 am – Farewell and checkout



## Your Retreat Leader.



**Jodie Nevid**

Award-winning marketer, content creator and master business coach who specialises in helping women create a life they are wildly in love with a build a business that sets them free. Jodie will help you write copy and create content that converts.

# Your Retreat Experts.



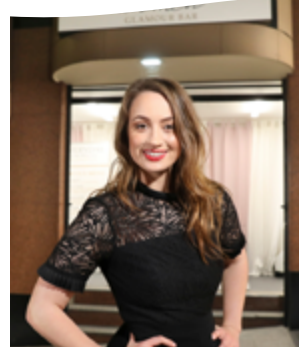
**Jade Philp**

Master photographer and content creator who's cracked the code on how to make having your photo taken fun. Jade will leave with you a library of images that capture your natural beauty and personal style.



**Delphine Lahonde**

Video journalist, film maker and founder of Kookaburra Films, Delphine will capture your story and turn it into a series of compelling and creative videos.



**Rebecca Burton**

Adelaide's go-to gal for women who want to master their make-up and achieve their dream skin with tricks and techniques get your glowing every day.



**Weronika Mamot**

Editorial photographer praised for brining intimacy and honesty to her work and capturing your feminine energy in a way that's classic, elegant and artistic.



**Kate Duncan**

Insight Meditation Teacher in the Theravadan Buddhist lineage, Spiritual Mentor, Sacred Retreat Facilitator, ERYT-500 Yoga Instructor and a lifelong student of the Buddha Dhamma. Kate will guide you to find your creative centre through daily Yoga and Meditation in the Tipi.



**Trish Blythman**

Master sound healer and energy worker who guides people to attain wellness by awakening their inner strengths and unlocking their true potential. Trish will guide you through a magical Sound Bath experience and take you into a state of deep surrender and relaxation.



**Mardi Rogers**

The friendly techie who's famous for taking the trauma out of setting up systems and building the back end of your business. Mardi will help you to build and launch a bot funnel that captures leads whilst you're on retreat.



**Sue Giacobbe**

Life design coach and NLP practitioner who's mastered the art of helping women ignite their light and create a life of freedom and joy. Sue will be your ultimate wing woman during retreat to ensure your experience is filled with laughter, joy and creation.

[www.theseveneffect.com](http://www.theseveneffect.com) • [hello@theseveneffect.com](mailto:hello@theseveneffect.com)

