



Presented by  
Erickson Coaching  
International and  
Maika Endo

# **START** Business Building Retreat

**Date:** 4-7 November 2025

**Location:** Suniai Oliva Retreat Center  
**Valencia, Spain**



## **Kick-START** Your Coaching Business

Many talented coaches struggle with the critical transition from coaching for free to enrolling paying clients.

Our intimate START Business Building Retreat provides certified coaches with the business foundation, practical tools, and supportive community needed to cross this threshold with confidence.

By the end of the retreat, you will walk away with:

- **Your first clients**
- **A clear action plan**
- **A structured client enrollment process**





## A message from Maika

### Hello Coaches!

As a successful brick-and-mortar business owner, a coach, and a experienced digital marketer, I know what it's like to feel stuck when you're just starting out and trying to launch your business.

That's exactly why I developed the START Business Building Retreat - to 'pay it forward' and share my hard-earned experience with all of you. I'm looking forward to connecting with you in person and working together on making your dream business a reality.

**"I've built two businesses from the ground up and understand the real-world challenges of attracting aligned, loyal clients. I'm here not just as a coach, but as a mentor, ready to share what's worked and what I've learned along the way."**

# Program of Events



## **Tuesday** 4 November 2025

Arrive and settle in. In the evening, we'll gather for a welcome circle.



## **Wednesday** 5 November 2025

Full Workshop Day

### **DEFINE YOUR FOUNDATION**

- Creating your authentic brand vision using the Value-Wheel coaching tool
- Defining a resonant coaching niche that attracts value-aligned clients
- Peer coaching and reflective journaling to integrate insights



## **Thursday** 6 November 2025

Full Workshop Day

### **DESIGN YOUR OFFERS & PRICING**

- Creating your signature beta coaching offer/package to generate revenue and powerful testimonials
- Intentional pricing strategies that are sustainable and achievable
- Client enrollment and onboarding process that is streamlined and efficient



## **Friday** 7 November 2025

Closing Workshop & Reflective Circle: Wrapping Up & Looking Ahead. The retreat concludes with a nourishing brunch. Farewells.





## A highly curated experience with **Mentorship Support**

This isn't a typical conference or corporate training. Think of it as a fun 'working holiday' that nourishes mind, body, and business. And all in the beautiful setting of the Suniai Oliva Retreat Center, near Valencia in Spain. It's an oasis of calm, creativity and connection with nature that's going to rejuvenate and inspire to START your dream coaching business.



The retreat is a carefully considered mix of:

**Personalized**  
support,  
mentorship &  
guidance

**Group learning,**  
alignment,  
networking &  
connection

**Hands on**  
learning,  
templates & best  
practices

**Implementation**  
accountability,  
follow-up and  
progress checks



## What if **START** is the breakaway you need for that breakthrough to happen?

There's something powerful that happens when we step away from our day-to-day routines and immerse ourselves in a designated space for growth.

Our goal is to help this program's founding members incubate ideas and momentum through shared experience - because some breakthroughs don't come through passing on knowledge, but through being held in the right environment.

### Here's why Maika choose a retreat format and this specific location:

**Suniai is a 15-minute walk from Valencia's Eastern Coast beach, surrounded by mountains. It offers easy access to both the calming waves of the Mediterranean and the serene beauty of the nearby mountains.**

And why a retreat? Because **retreats create space for real decisions and action - not just ideas.** They reconnect you with your own value-compass, beyond the noise of internet and its hustle culture. Sometimes, we need a shift in place to spark a shift in perspective.





## Who is **START** for?

**If you're a coach who's been coaching for free and for some reason you've been struggling to launch your business... and you need momentum to get it off the ground, this is for you.**

START is aimed at **certified coaches who are:**

- Building their own independent coaching brand.
- Looking to craft their premium signature offer.
- Transitioning from low-paid sessions to lifelong soulmate clients.
- Ready to create a simple repeatable client acquisition system.



# A dreamy location

## Enjoy your natural surroundings

Whether you want to take a peaceful stroll along the beach or hike in the mountains, Suniai offers it all - just a short distance from your room.




For those who wish to explore the countryside, the venue offers bicycle and electric bicycle rentals. Ride through the scenic landscapes, breathe in the fresh air, and immerse yourself in the natural beauty that surrounds the estate.

## Indulge in the local cuisine

The 100% plant-based and gluten-free cuisine served at Suniai is crafted to be enjoyed by everyone, whether vegan or not, offering healthy and delicious meals. All of Suniai's dishes provide essential nutrients, including carbohydrates, proteins, healthy fats, fiber, vitamins, minerals, and antioxidants.

Inspired by rich Mediterranean culture, their cuisine features dishes from both the eastern and western coasts, creating well-balanced menus. Additionally, they offer oriental-inspired recipes. Influenced by Ayurveda, Macrobiotic, and Raw Food philosophies, their culinary offerings will add a holistic touch to your experience. Savor a vibrant, colorful, and aromatic meal to complement your experience.

### Included in your retreat fee

- Full board   
(vegetarian brunch & dinner)
- Non-alcoholic drinks 
- Snacks 





# The START experience is composed of two parts:

## The Retreat (4 - 7 November 2025)

### This includes:

- A WhatsApp activation, support and connection group opened a few days before the Retreat and closing a week after the Retreat ends.
- The 4-day Retreat.
- A one-off post-Retreat virtual meet-up to ensure implementation accountability and a Q&A session to answer your burning questions.

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## An optional VIP Group Upgrade Package (for 30 days after the Retreat ends)

### This includes the full Retreat offering, plus:

- Asynchronous coaching access: Ask questions and receive thoughtful guidance from Maika directly in a dedicated, private VIP channel.
- Receive personalized feedback on your START assignments, tailored to your goals and progress.
- Attend a 90-minute group session post-retreat, including hot seat coaching and mini training to deepen integration.



## Here’s a summary of the START packages we’re offering

Prices are inclusive of all food, accommodation and course materials.  
Take advantage of our Early Bird specials\* (available until 31 August 2025)  
We also have a special Erickson+ Premium alumni discounts (keep an eye on your inbox and visit the Erickson+ page for details).

<b>Business Building Retreat</b>	Retreat Only	€ 1169 (Early Bird*) OR € 1299 (Regular)	<div><b>Included in the retreat fee</b></div> <div> Full board (vegetarian brunch, dinner &amp; snacks)</div> <div> Non-alcoholic drinks</div> <div> Accommodation</div> <div> Course materials</div> <div><b>Excluded:</b> Airfare, Visas, Transport to and from the venue</div>
<b>Business Building Retreat + VIP Group Upgrade Package</b>	Retreat + VIP Package	€ 1368 (Early Bird*) OR € 1498 (Regular)	

# START Booking Process

## Step 1: Give us your details

Please **[CLICK HERE](#)** to fill out our booking form and choose your preferred START package.

## Step 2: Process your payment

Please follow the payment link instructions to finalize your booking.

## Step 3: Organize Your Flights & Visa

Once you receive booking confirmation, it's time to book your flights & confirm your visa requirements with your local consulate. We're available to help with visa letters if needed.

## Step 4: Pack your bags!

And keep your eyes on your inbox for updates from us closer to your departure!





# FAQs

## What are the additional costs involved?

- Your accommodation rates include full vegetarian meal options (brunch, dinner and snacks), as well as tea/coffee breaks.
- Flights, visas and transport costs to and from the venue will be for your own costs.
- Our VIP Group Mentoring add-on is available at an additional cost.

## What payment options are available?

We accept major credit cards, bank transfers, and corporate invoicing upon request. Flexible payment plans may also be available. Please contact our advisors for details.

## Do I need a visa and does Erickson help to facilitate travel visas?

Visa requirements vary based on nationality. Please check with your local embassy for travel requirements to Spain. If you need an invitation letter for visa purposes, please contact us.



## Are you ready to START?

The **business building retreat** of a lifetime awaits you!

Visit [www.erickson.edu/business-building-retreat-2025](http://www.erickson.edu/business-building-retreat-2025) for more information and to secure your spot.ing.