

THE COACHING COLLECTIVE

@The Selfish Luxury Traveler



Where Transformational
Coaching Meets Luxury Travel





INTRODUCTION

The Selfish Luxury Traveler's Coaching Collective is an exclusive partnership program for Black women entrepreneurs who are ready to take their coaching beyond the boardroom, the stage, or the Zoom screen—and into stunning destinations around the world.

We partner with exceptional wellness, life, business, spiritual, relationship, and professional development coaches or facilitators who serve women in specialized communities—from nurses and HR professionals to female pastors, caregivers, entrepreneurs, and beyond. Together, we co-create domestic and international multi-day retreats that blend your transformational programs with our signature luxury travel experiences.





THE ISSUE

Black working women—including nurses, corporate leaders, women in ministry, caregivers, and entrepreneurs—are navigating a relentless intersection of professional responsibility, community leadership, and caring for children and elderly parents. According to the **American Psychological Association (APA)**, Black women report some of the highest levels of workplace stress across all demographics, with over 58% indicating that their stress is chronic rather than occasional.

The result: chronic stress, disrupted sleep, heightened cardiovascular risks, and declining mental well-being. The **Black Women's Health Imperative** notes that sustained stress can accelerate the onset of hypertension, diabetes, and depression—conditions disproportionately impacting Black women. Yet, cultural and societal narratives often frame rest as a luxury rather than a necessity, leaving many women trapped in cycles of overwork without intentional recovery.





THE SOLUTION

Transformational retreats and **travel** directly disrupt this pattern. Research from the **Global Wellness Institute** shows that immersive wellness travel experiences can significantly reduce cortisol levels, improve mood, and enhance mental clarity within just a few days—benefits that can persist for weeks or months after returning home. In environments designed for restoration, learning, and connection, women are able to detach from their daily burdens, engage in holistic self-care, and rediscover joy.

By integrating coaching, wellness practices, and culturally rich travel experiences, retreats become more than a getaway—they become a catalyst for sustained personal transformation. For Black women carrying the weight of their careers, communities, and families, intentional, luxury travel is not indulgence—it is a strategic investment in their longevity, leadership, and happiness.



.....THE BUSINESS OPPORTUNITY.....

We know that high-impact retreats require two essential components:

1. World-class travel experiences with seamless logistics and luxury touches.
2. Transformative programming tailored to participants' personal and professional growth.

The Selfish Luxury Traveler brings the first. You bring the second. Together, we create unforgettable experiences for your audience.



PARTNER BENEFITS ●●●●●

For Coaches:

- High-end retreat execution without the operational burden.
- Ability to monetize your expertise in a premium group setting.
- Expanded brand exposure through TSLT's luxury travel audience.
- The opportunity to deepen client relationships in person.

For TSLT:

- Access to highly engaged niche audiences through your community.
- Collaboration with leaders who enhance the retreat's value proposition.
- Strengthening our brand as a leading curator of luxury, purpose-driven travel.



WHAT YOU GAIN ●●●●●

- A Turnkey Retreat Partner – We handle all travel logistics, luxury accommodations, curated experiences, and on-site coordination.
- Marketing Firepower – Access to professionally designed promotional assets, a retreat booking portal, and coordinated marketing support.
- Revenue Opportunities – Earn from retreat registrations and keep 100% of your upsell revenue from one-on-one coaching or post-retreat programs.
- A Luxury Brand Association – Elevate your business by aligning with a premium travel brand that celebrates, empowers, and invests in women.





WHO WE'RE LOOKING FOR

Ideal Coaching Collective partners are:

- Black women entrepreneurs serving a clearly defined audience of women with an engaged following (email list, social media, or community group).
- Experienced in delivering high-quality programs, workshops, or coaching sessions.
- Committed to actively marketing the retreat to their audience.
- Aligned with our brand ethos of luxury, transformation, and intentional living.
- Willing to maintain general liability and professional liability insurance as outlined in our Service Agreement.

The Selfish Luxury Traveler (TSLT) – Your Travel Operations & Experience Partner

We handle:

- Travel Logistics
 - Selecting and securing luxury accommodations, venues, and activities. ***Not including air reservations.***
 - Coordinating group transportation, tours, and on-site support.
 - Managing all supplier negotiations and contracts.
- Marketing Support
 - Creating branded retreat landing pages & booking portals.
 - Providing high-quality imagery, video teasers, and marketing copy.
 - Running targeted email and social media campaigns (in collaboration with you).

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PARTNERSHIP ROLES & RESPONSIBILITIES





PARTNERSHIP ROLES & RESPONSIBILITIES

The Selfish Luxury Traveler (TSLT) – Your Travel Operations & Experience Partner

We handle:

- Program Integration
- Weave your coaching sessions into a balanced itinerary of leisure, culture, and luxury.
- Curate welcome kits, guest gifts, and special touches aligned with your brand.
- Financial Management
- Collect and process retreat payments.
- Handle supplier payments, taxes, and financial reporting.





PARTNERSHIP ROLES & RESPONSIBILITIES



Coach Partner – Your Expertise & Influence

You bring:

- Program Content
 - Design and lead transformational sessions, workshops, and group activities.
 - Provide materials, workbooks, or other learning tools for participants.
- Audience Engagement & Marketing
 - Promote the retreat to your community via social media, email, events, and personal outreach.
 - Share TSLT-provided promotional materials to maximize reach.
- Participant Experience
 - Serve as the on-site leader for all coaching/program elements.
 - Offer 1:1 or small group coaching add-ons during or after the retreat.

REVENUE & PROFIT SHARING

How TSLT Earns:

- **Travel Supplier Commissions:** TSLT earns a standard travel agent commission from hotels, resorts, tour operators, and other travel partners.
- **Percentage of Registration Fees:** TSLT retains an agreed-upon percentage of each participant's total registration fee for covering operations, marketing, and logistics.

How Coach Partners Earn:

- **Primary Revenue:** Receive a percentage of net registration fees per paying participant after travel costs and TSLT's operational fee.
- **Upselling Opportunities:** Earn additional revenue by offering private coaching sessions, digital programs, or follow-up mastermind groups during and after the retreat.



SAMPLE REVENUE MODEL (EXAMPLE FOR A \$4,000 ●●●●● PER PERSON RETREAT)

- Total Price per Participant: \$4,000
- Travel & program costs: \$2,500
- Remaining \$1,500 split: 55% Coach / 45% TSLT (after agreed fixed expenses)
- Coach's earnings: \$825 per participant + any coaching upsells
- TSLT earnings: \$675 per participant + travel supplier commissions



IDEAL COACH..... PARTNER PROFILE

We seek coaches who:

- Serve a clearly defined audience of women (minimum engaged list or following).
- Offer established programs, workshops, or transformational coaching frameworks.
- Are committed to promoting the retreat actively alongside TSLT.
- Embody the luxury, growth-focused ethos of The Selfish Luxury Traveler brand.



RETREAT PARTNERSHIP PROCESS ●●●●●

- Discovery Call – We align on audience, retreat vision, and destination options.
- Proposal & Agreement – We outline itinerary, budget, revenue splits, and deliverables.
- Co-Creation Phase – Joint development of itinerary, pricing, and marketing plan.
- Launch – Publish the retreat landing page and begin coordinated promotion.
- Execution – Deliver a seamless, luxury retreat experience for participants.
- Post-Retreat – Evaluate success, distribute revenue, and plan future collaborations.



WHY PARTNER WITH STEPHANIE.....

Partnering with The Selfish Luxury Traveler means stepping into a world where your coaching genius meets our luxury travel expertise to create transformational experiences your clients will never forget. Led by Stephanie M. Jones, a seasoned tour operator with nearly a decade of experience designing domestic and international multi-day itineraries for small groups, we know how to blend seamless logistics with unforgettable, high-touch moments. We take the operational weight off your shoulders—securing stunning accommodations, curating immersive cultural experiences, and managing all bookings and on-site logistics—so you can stay fully focused on delivering your signature programs.

With a 55% share of net retreat profits, 100% of your upsell revenue, and the prestige of aligning with a premium, women-centered travel brand, you gain not just income, but influence. Together, we'll design retreats that deepen client relationships, expand your reach, and elevate your brand—while giving your audience the priceless gift of transformation in extraordinary destinations.





NEXT STEPS.....

If you're ready to explore a strategic partnership with The Selfish Luxury Traveler, we'd love to connect. Together, we can create life-changing experiences that inspire, rejuvenate, and transform women—while building profitable ventures for us both.

Contact Stephanie today!
mssteph@theselfishluxurytraveler.com
www.theselfishluxurytraveler.com

HOW TO APPLY.....



1. Submit Your Application – Complete our [online application form](#) and tell us about your coaching niche, audience, and vision for a retreat.
2. Discovery Call – If selected for consideration, we'll schedule a call to align on goals, destinations, and partnership terms.
3. Partnership Agreement – Once approved, we'll finalize your Service Agreement, lock in retreat dates, and start designing your experience.

Applications are reviewed on a rolling basis. Space in the Collective is limited to 2–3 retreats annually to ensure each partner receives dedicated attention and resources.

Submit Application

Discovery Call

Partner Service agreement