

HOME PAGE

[Slider #1]

Change. Everything.

Do the words below describe YOUR Forum Retreat?

Life-Changing. Transformational. Experiential.

Once-in-a-Lifetime. Deep Immersion.

Exponential RESULTS.

[Make each word prominent — Size, color, font]

If not, it's time to [discover a Joy-Driven Forum Retreat.](#)

[Link to Joy-Driven Retreats Page]

[Slider #2]

Exotic Locales. Extraordinary Experiences.

Have you ever...

Flown in a private helicopter over a **VOLCANIC LAKE?**

Traversed miles through rainforest rivers to visit an **INDIGENOUS TRIBE?**

Peered **OVER THE EDGE** of the Valle de Guadalupe cliffs?

Stared down the face of a massive animal that wanted to **EAT YOU?**

Experienced an **OFF-ROAD SAFARI** in Antigua paradise?

Called a **16th CENTURY** fortified UNESCO World Heritage Site your Retreat home?

Dined in a rare **MICHELIN STAR** restaurant just South of the border?

Now You CAN! [Discover ALL 6 Breathtaking Retreat Destinations.](#)

[Link to Joy-Driven Retreats Page]

[Slider #3]

Introducing Your Guide...

In This Epic Journey of Self-Discovery.

Part entrepreneur, part Bohemian sailor, part globalist.

My goal is to unite joy-driven entrepreneurs.

My experiential exercises lead to amazing breakthroughs.

[Why Me? Why You? Why Now?](#)

[Link to About Me Page]

[Slider #4]

Invest In Yourself. Invest In Your Forum.

Can ONE Joy-Driven Retreat truly...

Produce happier, more fulfilling and joy-driven lives?

Help you to become a better entrepreneur?

Exponentially strengthen your Forum to start creating Master Mind value?

ABSOLUTELY! [Experience life Breakthroughs in Joy-Driven Retreats.](#)

[Link to Joy-Driven Retreats Page]

[Three “teasers” beneath main slider area]

Why Joy-Driven Retreats?

It’s been hailed “A mind-changing, expectations-exceeding Learning Retreat!”

That’s because my intense, deep immersion and experiential learning
experience is designed to impact all 360-degrees of your life.

Your professional life. Your personal life. Your whole life.

[Learn More >](#)

Only Six Joy-Driven Retreats Available.

6 Life-Changing, Deep-Immersion Retreats.

1 privileged Forum or Team per Retreat.

Once booked, you’ll wait 365 days for the next opportunity.

[Reserve Your Space Today >](#)

Meet My Joy-Driven Retreaters

They weren't simply inspired. They were transformed.
It didn't simply impact their businesses. It impacted everything.
Beyond lasting days or weeks... their results will span a lifetime.

[See Their Stories >](#)

6

Transformational Retreats
at Exotic Locales.

84 to 132

Hours Filled with Purpose,
Deep Immersion and High-Impact Learning.

10

Forum Members Ready to Be Forever Changed.
Personally, Professionally, Mentally and Spiritually.

1

Learning Retreat Opportunity Like No Other.

RETREATS PAGE

**Discover the Forum Retreat that You'll call A Once-In-a-Lifetime,
Transformational, Deep Immersion and Life-Changing
Joy-Driven Entrepreneurial Learning Retreat!**

**Get ready to experience a SEISMIC SHIFT
of what a Learning Retreat can truly be!**

See how your mindset, beliefs and behaviors are an absolute reflection of the results you have – and don't have!

Every day it stares back at you in the mirror.

It's your hopes. Your dreams. Even your regret.
It's your fears. Your challenges. Your hesitations.

Even as an accomplished entrepreneur who may have a stellar portfolio and an amazing family, you look in that mirror and KNOW your life is not yet complete.

Business goals. Financial dreams. Personal accomplishments. But they all seem out of reach... maybe even slipping away.

But HOW? You've read just about every book on the shelf. Attended Universities, seminars, workshops and conferences. Maybe even experienced a Forum Retreat or two.

Here's HOW: Each of those tools, resources and experiences are designed to inspire. The pebble-sized impact of that inspiration lasts days. Maybe weeks. Then, you're back to your same old self you always see in the mirror.

The ONLY way you can disrupt the same old beliefs, same old behaviors and same old results is by doing something you've never done before.

- Something that gets to the ROOT of your mental obstacles and self-limiting beliefs — **Deep Immersion Learning!**
- Something that introduces you to a NEW way to think, feel and act — **Experiential Learning!**
- Something that will won't disappear in days... but last a LIFETIME — **Life-Transformational Exercises!**

**That's what the Joy-Driven Forum Retreat can deliver.
It's an experience that can deliver significant change
in many areas of your life for many years to come!**

My mission has always been to aspire to a joy-driven life. Not a fear-driven, scarcity-driven life.

So, what's the difference?

Entrepreneurs today are hungry, focused and driven. However, too often what gives them that insatiable appetite and drive for success is a fear of failure... a scarcity-driven hunger to have more and more and more.

As a result, it's like you're constantly in shark-infested waters and swimming as hard as you can. Just to survive! Then, when you make it to the safety of shore, are you filled with joy and exuberance? No, you're simply relieved you survived.

"Things that matter most must never be at the mercy of things that matter least."
- Goethe

What if your PURE HAPPINESS and JOY were part of your authentic self... And NOT simply a temporary result?

That's my mission for myself and the entrepreneurship world. To discover an authentic self that is no longer being chased by fears... or constantly chasing results.

One that's 100% Joy-Driven. That became my mission.

As a result, I created a Forum Learning Retreat curriculum that addresses the following question:

How could I make these Forum Retreats a personal transformational experience?

One where team members came out a new and improved man or woman.
One where your Forum is capable of growing exponentially stronger and closer.

ABOUT PAGE

**The mind of an entrepreneur.
The soul of a sailor and explorer.
The heart of a life-changer.**

It's suddenly become crystal clear.

I was put on this Earth to make an impact, a significant impact in the lives I touch. I believe entrepreneurs are best equipped to make the most impact in our world, in our economies, in our geo-political problems. I further believe I can help make an impact in the life of an entrepreneur by helping him or her transform from a fear-driven or scarcity-driven life to a joy-driven life.

In many ways, we are one. We are entrepreneurs at heart. We wake each morning with an insatiable desire to affect change. To solve problems. To improve the world in which we live. Our minds are always racing to build that next great business. That next superior solution.

A little about me: I've run a successful marketing agency for 26 years – The Peterson Group. I've recently acquired Baja No Pinch Tool, an online motocross products company. In the next year, I'll have 3 more businesses under my belt.

Yet, I want more.

While growing businesses and solving problems fulfills my entrepreneurial energies, my real passion lies in experiencing what matters most in this world, sharing it, and helping this experience transform someone's life. Nothing compares to playing a role in leading people to their most rewarding future. Beyond making more money. Making a real difference.

That's why I've carved out a little time in my life to produce transformational, life-changing, once-in-a-lifetime, deep-immersion and high impact learning Forum Retreats. On a very limited basis (only 6 per year), my Forum Retreats take place in nature splendor of the world's most exotic locales. Nirvanas such as Cartagena (Columbia), Antigua (Guatemala), Valle de Guadalupe (Mexico), Panama, the Maasai Mara and Nairobi (Kenya) and Fiji (coming soon).

Beyond the beauty and brilliance of these paradises, my retreat curriculums are where the true beauty lies. Every minute of every day is designed to help you reveal obstacles and self-limiting beliefs, some you never knew existed. Then, once these obstacles become crystal clear, you'll be able to break through them like never before.

"Learn to enjoy every minute of your life. Be happy now. Don't wait for something outside of yourself to make you happy in the future. Think how really precious is the time you have to spend, whether it's at work or with your family. Every minute should be enjoyed and savored."

- Earl Nightingale

[Discover more about my life-transforming Forum Retreats, my calendar or retreats and how you can reserve your retreat today.](#)

AGREEMENT TERMS

I admit that this life-accelerating Forum Retreat experience is NOT for everyone.

**Only the most DETERMINED. Most PASSIONATE. Most DARING.
Most READY to CHANGE.**

Most Forum Retreats accept anyone and everyone. I DON'T.

Most Forum Retreats invite everyone with a credit card. I DON'T.

Most Forum Retreats don't truly care about your results afterwards. I DO!

Because I can only produce 6 Joy-Driven Retreats a year, I must select those Forums and teams that are truly aligned and seeking the Joy-Driven Retreat experience.

Before you embark on this learning retreat and adventure, please consider the following terms of agreement.

Unanimous Forum Approval — Each Forum Member agrees to the following:

- a. Trust the Process** — From the first minute to the last, you will trust that Alan and his Retreat team leaders are creating a high-immersion, high-impact and high-transformational experience on your Forum's behalf.

- b. Follow the Curriculum** — Every single one of these experiential exercises is proven to challenge your current mindset, disrupt your current expectations and deliver powerful results. Every member of your Forum, Team or Spousal Forum is expected to fully participate 100% of the time.

“We tend to live up to our expectations.”

- Earl Nightingale

- c. Get Uncomfortable** — People who live within their comfort zone always settle. An extraordinary life exists just outside of your comfort zone. Some of our exercises will challenge you to be vulnerable. Some will confront your beliefs and behaviors. Some will challenge you to go beyond your expectations. Do it! That’s where your dream life exists.
- d. Learn and Grow** — Enter this Joy-Driven Forum Retreat with an open mind. Open to learning something new. Open to new ideas, new approaches and new beliefs. Open to different experiences and unique exercises. Those who are most open to learning will achieve the most growth — financially, spiritually and personally.
- e. Technology** — While we understand the importance of using technology to communicate with business partners, clients and family, it also brings us to the surface and out of focus. Therefore, technology will be limited to specific times of the experiential learning retreat.

Please complete the following Joy-Driven Entrepreneurial Retreat Series Form to gain pre-approval for our exclusive, transformational Forum Retreats.

I would like to learn more about you, what you expect to receive out of the time we spend together, and how I can be most useful on your Forum Retreat.

Please respond to the following questions. Your responses are confidential and for the purpose of tailoring your workshop curriculum:

If you could live your dream life, what would that look like?

If you could do anything you wanted to do, what would it be?

What are the top three obstacles that prevent you from being happier and more fulfilled than you are today?

“Twenty years from now you will be more disappointed by the things that you didn't do than by the ones you did do. So throw off the bowlines. Sail away from the safe harbor. Catch the trade winds in your sails. Explore. Dream. Discover.”

-- Mark Twain

FAQ PAGE

**Exactly HOW will my life change?
What makes YOUR Forum Retreat better?
Can you GUARANTEE your results?**

Find answers to these questions and more right here.

Q: I've been on other Forum Retreats. Why should I consider the Joy-Driven Retreats?

A: Congratulations. Because you've experienced other Forum Retreats, it shows your dedication to enhancing your life. Let's start here: Were your past Retreats deep immersion, high impact, transformational, once-in-a-lifetime experiences that gave you life-changing “Aha!” moments and deeper Forum relationships?

If the answer is “No” or “Not really”, you have not yet found your ideal Forum Retreat. I can promise you that Joy-Driven Retreats are unlike anything you've ever experienced. You may find a “breakthrough moment.” They may even be “life-changing”. I like to say that you'll come out of the Retreat as a different person. A better husband. Wife. Leader. Entrepreneur. Friend. All in all a BETTER person.

It's all about the proven curriculum and experiences. They are deep immersion. They take a serious commitment. You'll laugh. You may cry. It's not a vacation. It's a rewarding journey that's capable of delivering the results and dreams you seek.

The minute you land back home... the minute you walk in your home and greet your family... the minute you jump back into your entrepreneurial lifestyle... you'll realize your opportunities to “show up” differently — with a different perspective, different

heart and different purpose and passion. It's almost like your life suddenly becomes a little more clear, a little more focused and of course a little more Joy-Driven.

Q: Precisely how will this Joy-Driven Retreat transform my life?

A: Let's start by reviewing where you are today. As a successful entrepreneur, you already have more wealth, more opportunity and more happiness than most. However, because you're seeking an impactful retreat experience, you clearly want more.

However, up to this point in your life, obstacles and self-limiting beliefs have stopped you from fulfilling many of your most important goals.

These Joy-Driven Retreats are strategically created to facilitate the mindset and the direction to possibly achieve those significant breakthroughs.

If you could do whatever you wanted today, what would you do?
If you could be anyone you wanted today, who would you be?
Change your beliefs and you change everything!

"What we think, we become." - Buddha

"Happiness is when what you think, what you say, and what you do are in harmony."
- Mohandas K. Gandhi

Q: Are these Joy-Driven Retreats FUN or WORK?

A: That's a choice. I'll provide the once-in-a-lifetime activities, deep immersion exercises, proven tools, great relationships and extraordinary sites. You simply put in the time, effort and commitment to change.

Yes, there will be lots of fun. And because nothing is accomplished without work, there will be lots of work. But you'll ultimately decide if it's work or just part of an amazing journey.

Bottom line: Years from now, you'll realize this Joy-Driven Retreat Series was one of the significant moments in your life.

"When you arise in the morning, think of what a precious privilege it is to be alive - to breathe, to think, to enjoy, to love."

- Marcus Aurelius

Q: How do we plan for it?

A: In short... you don't. After all, if you could plan and prepare for an intensive experience like my Joy-Driven Retreats, you would have done it already.

We take care of everything (except your arranging flights to get "there!"). Accommodations, Food. Fun. EVERYTHING! From the moment you land, simply trust the process completely. Our team will cover everything — from accommodations to exercises, from culinary experiences to extracurricular (and once-in-a-lifetime) activities.

I know how entrepreneurs love to prepare. So, here are a few things you can do.

- 1) Erase your doubts and skepticisms.
- 2) Trust me. Trust your team.
- 3) Be 100% open to new ideas, new experiences and new possibilities.

Q: What is the cost?

A: How much is it worth to start living a Joy-Driven life?

How much would you invest to come out of this adventure at least one make takeaway or breakthrough that fuels you to your next level?

How much have you spent on previous Forum Retreats that were fun and bonding, but did not provide deep immersion, experiential learning and transformational results?

While I attest this is an impactful and results-focused opportunity available for entrepreneurs, leadership teams and spousal forums... and while these retreats will be held in six of the most breathtaking exotic locations on the planet... I've made them affordable. Keep in mind, this is not my business. I'm doing this to fuel my personal mission to serve entrepreneurs like yourself.

The cost for these 4-day, 3 night, deep-immersion, life-transformational experiences is only about \$2,200 (plus your airfare) for a 10-person team. (Fiji and Nairobi are highly customized experiences and variations of accommodations in hotels/safari venues and private charter yachts are engaged.)

Q: What do these Joy-Driven Retreats include?

A: In short, EVERYTHING.

This extraordinary experience includes all transportation, all hotel and sleeping accommodations, all sumptuous meals, all adventures and tours and all additional supplies and comfort items. Of course, you may wish to have the additional beverages, libations or extravagances, or “after-after hours” beyond what’s already plentiful.

Most importantly, these Joy-Driven Retreats include all high-impact, deep-immersion teaching exercises and experiences. For one reasonable price, you come away impacted as a better man or woman, a stronger leader and better teammate.

Q: Can you guarantee the experience?

A: Of course I will guarantee everything within my control.

I guarantee an extraordinary experience at a first-class exotic locale.

I guarantee my proven system featuring deep immersion, high-impact exercises.

I guarantee delivering exponential Forum value that benefits all team members.

I guarantee most every minute of every day will be dedicated to your total improvement.

That said, I cannot guarantee your commitment, your acceptance, your beliefs and your actions – nor the weather! However, if you are 100% present and 100% dedicated, then YES, I absolutely guarantee you will achieve a deep, meaningful and transformational experience – individually and as a team.

“The person who gets the farthest is generally the one who is willing to do and dare. The sure-thing boat never gets far from shore.”

- Dale Carnegie