



Welcome and Get Ready! We are so excited you are joining us for the **6-Figure University Open House and Campus Tour**. You get to audit 4 of our Deep Dive Courses for FREE! This is your **Official Tour Guide** and will give you a crystal clear layout of the **areas your business excels in**, and the **skill gaps to focus on** to reach your **ultimate business goals!**

Call Information: Phone number and code for all calls: **Dial in:** (425) 440-5100, **Code:** 528604#

Class Schedule: Plan Your Tour and Audit All 4 Classes Below

There will be no recordings of this event, so be sure to block out your calendar & be there live!

Day 1: Wednesday, May 14

Course 1: Juicy Marketing™
 9 – 10:30a.m. Pacific Time
 (10 a.m. MT, 11 a.m. CT, 12 noon ET)
followed by Live Q&A with Lisa Cherney
[Listen via the web](#) (see email for details)

Course 2: Soulful Selling™
 1 – 2:30 p.m. Pacific Time
 (2 p.m. MT, 3 p.m. CT, 4 p.m. ET)
followed by Live Q&A with Lisa Cherney
[Listen via the web](#) (see email for details)

Day 2: Thursday, May 15

Course 3: Speaking & Lead Generation
 9 – 10:30 a.m. Pacific Time
 (10 a.m. MT, 11 a.m. CT, 12 noon ET)
followed by Live Q&A with Lisa Cherney
[Listen via the web](#) (see email for details)

Course 4: Creating Group Programs
 1 – 2:30 p.m. Pacific Time
 (2 p.m. MT, 3p.m. CT, 4 p.m. ET)
followed by Live Q&A with Lisa Cherney
[Listen via the web](#) (see email for details)

Day 3: Friday, May 16

8 – 9:30 a.m. PT: **Course1: Juicy Marketing™**
 (9 a.m. MT, 10 a.m. CT, 11 a.m. ET)
[Listen via the web](#) (see email for details)

10 – 11:30 a.m. PT: **Course 2: Soulful Selling™**
 (11 a.m. MT, 12 p.m. CT, 1 p.m. ET)
[Listen via the web](#) (see email for details)

11:30 – Noon PT: LIVE Q&A with Lisa
 (12:30 p.m. MT, 1:30 p.m. CT, 2:30 p.m. ET)
[Listen via the web:](#) (same link as Soulful call above)

1 – 2:30 p.m. PT: **Course 3: Speaking & Lead Gen**
 (2 p.m. MT, 3 p.m. CT, 4 p.m. ET)
[Listen via the web](#) (see email for details)

3 – 4:30 p.m. PT: **Course 4: Group Programs**
 (4 p.m. MT, 5 p.m. CT, 6 p.m. ET)
[Listen via the web](#) (see email for details)

Day 4: Saturday, May 17

8 – 9:30 a.m. PT: **Course 4: Group Programs**
 (9 a.m. MT, 10 a.m. CT, 11 a.m. ET)
[Listen via the web](#) (see email for details)

10 – 11:30 a.m. PT: **Course 3: Speaking & Lead Gen**
 (11 a.m. MT, 12 p.m. CT, 1 p.m. ET)
[Listen via the web](#) (see email for details)

11:30 – Noon PT: LIVE Q&A with Lisa
 (12:30 p.m. MT, 1:30 p.m. CT, 2:30 p.m. ET)
[Listen via the web:](#) (same link as Speaking call above)

1 – 2:30 p.m. PT: **Course 2: Soulful Selling™**
 (2 p.m. MT, 3 p.m. CT, 4 p.m. ET)
[Listen via the web](#) (see email for details)

3 – 4:30 p.m. PT: **Course1: Juicy Marketing™**
 (4 p.m. MT, 5 p.m. CT, 6 p.m. ET)
[Listen via the web](#) (see email for details)

Google Hangout: Monday, May 19 — Live Google Hangout with Lisa Cherney (see email for details)

6-Figure University Open House Tour Guide



Course 1: Stand Out & Be Juicy™ - Magnetize Your Marketing Blueprint Program

- 1) **Uncover your Ideal Client Attributes**, so you can ditch the NICHE and Claim your Ideal Clients instead!

What are your target demographics?

(Age, education, income, etc.)

Why did you choose that?

(These are your Ideal Client Attributes!)

2) I think I have MICPD: (check one) _____ YES _____ NO

3) **Knowing your Juicy Benefits** helps you gain the confidence to charge what you're worth.

List your Juicy Benefits here:

4) **How would your business be different** if you had the PERFECT words to describe what you do

Course 2: Soulful Selling™- Converting Conversations Into Clients

1) **How would "sales" feel different** if you had your own selling system that felt authentic and also got results?

2) **What is one of the most important key questions to ask** that creates magic in the conversation every time?

3) **List some of the questions NOT to ask potential clients** when you're in a selling conversation:

4) **What is the next thing you will implement** in your sales system to generate more clients and cash?

Course 3: Speaking & Lead Generation– Get Clients Every Time You Speak

- 1) **What 3 important things should you remember** when creating a Juicy Offer Talk™?
- 2) **What should you do to maximize your speaking opportunity** before you even get to the gig?
- 3) **How can you make more money by giving free sessions** than by offering a \$497 product/service?

Course 4: Creating Group Programs– Make Big Money & Double Your Time Off

- 1) **What ways do you now see that** a group program can produce better results than 1:1 work?
- 2) **What 3 common mistakes** do people make when creating group programs that could lead to dissatisfied clients?
- 3) **What is your first step** to take all the brilliant “stuff” you already have and structure it into a high-impact curriculum-based program?
- 4) **Where do you still feel stuck** around creating a group program?

Key Takeaways and Next Steps

- 1) **What do you see as the primary gap** between where you want to be in your business and where you are now?
- 2) **What support would you need** to fill that gap?
- 3) **What strategies have you learned** in the 6-Figure University Open House that you can implement in your business right away?
- 4) **What might stop you** from achieving your goals?
- 5) **If you could waive a magic wand and change one thing** about your business, what would it be?

So what are your next steps?

Start by filling out a skill gap assessment here to see what skills are missing or lacking in your business right now: www.6FigureUniversity.com/

If you are interested in exploring if 6-Figure University is a fit for you, submit your assessment and request a qualification interview with one of our Juicy Coaches. We will get your questions answered and let you know all the details.