

January

| S | M | T | W | T | F | S |
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| | | 1 | 2 | 3 | 4 | 5 |
| 6 | 7 | 8 | 9 | 10 | 11 | 12 |
| 13 | 14 | 15 | 16 | 17 | 18 | 19 |
| 20 | 21 | 22 | 23 | 24 | 25 | 26 |
| 27 | 28 | 29 | 30 | 31 | | |

February

| S | M | T | W | T | F | S |
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| 17 | 18 | 19 | 20 | 21 | 22 | 23 |
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March

| S | M | T | W | T | F | S |
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| 24/31 | 25 | 26 | 27 | 28 | 29 | 30 |

COURSE DESCRIPTION

- ES101 Knowing Today's Clientele** - Knowing the new consumer - Demographics, NEO vs. Traditional, Generations X, Y and Z driven attitudes and behaviors, and all sorts of new data
- ES102 Permission Based Engagement** - How to apply the "Permission Based Engagement" rule. How to earn permission and what to do when you can't get it
- ES103 Write Succinctly & Specifically** - How to write emails that fit within the screen of a mobile device
- ES104 Texting Today's Clientele** - How to use and leverage text for appointment setting and follow-up
- ES105 Volleying Videos I** - How to use video to engage, reengage, entice and set more appointments with your clients
- ES106 Volleying Videos II** - More on how to use video to engage, reengage, entice and set more appointments with your clients
- ES107 Converting Inbound Web Calls** - How to convert inbound web-calls and how to effectively follow-up on the phone when you have permission
- ES108 The 35-Day Relationship** - How to design your intelligent strategy for professionally aggressive follow-up for some longer-term buyers

Access Your Training Site

www.yourpersonaluniversity.com

- No pre-registration
- Access class up to 15 minutes before the scheduled time
- Classes are closed 1 minute after the scheduled start time

Learning Toolbox

Available on your Personal Education Plan as you log in.



Click the Play button to attend class



Access course workbooks, view the class schedule and send calendar reminders



Dial In: Use Phone Option to hear the instructor. Dial in on your phone. Enter Conference ID 41802#, when prompted. Then enter Your Personal User ID.

Daily Schedule

| Monday and Wednesday | | | | | | | Tuesday and Thursday | | | | | | |
|----------------------|--------|--------|--------|--------|--------|--------|----------------------|--------|--------|--------|--------|--------|--------|
| # | NDT | AT | ET | CT | MT | PT | # | NDT | AT | ET | CT | MT | PT |
| 101 | 11:00a | 10:30a | 9:30a | 8:30a | 7:30a | 6:30a | 105 | 11:00a | 10:30a | 9:30a | 8:30a | 7:30a | 6:30a |
| 102 | 12:00p | 11:30a | 10:30a | 9:30a | 8:30a | 7:30a | 106 | 12:00p | 11:30a | 10:30a | 9:30a | 8:30a | 7:30a |
| 103 | 1:00p | 12:30p | 11:30a | 10:30a | 9:30a | 8:30a | 107 | 1:00p | 12:30p | 11:30a | 10:30a | 9:30a | 8:30a |
| 104 | 2:00p | 1:30p | 12:30p | 11:30a | 10:30a | 9:30a | 108 | 2:00p | 1:30p | 12:30p | 11:30a | 10:30a | 9:30a |
| 105 | 4:00p | 3:30p | 2:30p | 1:30p | 12:30p | 11:30a | 101 | 4:00p | 3:30p | 2:30p | 1:30p | 12:30p | 11:30a |
| 106 | 5:00p | 4:30p | 3:30p | 2:30p | 1:30p | 12:30p | 102 | 5:00p | 4:30p | 3:30p | 2:30p | 1:30p | 12:30p |
| 107 | 6:00p | 5:30p | 4:30p | 3:30p | 2:30p | 1:30p | 103 | 6:00p | 5:30p | 4:30p | 3:30p | 2:30p | 1:30p |
| 108 | 7:00p | 6:30p | 5:30p | 4:30p | 3:30p | 2:30p | 104 | 7:00p | 6:30p | 5:30p | 4:30p | 3:30p | 2:30p |