



## INTRODUCTION:

Welcome. In this instruction set, we'll introduce you to a tour of the Umbrella Program on a tab by tab basis.

Before we start, you need to know Umbrella Program Rule Number One. Our content is free - to you, your CPAs, your employees, and all of your clients and their employees. We will never charge anyone in your orbit for anything.

## IT'S IMPORTANT TO DISTINGUISH BETWEEN OUR THREE CATEGORIES OF CONTENT:

We have seminars, 5HR/3HR/2HR/1HR for every member of an organization. The seminars provide a detailed, step by step blueprint to enhanced profitability.

As a complement to that, we have our 5D-Machine. It is an online tool that encompasses every step necessary to achieve elite profitability.

Separate and distinct from this we have over 100 podcasts - 6 minute pods filled with nothing but entertaining, informative bits of business. From 100 years ago, 50 years ago, and last Thursday. We'll offer the Pod of the Day.

Our content is especially valuable to the accounting world. It opens up a whole world of opportunity for enhanced billable hours. In addition, the program provides upwards of 25% of the requirements of CPEs for free.

And serves as a blueprint to provide advisory services. Finally, the Pods Of The Day are prefaced and ended with your brand. A daily reminder to your clients of you with no effort on your behalf.

We don't just provide content, we provide a turnkey, customized promotional program for you to make available to your clients. At no charge.

## **FOLLOWING, A DESCRIPTION OF EACH TAB:**

### **1. PROGRAM OVERVIEW VIDEO (5:14)**

This is what the title implies, an overview of our Umbrella Program for accountants.

### **2. INSTRUCTIONS**

### **3. CONTENT SAMPLES**

Parts A/B/C are a synopsis of our Business In Five Dimensions. Part D is a summary in roughly 13 minutes of the entire program.

If one listens to parts A/B/C they typically don't need to listen to Part D. However, if you want to share a quick synopsis of the Business In Five Dimensions, Part D is the way to go.

### **4. 5D-MACHINE**

Begins with a video (1:42) as an overview of the online tool. Then there is a sample of one module of the 5D-Machine. And finally, there is a PDF of that module.

### **5. PODCAST SAMPLES**

First, we have a short video (2:20) that details an example of our pods that are quite entertaining. Then there's actually a sample of an audio podcast detailing the unique preparations many entrepreneurs had for their careers.

### **6. EMPLOYEE OPPORTUNITY SEMINAR**

We offer a five-part series for all employees in an organization explaining to them exactly how they fit into capitalism in general and the success of a company on a micro basis. And what it takes for them to have their dreams come true.

This is just the second installment of this series.

### **7. PROMO VIDEO SAMPLE (5:30)**

This just gives an idea of the kind of customized video we'll produce specifically for your firm. It can incorporate personalized video of anyone in your company, your Managing Partner for example.

**8. BUSINESS IN 5D VIDEO (2:42)**

An overview of our Business In 5D content.

**9. WHO WE ARE VIDEO (2:30)**

A brief general overview of our genesis.

**10. CAPITALISM'S PREMISE VIDEO (3:47)**

An explanation as to what capitalism is about and the roots of success.

**11. OUTSIDE THE BOX VIDEO (2:37)**

A short, enjoyable tour of several really fascinating examples of businesses that thought outside the box.