

Charting a course to achieve your DREAM - Narration


TARGET DURATION: 2 minutes

AUDIENCE: Future and current clients

GOAL: Using the DREAM process, Canella Financial Group will develop a unique plan to achieve their client's individual investment goals.

AUDIO: Soft music playing in the background – (At the top)

NARRATION SCRIPT: Attached

Visuals	Narration
<p>For all Sections with Text on the Screen: Lower Thirds – Shimmer 01 Brand colors for Rectangle 1 & 2 #2757A4 Rectangle 3 - #418FD0 Rectangle 4 – Default white Text will be Lower Thirds default</p> <p>Transitions from photos or videos – Circle reveal The photo or videos will flow from one to another a few seconds before the narration starts. The title question and DREAM acronym will appear in the Lower Thirds format.</p> <p>Close Caption will be provided.</p>	
<p>Title Screen: What are your dreams?</p>  <p>- photo</p>	<p>What are your dreams?</p>

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- Photo will appear with narration –

College Fund?



- Photo will appear with narration –

Retirement?



- Photo will appear with narration –

Leaving a legacy?



- Photo will appear with narration –

What does your financial security mean to you?




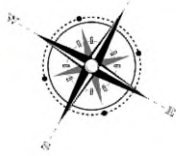

College Fund?

Retirement?

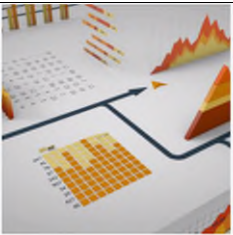



Leaving a legacy?

What does your financial security mean to you?




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 <p>- video (1)</p>  <p>video (2)</p> <p>Charting a course to achieve your DREAM</p> <p>DISCOVER RESEARCH EMPOWER ACTION MONITOR</p>  <p>(3)</p>	<p>(1)At Canella Financial Group, before we begin developing your investment strategy, (2)we take the time to understand your unique situation and goals through our proprietary (3)discovery process – DREAM!</p>
<p>Charting a course to achieve your DREAM</p> <p>DISCOVER RESEARCH EMPOWER ACTION MONITOR</p> 	<p>Using the DREAM process...</p>
 <p>- video</p> <p>Discover – Left/Bottom of Screen – Lower Thirds</p>	<p>We will work closely with you to clarify what is important to you, identify your goals, values, and strengths to help you pursue the future you imagine for yourself.</p>

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 <p>- video</p> <p>Research – Left/Bottom of Screen – Lower Thirds</p>	<p>We will gather financial data, analyze your current financial situation, and quantify your goals based on your priorities. We will utilize our six-step comprehensive financial planning process to evaluate your total situation.</p>
 <p>- video to start</p> <p>Empower – Left/Bottom of Screen</p>  <p>- video change when narration begins by providing you ...</p>	<p>We will develop a written financial plan that will be presented to you outlining where you currently stand in relation to your future goals. By providing you this information, we can begin to help you move confidentially in taking action toward reaching your goals.</p>
 <p>- video</p> <p>Action – Left/Bottom of Screen</p>	<p>We will provide specific solutions and the resources needed to implement your financial plan in order to help meet your unique needs and goals.</p>

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 <p>- video</p> <p>Monitor – Left/Bottom of Screen</p>	<p>We will regularly review the progress of your plan toward your goals. Since changes in your situation will undoubtedly arise, we will help you make adjustments as needed to get back on track or to chart a new course.</p>
 <p>- photo</p>	<p>At Canella Financial Group, our mission is to develop a strategy to achieve your DREAM.</p>
<p>Canella Financial Group Logo – Middle top of Screen (transition – circle reveal - when narration starts)</p>  <p>canellafinancialgroup.com (bottom left corner)</p>	<p>We invite you to contact us today to learn more about how we can help you pursue your DREAM goals.</p>

Play out the music for 2 – 3 seconds after the narration to close the video.