



**YOU HAVE THE KNOWLEDGE -  
WE HAVE THE TOOLS TO SPREAD IT  
SPEAKER INFORMATION**

**SMSF  SCHOOL INCOME TAX  SCHOOL**  
**LAW  SCHOOL FINANCIAL PLANNER  SCHOOL**

# Know Us !

Since 2006, we have been helping Australian business with legal tax structure like forming companies; self managed super funds, trusts etc and related documents and the principals have been in public practice since 1988. This has given us a deep understanding on how the Australian financial advisory services works and what is required to meet and exceed Continued Professional Development (CPD) requirements of all professional bodies and of legislation.

Join us to be a part of an Australian first interactive and collaborative learning platform!!



**EARN**



**INSPIRE**



**YOUR IDEAS**

## ONLINE

The 'Digital Revolution' is leading to significant changes in the way we work and interact with our clients today. Work from home and requirements for being in person everywhere has a changed meaning.

Our financial services schools is an eLearning platform that has been thoughtfully and specifically designed to offer flexible, effective & focused experience to accounting, financial planning, law and advisory firms with a comprehensive guide to developing necessary skills to excel in a professional service environment.

## CPD

Our short one hour programs, which can be joined to even make it a full course are designed so that they are eligible for CPD structured skill development which is a mandatory requirement for all service practitioners in Australia.

## OUR SPEAKERS

All of our upcoming courses are expected to have clear, documented learning objectives and our 'On Demand' events have assessment tasks that are scored online before CPD certificates are issued.

Our chosen speakers are expected to carry a wealth of experience on our website for interactive and on demand CPD sessions. Our CPD sessions are guaranteed to save students time, enabling them to take online sessions with well researched topics of relevance.

## MARKETPLACE

Our platform is an Australian first such platform where it is a market place for our chosen speakers to find paying students in their area of expertise and earn CPD points.

This area is currently dominated by professional bodies where the students have to jump from one professional body to another to study their area of expertise. We offer them an all-in-one site which covers most of the inter-related topics where the speaker can also be remunerated and students finds their experts on one platform. Our core services to students for last 16 years in providing them with their legal documents creates a trust factor for them to consume our education, training & future referral for technical support from our speakers.

We currently have over 7,000 SMSF Professionals & Accountants who have a 'single sign on' website access to all our speaker events and are eagerly waiting to start their eLearning sessions with experts in their field.



## SESSION TYPES

We are eLearning focused and our seminars are available in two formats



### Live online

We ensure the quality of the speaker's content is practical and directly relevant to public practices and proves to be valuable to our students. Each session slide is pre-approved prior to being hosted.

Students are sent a link where they can attend these sessions and get an opportunity to ask questions at the end of the event.

Students connect online - with no other software to install or purchase. The speaker decides the length of the presentation which results in CPD points students can claim. We expect most sessions to be for 1 hour and at times there may be multiple events during the day - which means that students can attend the sessions as they like.

Speakers can host up to 2 live upcoming events in a month - several events can be linked to make a 'topic series' which a student can enroll together.



### On demand

Speaker can choose to have the live event recorded and uploaded for students to consume the event "on demand" - 24 / 7 - where the recording can be viewed multiple times.

Speakers must also upload at least 10 multiple choice questions which the student must answer correctly to earn valuable CPD certificate. On demand recordings remain available for up to 12 months or less if disabled by the speaker or by administrators due to changes in law etc.

## WHY JOIN US

Start Now with the word Go!

7,000+ pre-registered students

Add value & share expertise

Gain exposure & recognition

Income generation based on attendees

Live online sessions or / and On-Demand recordings

Recurring monetary benefit

Tap into 50,000+ customer database



## HOW IT WORKS - FLOWCHART

### CUSTOMER BASE

We have been at the forefront providing legal documents to our financial planners, SMSF auditors, accountants and solicitors customer base for the last 16 years. We have sold to over 50,000 committed customers who are consumers of mandatory CPD either legislated or required by professional bodies.

- ✓ We sell packages which includes credits to their accounts for consuming CPD.
- ✓ We have a database of other CPD consumers who as per our survey, will be consuming CPD hours from our platform.

### SPEAKER ACTIONS

We have a list of speakers from the field of SMSF, Income Tax, Law and various aspects of Financial Planning who want to present for:

- ✓ as an opportunity to present their skill;
- ✓ to be paid to speak, instead of presenting for free for professional bodies
- ✓ earn an referral source for their profession in their area of expertise

As a speaker, you can create your speaker profile and submit it for approval. Once approved, you can choose the topic, date & time when you can present and then upload your content for upcoming events and / or on demand events. As a speaker, you decide the student registration price and on demand events.

### SESSION MARKETING

Once the event is uploaded, we market your session based on select criteria of our students and via our email / SMS marketing etc.

As students register, you as speaker can log in and see how many students have booked and paid for the event as there is only one database of bookings.

## GO LIVE

We will train you on our platform - going live means

- ✓ you will need a computer and a good quality headset. We also recommend a camera as speakers who show themselves speaking have a higher student following.
- ✓ on the day and time of your event, we will engage with you about half hour early and ensure that you have your slides on your computer working fine
- ✓ our host will introduce you and give you control of your session for the duration of your speech ranging from 45 minutes - 1 hour.
- ✓ after your speech - it is optional - our host will read out the questions raised by the students which will be answered on air.
- ✓ we will be recording the live event and will publish it "on demand" if you have chosen to do so.

## POST EVENT

We do the following activities post an event:

- ✓ Ensure CPD certification are provided to students who attended Live sessions
- ✓ Transfer the recorded version to the students account for reference purposes
- ✓ Record and upload your live session as "on demand event" if you have chosen to do so - to make it happen - you will have to upload at least 10 multiple Q & A to ensure that students have understood your "on demand session" to be credited for CPD hours.
- ✓ market your "on demand" session to our customer base.

## PAYMENT TO YOU

At the end of the month - we will calculate all the live events and all the "on demand" events sold for you during the month. This payment will be usually paid by the 15th of the following month - with a full list of attendees - which you will be able to reconcile.

Please note that "on-demand" sessions are on our website for 12 months - so it is possible for a month - you will be paid for one or for several such events.

## KEY METRICS TO REMEMBER

- ✓ Profit sharing and recurring income generation
- ✓ Live interaction with students during Q&A session
- ✓ LIVE as well as Recorded On Demand session options.
- ✓ Personal Introduction of the speaker by our representative
- ✓ Social Media Marketing of upcoming events with Speaker Info
- ✓ Email Marketing of upcoming sessions to our complete customer base
- ✓ Opportunity to have your company logo inserted on-the-introduction slide.





## OUR VALUE PROPOSITION

### Key Features that set us apart



#### READY AUDIENCE

We have ready customer base who are buying legal documents from us and with document packages getting credits for CPD hours - you have a readymade audience. These students are accountants, SMSF auditors, financial planners, Director of companies and Trustees of SMSF's etc



#### TARGET POTENTIAL

You get an instant exposure as an EXPERT in your field - to our customer platform of more than 50,000 professionals via our speakers page and more details page. This catapults your profile on all Google search engines and puts you in the limelight.

These speaking opportunities helps your business and our students become a referral source for your professional services - as we allow your personal details such as contact details, address, phone number, email address and social media contacts.



#### PROPRIETARY ONLINE PLATFORM

Our customized Speaker 'login' page on our website enables you to directly upload the sessions before hand and be prepared in your own convenient time. Each session is approved prior to being finally broadcasted for viewership. With you in control - you decide how many sessions you want to conduct in a month on what topic and at what price.



#### EARN AS YOU SPEAK

We give you a fully supported platform to conduct your live online sessions - we call them "Upcoming Events" for which we pay you 50% of fee collected. A fully customized and transparent platform where you the speaker can see the progress of bookings of all approved sessions along with monthly invoices and breakup for each upcoming event provided directly on your login account.

We are an online marketplace rich in number of **EXISTING STUDENTS** ready to interact with trusted voices of our Speakers!!

## RECURRING OPPORTUNITY

Creating an event for live online session is not just limited to that one event, you also have the choice to make your event available for "CPD on Demand" for a 50% fee of the price that is chosen by you for the event.

If you do not want to conduct 'Upcoming' live events - you can also choose to do only 'On Demand CPD' sessions which is basically a pre-recorded session. For every 'On Demand' session, you have to prepare at least 10 multiple answer questionnaires so that students are eligible for CPD for your sessions. The 'On Demand' sessions contribute towards a recurring income of up to 12 months unless removed due to change in law or an upgraded session.

## INCOME SPREADSHEET FOR AN EVENT YOU CREATE CAN LOOK LIKE THIS:

- ✓ You put casual price for your upcoming event - \$60 on 50% profit sharing
- ✓ You put CPD on Demand price from your event - \$30 on 33% profit sharing available for upto a year

Session Type	Attendees	Price	Profit Sharing	Turn Over
Live	180	\$60	50%	\$5400
CPD on Demand	200	\$30	33%	\$1980
<b>INCOME GENERATED from 1 WEBINAR</b>			<b>TOTAL</b>	<b>\$7380</b>

## IT IS AS EASY AS THESE 4 STEPS



**JOIN HANDS**



**PLAN**



**EVENT TAKE OFF**



**GENERATE INCOME**

## NEXT STEPS

### STEP 1: YOUR EOI

Consider the opportunity and decide if you would like to become a speaker at one of our events, or know someone who should, we would love to hear from you. You can suggest a specific topic or general area that matches your experience and expertise.

### STEP 2: ENGAGEMENT LETTER

Simply 'Register' with us online or reach out to us via email, call or chat via our website chat box [www.smsfschool.com.au](http://www.smsfschool.com.au) to take the relationship forward. We will then draw up an engagement letter / paperwork to get things rolling.

### STEP 3: KICK-OFF & EXECUTION

Complete the Speaker login and after the topic and dates have been finalized, we formally commence work for marketing and registration of the online event / session. Validate and approve the content and Go Live !!

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