

	ACTION	DIALOGUE/NARRATION
1	Image of E*TRADE Advisor homepage, with Ready, Set, Go image.	<p>NARRATOR:</p> <p>Welcome to E*TRADE Advisor. At E*TRADE, we realize that long range financial planning can be an intimidating process, so it often gets relegated to that “to do” list on the refrigerator, right behind cleaning the garage. Let’s face it though -- the garage can wait, but securing your financial future can’t. That’s why we created E*TRADE Advisor – an easy to use service in which E*TRADE offers you advice on how to best plan your retirement or set up a college savings plan.</p>
2	Ernst & Young logo	<p>NARRATOR:</p> <p>E*TRADE Advisor is one intelligent tool. We’ve harnessed the substantial brainpower of Ernst & Young personal financial counselors to compliment E*TRADE’s own advisors. Throw in some super-smart computer Financial Engines and you have a literal financial planning brain trust at your fingertips.</p>
3	Ready, Set, Go graphic	<p>NARRATOR:</p> <p>E*TRADE Advisor is as easy as Ready, Set, Go! Complete these three simple steps and E*TRADE and Ernst & Young will be able to help you make the right choices in order to achieve your unique financial goals.</p>

4	<p>Show orange arrow icon</p> <p>Show checkmark</p> <p>Show Ready, Set, Go symbol</p>	<p>NARRATOR:</p> <p>Let's get started, and there's no place like a home page to do that.</p> <p>We've made the process really simple. An orange arrow indicates what your next step is. A checkmark symbol lets you know what you've already completed. And don't worry if you make a mistake -- you can always go back and change your settings at any time.</p>
5	<p>Part 2 - THREE TABS APPEAR: READY, SET, GO</p> <p>Focus on "Ready"</p> <p>Image of Profile page</p> <p>Image of Risk Tolerance</p> <p>Image of Account Manager</p> <p>Show "Add Other Online Accounts" function</p>	<p>NARRATOR:</p> <p>The "Ready" section is where you provide us with your profile. Remember, even Einstein needed the right information before he could come up with the Theory of Relativity, so provide us with everything you can think of to help us help you, including your risk tolerance and financial information for accounts both in and outside of E*TRADE.</p>
		<p>NARRATOR:</p> <p>And you don't have to worry about the confidentiality of the information you provide -- E*TRADE is a registered investment advisor, so we do not share your financial information with anyone, even our mothers.</p>
	<p>Focus on "Set"</p> <p>Show page for Retirement Goal.</p>	<p>NARRATOR:</p> <p>Next you "Set" your goals. Go ahead and input your desired retirement age, or how many loved ones you'd like to put through college. Oh yeah -- if you're thinking Ivy League, you better let us know that too!</p>

	Focus on "Go"	NARRATOR: Now you're ready for the final step -- "Go" which means that you can go and get your customized advice. It's that simple. And because E*TRADE Advisor is online you can visit any time you want; review your account, adjust your settings, or just learn more about this unique service.
		NARRATOR: So go ahead. E*TRADE Advisor will take long term financial planning right off that old to-do list. But as far as cleaning the garage, well, you're on your own there.