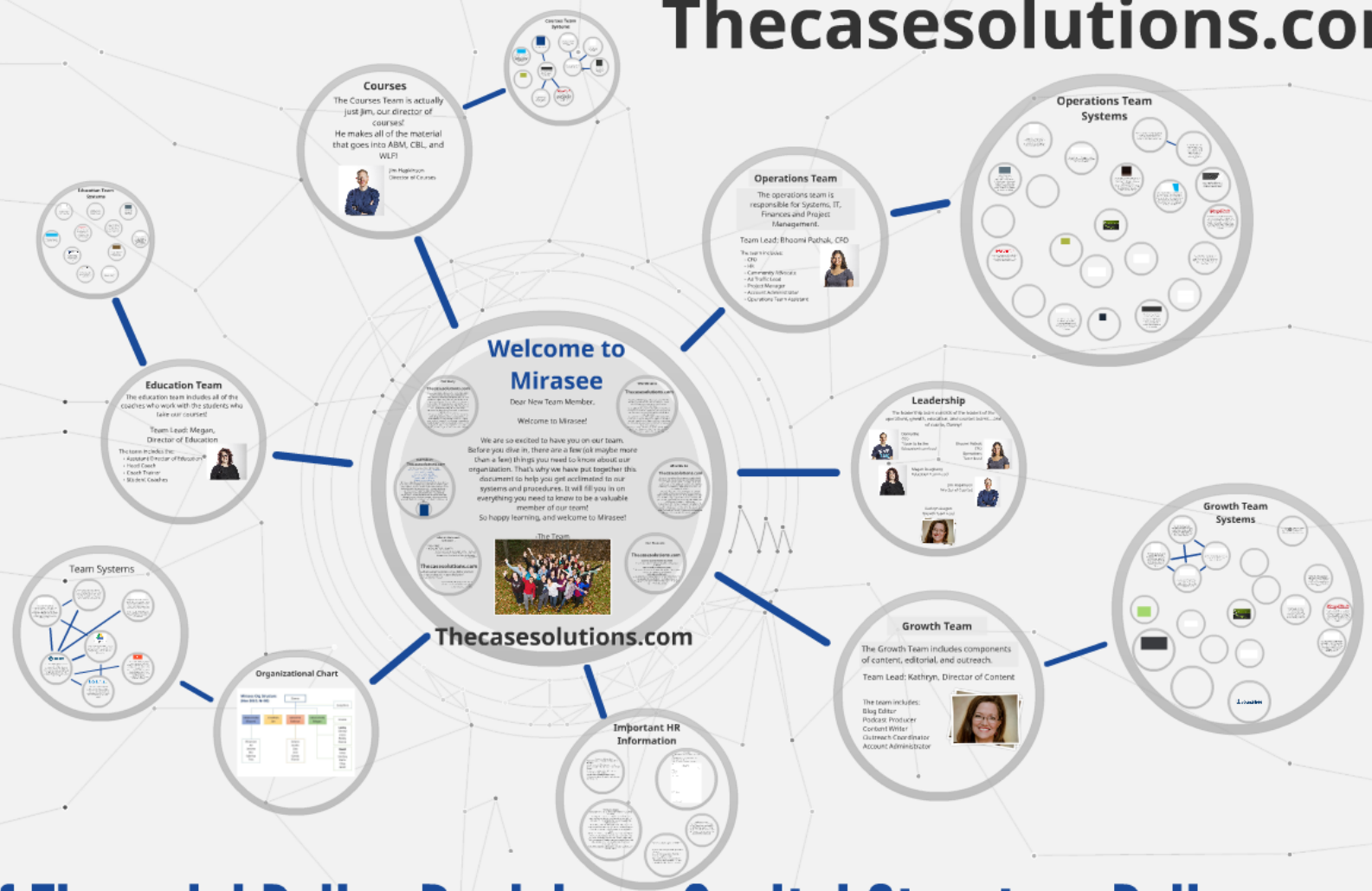


Management of Financial Policy Decisions: Capital Structure Policy



Management of Financial Policy Decisions: Capital Structure Policy

Welcome to Mirasee

Dear New Team Member,
Welcome to Mirasee!

We are so excited to have you on our team. Before you dive in, there are a few (ok maybe more than a few) things you need to know about our organization. That's why we have put together this document to help you get acclimated to our systems and procedures. It will fill you in on everything you need to know to be a valuable member of our team!
So happy learning, and welcome to Mirasee!

Our Story

Thecasesolutions.com

Mirasee was founded by Darby Fry, best-selling author, sought-after business coach, and founder of Productive Ideas and People Marketing. She built up that work from scratch \$20 million in just five years. Darby started out just the way most entrepreneurs do, with a lot of trial and error to learn, and she knew how to do it. Her first several years were really the "aha" moment in the Agency Revolution - before really understanding the Audience First principle and how to apply it to create a business. It's a very powerful lesson the cost of our coaching and training programs. And it has helped more than 5,000 other entrepreneurs achieve their own version of success. It all built through two paths to business growth - an audience first approach, which is taught in Audience Business Masterclass, or course creation, which is taught in Course Builder's Laboratory.

Our Values

Thecasesolutions.com

Our 5 core values drive everything we do. Commitment, Growth, Innovation and Flexibility, Support, Adaptability, and Honesty. Openness and Transparency, Trusting and Delivering. Mirasee continues the work that was begun in People Marketing, but with a focus on helping entrepreneurs and businesses. We're building successful businesses - from transactions to services. We're reinventing business growth - from a focus on short-term gain to a focus on audience. We're creating business outcomes - from making money to making a difference. We believe the success of the entrepreneur is the greatest goal. Ultimately, we want to help you see your vision of success fully realized. That's what we call a win. And that's what Mirasee is all about.



What it's like to work at Mirasee...

"Pretty Cool!"
- Ari Dwy, Ad Traffic Lead/HR

Working at Mirasee is like working with your family and friends. Everyone here and around you is for you who you are, who you are, who you are, and you know that "we're all in this together." - Ari, Customer Support

Thecasesolutions.com

"Such an awesome job that it's like a hobby, and such amazing coworkers that they're like family."

- Lindsay, Student Coach

The casesolutions.com is a leading provider of business coaching and training programs. We are currently seeking qualified individuals to join our team.

Who We Serve

Thecasesolutions.com

We serve small business and entrepreneurs who have something of value to share with their audience - people who are focused on delivering value and making a difference in their world. You're qualified to run a business if you have a service, a message, or a product that is potentially life-changing, and you have a great idea to help others with your gifts and unique ideas. You apply for a national and thought leaders, so you want to know that you can help others in your life, instead of having to figure out your own next work. You're passionate to help your clients and to deliver work to necessary to achieve their goals. It's really you want to succeed just for the money - that's not what we want to see. We want to see people who are passionate to see you succeed in your business.

What We Do

Thecasesolutions.com

Under the leadership of Darby Fry, we provide in-depth coaching to help you build and scale a profitable audience business. We've developed two paths that can help you reach success - either building an audience first and then launching your business, or developing a course first and then working for growth. But here's where we differ from most other training organizations (like coaches first). Here, you won't be given a course to run, you'll be given a course to run your own. You'll be a great personal coach who will work with you, not just a course and a program. So no matter what you do, you'll be a great personal coach and you'll be able to help others in your life. You can achieve multiple success in the time frame that you want for your life and business goals. We're not just a business of others, we're a business for you.

Our Products

Thecasesolutions.com

Audience Business Masterclass (ABM)
This course helps our students to grow their business in a niche.
Course Builder's Laboratory (CBL)
This course helps our students to develop and launch their courses in a subject of their interest.
While Like Freddy (WLF)
A few years ago, Darby became so popular and successful in blogging that he was dubbed "The Freddy Krueger of Blogging." So we started WLF, the Freddy to help people learn to write like Darby.

-The Team



Thecasesolutions.com

Who We Serve

Thecasesolutions.com

We serve small businesses and entrepreneurs who have something of value to share with their audience – people who are focused on delivering value and making a difference in their world.

You're a good fit for our community if you have a service, a message, or a product that is potentially life-changing, and you have a genuine desire to help others with your gifts and unique voice.

You aspire for financial and lifestyle freedom, so you want a business that you can design around your life, instead of having to fit your life around your work. You're also willing to roll up your sleeves and do whatever work is necessary to achieve those goals.

Finally, you aren't in business just for the money – though profits are still important to you. You understand that people drive profits – so you strive to keep people first.

What We Do

Thecasesolutions.com

Under the leadership of Danny Iny, we provide in-depth training to help you build and scale a profitable audience business. We've developed two paths that can help you reach success – either building an audience first and then launching your business, or developing a course first and then scaling for growth.

But here's where we differ from most other training organizations: We're educators first. Here, you won't be given access to your training and left to figure it out on your own. You'll be assigned a personal coach who will walk with you, reviewing your work and answering your questions for as long as you're active in the program.

So no matter which path you choose – and whether you're an experienced marketer or just starting from scratch – you can achieve massive success in the time frame that makes sense for your life and business goals. We've helped thousands of others do it. We can help you too.

Our Products

Thecasesolutions.com

Audience Business Masterclass (ABM)

This course helps our students to grow their business audience

Course Builder's Laboratory (CBL)

This course helps our students to develop and launch online courses in a subject of their interest.

Write Like Freddy (WLF)

A few years ago, Danny became so popular and prominent in blogging that he was dubbed "The Freddy Kruger of Blogging." So we started Write Like Freddy to help people learn to write like Danny!

Our Story

Thecasesolutions.com

Mirasee was founded by Danny Iny, best-selling author, sought-after business consultant, and founder of Productive Inbox and Firepole Marketing, the 2010 start-up that went from zero to \$3+ million in just five years.

Danny started out just like most online entrepreneurs, with an idea and message to share, and no idea how to do it. He made several wrong turns – which he calls “plot twists” in the Audience Revolution – before really understanding the Audience First paradigm and how to apply it to online business.

This same approach is now the core of our community and training programs. And it has helped more than 5,000 value-driven online entrepreneurs achieve their own version of success. It all boils down to two paths to business growth – an audience-first approach, which is taught in Audience Business Masterclass, or course creation, which is taught in Course Builder’s Laboratory.

about.

Thecasesolutions.com

Mirasee
reimagine business

OUR MISSION

To make the world a better place by empowering people through business education

CHARACTERIZED BY

6 Core Values

1 Empowerment through Learning & Growth

We constantly step out of our comfort zones to learn new skills and expand our abilities, and encourage and support those around us to do the same. This is how we learn, and become better and more capable.

2 Enthusiasm & Positivity

We enjoy the work that we do, and like the people that we share it with. Even when things get busy or stressful, we take pleasure in the "fun of the work" with our colleagues.

3 Innovation & Adaptability

Our daily reality involves taking on new challenges and adapting to new realities. We assume a level of figure-out-ability inherent to these new challenges - we know that there is a solution, and we just need to find it.

4 Openness & Transparency

Secrets and Politics are like penguins to us; we know they exist and that others have experience with them, but they never make an appearance in our organization. We are public with our failures and the lessons we learn from them.

5 Support, Appreciation & Humility

We are a team, and we succeed (and sometimes fail, and learn) as such; we support each other to achieve our goals, and we appreciate the effort and dedication that we all bring to the table. This support is offered and delivered with humility, with all of us striving to take up neither too much nor too little space.

6 Partnership & Ownership

We are all committed to our shared goals, partners in their realization, and owners of the outcomes that we create (both the outcomes that make us proud, and the outcomes that show us we need to do better).

What it's like to work at Mirasee....

"Pretty Cool."

- *Ari Iny, Ad Traffic Lead/HR*

Working in Mirasee is like working with your family and friends. Co-workers love and appreciate you for who you are, you always feel supported, and you know that "we're all in this together."

-*Lexi, Content Writer*

Thecasesolutions.com

"Such an awesome job that it's like a hobby, and such amazing coworkers that they're like family."

-*Lindsey, Student Coach*

I'm surrounded by brilliant people so I feel inspired to do my best and keep thinking of better ways to do things."

-*Josephine, Danny's Executive Assistant*