



# EXIT PLANNING INSTITUTE PRESENTS

## Marketing For The Professional Advisor Masterclass

EPI is proud to announce our partnership with RAYNE IX in our newest educational offering: **The EPI Marketing for the Professional Advisor Masterclass**.

The EPI Marketing for the Professional Advisor Masterclass is an on-demand masterclass that is broken down into five interactive modules. Designed to accommodate your busy schedule, this course incorporates nearly two decades of knowledge in the branding, digital marketing, and business ownership industries into easily digestible content you can consume and implement immediately. **Register now for \$775 or bundle with an upcoming Certified Exit Planning Advisor Program to receive a discounted bundle rate.**



### 50+ Templates, Checklists, and Tools

Receive a turnkey style playbook complete with downloadable templates, tools, checklists, research, and resources that you will use to start working on your business strategy in real-time while going through the course.



### 100% Online Learning

Learn at your own pace with no disruption to your schedule through an on-demand and interactive course. This course includes engaging videos but also knowledge check quizzes, virtual exercises, and more.



### Designed With you in Mind

Built for any professional or small business owner looking to clearly identify their target audiences, build a more compelling brand, create effective and streamlined content, and focus on long-term sustainability.



### 5 Interactive Modules

This masterclass covers:

- Identifying and Understanding Your Target Audience
- Building Your Brand & Core Differentiators
- Creating Valuable Content That Builds Your Business
- Business Development Tactics & KPIs
- Small Business & Advisor Checklists & Resources

### A Few Key Takeaways from this Masterclass Include:

- Key Client Profile Creation & Client Grid Analysis
- Business Values, Vision, Mission, Goals & Strategies
- Thought Leadership Content (TLC) Methodology
- Editorial Calendar Creation
- Productized Services
- Effectively Disqualifying Leads & ROI Optimization
- Digital Marketing & Technology Resources



### Meet the Instructor, Kiley Peters

Kiley Peters is the Founder and CEO of the international award-winning Brainchild Studios, a boutique digital content marketing and website creation agency serving retail brands targeting Millennial Moms. She founded RAYNE IX, an executive coaching and consulting company for service-based small business

owners and exit planning advisors. She also created the Work From Home Playbook, a series of online courses guiding aspiring entrepreneurs through the steps of starting a virtual business.

As a serial entrepreneur and national speaker, with over a decade of industry experience, she has worked on digital marketing strategies for over 100 brands ranging from small businesses to global enterprises. Her primary areas of expertise include small business consultation, digital content strategy, and consumer behavior research and analysis.

She is a Faculty Member at Exit Planning Institute (EPI), an Adjunct Professor at Marquette University, a Certified Exit Planning Advisor (CEPA), and holds dual Bachelor of Arts degrees from Marquette University and an MBA from the University of Illinois at Chicago.

For more information about how the Marketing for the Professional Advisor Masterclass will enhance your practice or to register now, visit [www.EPIMMC.com](http://www.EPIMMC.com).

Produced in Collaboration with



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