

# "MONEY IS NOT MATH. MONEY IS HUMAN BEHAVIOR"

*Kassandra Vitacca Mitchell*

After earning a Bachelors and Masters at Stanford as a "Social & Economic Historian," she worked in non-profits, professional member associations, marketing and proposal development, and spent several years in the world of industrial and commercial construction. In 2007 Kassandra ventured out on her own to work with individuals and families to ensure financial stability and growth via economics-based, wealth design and planning by creating Epiphany Financial and affiliating herself with Personal Economics Group. She works with individuals to design a wealth plan that allows one to have uninterrupted compounding on their liquid capital even while it is deployed to pay for life's wants and needs.

With her vast knowledge, experience and success in this industry, Kassandra is now teaching this truth of wealth and economic independence in corporations, networking groups, television and radio.

You can view her full media kit and schedule by visiting: [financialepiphany.com/media](http://financialepiphany.com/media).

## SPEAKING TOPICS

### **Money Myths: What You Know May Not Be So**

The financial services industry is vitally important and whether you are a blue collar worker or you run a multi-million dollar business, having a financial services professional to help guide you is tantamount to achieving the goals you want. Learn why industry professionals have convinced you to "ignore the old man behind the curtain" and other "myths" that have set you up for less than what is truly possible.

### **Optimize Current Cash Flow – What is OPM? Is Debt Ever Good?**

"We get what we want...and we do it with other people's money." so singer Katrina states as she sings about the "ugly" side of money. However, when you know how to effectively incorporate these strategies into your personal economy then, indeed, debt can be good...when it will not place you personally at risk. Learn how to turn expenses into "profit" when you understand how to safely leverage "other people's money."

### **Guarantee Future Income – It's Not the Size of the Boat. It's the Motion of the Ocean!**

The financial services industry has been so enamored with getting to the top of the mountain that it has failed to address an even more important number... getting down the mountain. The real question that needs to be asked and then answered is – How much income will I get AND how long will it last? Begin with the end in mind.

### **The Total Business Woman – What Does She Look Like and Are You One of Them?**

While one can perform many roles at a high level, the constant pressure to excel in so many divergent areas has far too many of us "failing" to do well for ourselves. What does it mean to succeed? How do we measure it? Learn what successful women do and don't do. Get practical tips on how to be the "total business woman".

*Kassandra is also available for customizable talks based on the needs of your group. Contact us today to schedule an individualized session.*



Kassandra Vitacca, Personal Economic Advisor at Epiphany Financial  
aligned with Personal Economics Group

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# KASANDRA VITACCA MITCHELL

## WHAT ARE PEOPLE SAYING ABOUT KASANDRA?

"All you need is about five meetings of about one and a half hours and you will understand what Kasandra does! Seriously, though, the biggest draw for me to work with Kasandra is that I have unique needs as a business owner and I am young and I want to build. After speaking to Kasandra, I liked the idea that I have more flexibility. I can plan and prepare for the future but I can meet my needs now as well. Kasandra really listened to me and what my needs and concerns are and she took the time to be very thorough [hence the joke about the five meetings!]. And let's face it, her credentials speak for themselves. Kasandra has the ability and the experience. I feel like my very specific, customized needs and wants have been met. It's not cookie cutter. Kasandra took my dreams and desires and built around me."

**Lorie Burch,**

Wills & Trust Attorney, The Law office of Lorie. L. Burch, PC

"I wish that I had learned of this simple yet powerful system 20 years ago. For those of you that do not know Kasandra, you will thoroughly enjoy working with her. She is as passionate about the financial well being of others as anyone that I have ever met. Thanks to her, I now have a very tax efficient strategy for saving and leveraging my capital, and as an added bonus, I have enough life insurance to ensure my family's security."

**Carl H. Kleimann,**

CEO, Odyssey OneSource

"I came to Kasandra for financial guidance - the practical things: retirement, life insurance, typical financial applications. However, what I received in return was so much more than that. I had a mindset change in the process. Kasandra opened my eyes to see money for more than just dollars and cents - the character of it - my character through it - really, the whole psychology of money! She has done so much more than I expected that I have started telling people that she is my "Wealth Coach." During our first appointment I knew Kasandra had my best interests at heart. It is not just a plan; it is about true wealth. I was pleasantly surprised at how much time she dedicated to educate me. Kasandra has a passionate message and it overflows. Every time we talk the message always come through. It is inspiring, infectious and life-altering. She is NOT your typical financial advisor. Every industry has a stereotype and Kasandra broke through for me!"

**Andrea Ferguson,**

Lead Graphic Design & Owner, 3:20 Designs

What I love the most about working with Kasandra is that I never felt she was trying to sell me something. I was amazed at the amount of time she was willing to spend with me to make sure we were comfortable with the concepts that Epiphany Financial is teaching. She really wants to know you as a person first, and then uses her expertise to help you reach your goals. Epiphany Financial's business planning has helped with my personal finances and I am happy to see how well we are building towards both our business and personal spending goals.

**Tarik Rodgers,**

Owner/VP, Skin Specialist Dermatology