

A professional portrait of Jini Thornton, a woman with short dark hair, smiling warmly. She is wearing a bright pink high-neck top and small gold earrings. Her hands are clasped in front of her. The background is a soft, out-of-focus indoor setting.

MEDIA
KIT

JINI
THORNTON

CPA,
ENTREPRENEUR,
AUTHOR &
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EXPERT

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2023

MEET JINI

Jini Thornton, CPA, has more than 27 years of experience in accounting, finance, and the entertainment industry. As the founder and CEO of Envision Business Management Group, she has led the financial lives of some of the nation's top talent in music, including, Ludacris, Khalid, Ceelo Green, Lecrae, Ari Lennox, Jeezy and many more.

For over 10 years Jini has helped the masses manage their money as a financial expert in media, and it was through media that she discovered the problem - Black women are more educated, have bigger titles and make more money than previous generations, but there is still a large gap as to how they create, build and transfer generational wealth. Spurred into action, she created Thank Me Later Money - a financial literacy brand that provides actionable solutions and support to empower Black women to confidently take control of their money and prepare for life events.

Jini's passion and heart for service extend through her initiative, **Black Women Will** - events, workshops, and educational content that empower women to complete their estate plans to leave a legacy and build generational wealth. At the 2022 Black Women Will event, over 80 women got their wills prepared and notarized on-site for free, which resulted in over \$10M worth of assets transferred.

Jini's commitment spans across generations. In 2022, after hearing various radio listeners' questions about financial literacy for their teens and young adults, she launched Take Care Of Your Damn Self, a curriculum to help parents graduate their young adult off their payroll so they can use that money to pursue their own dreams and plan for retirement.



DID YOU KNOW

Many professional women are hiding behind their degrees, titles, and well-paying jobs because they were not taught how to build, manage, and transfer wealth.

JINI'S IMPACT



5M

**LISTENERS REACHED
WEEKLY ON RADIO
IN 100+ MARKETS**



40K+

**COMBINED SOCIAL
MEDIA FOLLOWERS**
@jinithornton & @TML
Money channels



4K+

**EMAIL
SUBSCRIBERS**



2K+

**MEMBERS IN A
PRIVATE MONEY
COMMUNITY**

Let's work!



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DID YOU KNOW
 Almost 70% of parents are willing to go into additional debt to support their adult children.

JINI'S WORK:



"Thank Me Later has been a very educational platform with diversification! It has been a great journey, topics that I thought I understood well without the need for further instruction were targeted & I am appreciative of gaining additional knowledge. I have already maxed out my retirement contribution! Jini Thornton & team I thank you NOW & LATER!"

-TANYA BURNS, THANK ME LATER COMMUNITY MEMBER

WHY WORK WITH JINI?



ACTIONABLE TRUE SOLUTIONS

Jini's audience follows her for advice that's both actionable and solutions-focused. Her followers frequently share wins like successfully paying down over \$50k in debt, or negotiating a 30% raise in salary.



FEMALE FOCUSED

Women have been left out of the financial picture for far too long. Women are the backbones of their households, and they deserve a solid financial foundation.



ENGAGING A WIDE AUDIENCE

When it comes to finances, you tend to picture boring rhetoric about the stock market. Jini brings a modern, inclusive and approachable side to money, engaging a wide, unique audience who unite behind her mission of financial freedom.

JINI'S SPEAKING TOPICS:

- **LEGACY BUILDING** - Intentionally ensuring that Black women build and transfer wealth properly
- **FINANCIAL LITERACY FOR PARENTS** - Helping parents stop supporting their adult kids through financial independence
- **ENTREPRENEURSHIP** - Building a business from the ground up & doing it on your own terms

CHECK OUT JINI'S VIDEO LIBRARY!

