



# MEDIA KIT



LIVE LIFE TO THE FULLEST.

YOU GET OUT WHAT YOU PUT IN.

## NICOLE MIDDENDORF



## ABOUT NICOLE

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Nicole is a money maven, a knowledge junkie, a mentor, and a born coach. She is an entrepreneur who has run her own wealth management firm since 2003. Nicole is the author of five books, and the mother of two phenomenal children. She is also a world traveler, a philanthropist, and an accomplished public speaker.

As a speaker Nicole shares a real-life perspective on life and happiness with audiences across the country. Her primary goal is to inspire others to make real change in their lives by taking complicated things and making them easy to understand and giving actionable items to make change.

Nicole loves to work hard to empower individuals to make crucial, positive changes in their own lives. Nicole's books have received local and national press coverage. She has become known for her thoughtful concise quotes, relaxed on-air presence, and articulate delivery during both radio and television interviews.

The world needs more people—especially women—to be financially savvy, wholly independent, happy and living a life of balance. Through Nicole's writing, public speaking, coaching program and work, she wants to be the one who supports them on all levels.

“Give me one person and I can help them find true happiness, but give me an **audience** and I can provide tactical information that can **directly impact change** in their future.”

- NICOLE N. MIDDENDORF

## LIVE IT LIST™

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Nicole lives by the idea that your quality of life is important, and that there is no point in making money if you can't enjoy the simple pleasures along the way. She started the **Live It List™** to help boost confidence, find happiness, and live life to the fullest.

What is the **Live It List™**? It's all of those bucket list items people put on a list, but never find time to do because life gets in the way. It's about balance. Finding the time and resources to enjoy today while planning for the future. Nicole's philosophy is that one should seize every moment, to not take any of the time we are given for granted, to LIVE IT now instead of waiting... because life is short and it should be lived to its fullest.



# THE BACKSTORY



Nicole was taught at a young age that nothing comes easy. It takes hard work and discipline to get what you want in life. Her parents instilled this lesson in her and she applied it to everything she did - from ice skating to school to starting work at the age of 11 at her neighbor's daycare.

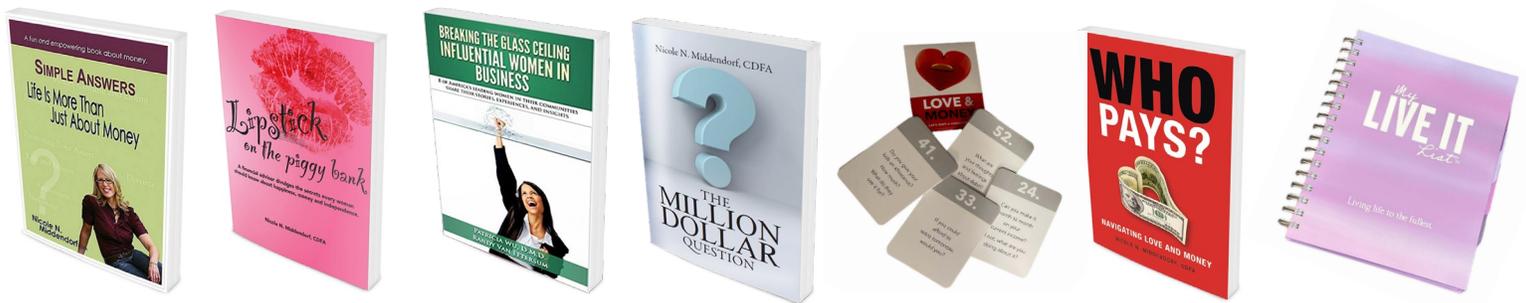
Nicole believes how we think, feel and spend money comes from our money memories as children. One of hers was from her first visit from the tooth fairy. In her tiny tooth pillow she received a \$2.00 bill. As soon as she found it she ran down the hallway yelling "Dad! Dad! I got jipped!". Nicole's dad tried holding back his laughter as he explained to her that the \$2.00 bill was real money, not a fake. He also explained

that it was special and rare. He then proceeded to show her that he had a special drawer in which he kept all of the \$2.00 bills he collected. From that point on, Nicole started to collect them as well.

In life there are many "a-ha" moments. And along the way, she has had to stop, look around, assess, and recalibrate. As a divorced, single parent, Nicole understands what it takes to keep the plates spinning and all the balls in the air, but there's nowhere she'd rather be than right, smack-dab in the middle of her life raising her two beautiful children, running a successful business, and sharing her message wherever - and whenever - she can.

## WORDS

Nicole has authored and co-authored five books, alongside The Live it list Journal and "Love & Money" date cards .



### CONTRIBUTING EDITOR

- **FORBES MAGAZINE**  
*COLUMNIST • 2022 -*
- **WAYZATA LIFE MAGAZINE**  
*COLUMNIST • 2015 - 2019*
- **MINNESOTA BUSINESS MAGAZINE**  
*COLUMNIST • 2012*
- **METRO MAGAZINE**  
*COLUMNIST • 2006 - 2007*

### IN PRINT

- CHICAGO TRIBUNE
- FINANCE AND COMMERCE
- GATEHOUSE MEDIA
- HERLIFE MAGAZINE
- HOUSTON STYLE MAGAZINE
- HUFFINGTON POST
- LAKE MINNETONKA MAGAZINE
- MINNESOTA BUSINESS MAGAZINE
- MINNESOTA MONTHLY
- MINNESOTA PARENT
- MINNEAPOLIS/ST PAUL BUSINESS JOURNAL
- OAKLAND PRESS
- PLYMOUTH MAGAZINE
- STAR TRIBUNE
- SUN SAILOR
- UPSIZE MINNESOTA

## AS SEEN

Nicole is no stranger to the press. She has been featured on many news programs, radio shows, podcast and in print giving her secret sauce to a life fully lived and a financial future worth talking about.



## IN THE MEDIA

The media turns to Nicole for her financial advice and real-life perspective on method of happiness. Nicole has the ability to take complicated and boring subjects and make them fun and easy to understand.

Nicole is known for her thoughtful, yet concise quotes, on-air presence and her articulate delivery within podcast, radio and television interviews. She respects deadlines and responds to media requests in a timely manner.

- **93X (RADIO) FEATURED FINANCIAL EXPERT**  
MINNEAPOLIS
- **FM107 MY TALK (RADIO)**  
HOST, **"MORE THAN MONEY"** RADIO SHOW  
MINNEAPOLIS
- **FOX 32 (TV)**  
CHICAGO
- **FOX 9 (TV) | FEATURED FINANCIAL EXPERT**  
MINNEAPOLIS
- **FOX NATIONAL BUSINESS WEEKLY**  
FEATURED FINANCIAL EXPERT
- **GREATER MSP BUSINESS**  
MINNEAPOLIS
- **KARE 11 (TV) FEATURED FINANCIAL EXPERT**  
MINNEAPOLIS
- **KNXV 15 (TV) "THE LIST"**  
PHOENIX
- **KPNX 12 (TV) "ARIZONA MIDDAY"**  
PHOENIX
- **KSTP 5 (TV) FEATURED FINANCIAL EXPERT**  
MINNEAPOLIS
- **KUSI (TV) "GOOD MORNING SAN DIEGO"**  
SAN DIEGO
- **KVVU (TV)**  
LAS VEGAS
- **WCCO (RADIO)**  
MINNEAPOLIS
- **WCCO 4 (TV) FEATURED FINANCIAL EXPERT**  
MINNEAPOLIS
- **WFLA TV (TV)**  
TAMPA
- **WGN 9 (TV)**  
CHICAGO
- **WJLA (TV)**  
WASHINGTON, D.C.

## AWARDS

- 2022 **WOMAN BUSINESS OWNER OF THE YEAR** • NAWBO
- 2018 **POWER 50** • Minnesota Business Magazine
- 2018 **WOMEN WHO LEAD** • Minnesota Business Magazine
- 2015 **100 BEST COMPANIES TO WORK FOR** • Minnesota Business Magazine  
**GRACIE AWARD** • Outstanding On-Air Talent-Lifestyle Program
- 2014 **100 BEST COMPANIES TO WORK FOR** • Minnesota Business Magazine
- 2013 **ENTREPRENEUR OF THE YEAR** • TwinWest Chamber of Commerce
- 2012 **40 UNDER 40** • The Business Journal  
**FEMALE ENTREPRENEUR OF THE YEAR, BUSINESS SERVICE** • Stevie Awards  
**SMALL BUSINESS OWNER OF THE YEAR** • Eden Prairie Chamber of Commerce

## PROFESSIONAL MEMBERSHIPS

- CAPITAL CLUB
- NATIONAL ASSOCIATION OF WOMEN BUSINESS OWNERS
- NATIONAL FOOTBALL LEAGUE PLAYERS ASSOCIATION
- NATIONAL SPEAKERS ASSOCIATION
- WOMEN'S LEADERSHIP COUNCIL - MINNEAPOLIS/ST PAUL BUSINESS JOURNAL

## A CHARITY AFFAIR



The Nicole Middendorf Foundation was started in 2014 by Nicole Middendorf with the vision to help others. It empowers men, women and children to find happiness and live their life to the fullest by helping them experience items on their own **Live It List™**. The Nicole Middendorf Foundation is focused on helping women in domestic violent situations. The foundation accepts nominations for their women restart program where they help for a whole year take women from victims to survivors.

**As an author, TV/radio personality, and Wealth Advisor, Nicole Middendorf is an engaging speaker that brings years of experience and energy to every presentation. Her goal is to inspire and motivate others to live their best life. Nicole enjoys working with associations, organizations, and companies to offer presentations that are both captivating and provide simple tools for association members, groups, employees, financial advisors, women, and business owners to succeed.**

Here are just some of the topics Nicole can speak on and present to your audience.

## **LIVING LIFE TO THE FULLEST**

This presentation will help you determine what truly makes you happy and how you can live your life to the fullest. Nicole will share her story of resilience and the Live It List™. You will leave this workshop with the tools of how to set goals, to figure out what is your “why”, and what does success mean to you. You will walk away inspired, motivated, and with the tools to help you live your life to the fullest.

## **STAND STRONG: How to Have Blend (Not Balance) in your Life.**

Nicole has been a single mother since her daughter was 6 months old and her son was 2. Nicole learned how to juggle being a full-time mom and business owner. Nicole believes every woman can have it all. Attending this workshop, you will walk away with actionable ideas to help you find the balance and blend in life that you have been dreaming of.

## **HEALTHY RELATIONSHIPS: What is your Relationship with Yourself and Others?**

If you want to understand how to have a healthy relationship with yourself and with others, this workshop is for you! Be prepared to laugh and learn tools on how to communicate. We will discuss the difference in personalities and teach you how to have a healthy conversation about money, and more. Our goal is to have you walk away with actionable items you can implement in your relationships today.

## **UNSTOPPABLE: Women in the Workplace**

Nicole never planned on being in the financial services industry. The number of women in financial services has not gained traction in over twenty-five years since. Nicole wants to change that. This workshop is to open the discussion of diversity & inclusion and how we can bring more women into male-dominated careers. Diversity and inclusion are something Nicole feels strongly about.

## **How To Become A Million Dollar Producer in 5 Years**

Nicole’s first year in business, she did 75k in revenue. Within 5 years, she was a million-dollar producer. Nicole loves and believes marketing is the core of your business and your growth. If you want to grow your assets and your revenue, you will not want to miss this session. Nicole is a practicing advisor and will share the things she does every day to grow her business. From LinkedIn to newsletters to events, Nicole will share her secrets of marketing a financial services practice.

## **Marketing for Million Dollar Growth**

Nicole loves and believes marketing is the core of your business and your growth. If you want to grow your business and your revenue, you will not want to miss this session. Nicole is a business owner and will share ALL the things she does every day to grow her business. From LinkedIn, newsletters, tv/radio, public relations, and events. Nicole will share her secrets of marketing in business. Nicole took her LinkedIn profile followers from 3,000 to over 24,000 in less than 3 years. Hear how she built her brand and how you can build yours.

If you would like more information or to schedule Nicole to speak (virtually or in person), please contact [hello@nicolemiddendorf.com](mailto:hello@nicolemiddendorf.com) or 612-360-4355.

[www.nicolemiddendorf.com](http://www.nicolemiddendorf.com)



*"Nicole missed her calling. She should have been a news anchor. Nicole talks in sound bites that are relevant and to the point. That's why she's a go-to for news producers."*

**JOE SCHMIT**  
KSTP ANCHOR



*"Nicole's professional expertise and passion for helping others just makes the world a better place."*

**ROXANE BATTLE**  
MEDIA PERSONALITY /  
AUTHOR



*"I believe Nicole to be a dynamic and engaging professional who thrives at the opportunity to share her wealth of knowledge. She is full of energy and a pleasure to work with."*

**TYRONE CARTER**  
FORMER NFL PLAYER &  
TWO TIME SUPER BOWL  
CHAMPION



*"With so many voices clamoring to be heard in the financial services industry, Nicole has always been the voice of reason and intellect and for me a must hear."*

**GUY ADAMI**  
CNBC

## WHERE IN THE WORLD IS NICOLE?

Nicole travels all over the U.S. speaking to inspire others to live life to the fullest. If you want to find out if she will be in your neck of the woods during your next event, contact her directly. Yep, she answers her own phone!



### LET'S CHAT

**Hello@nicolemiddendorf.com • 612.360.4355**

4300 Baker Road  
Minnetonka, MN 55343  
www.NicoleMiddendorf.com