



# MEDIA KIT

LIVE LIFE TO THE FULLEST.



YOU GET OUT WHAT YOU PUT IN.

# NICOLE N. MIDDENDORF

# ABOUT NICOLE



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. MITTENDORF

## LIVE IT LIST™

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.





# THE HARDWARE

## AWARDS

- 2024**    **100 Women to KNOW In America Award** • KNOW WOMEN
- 2022**    **WOMAN BUSINESS OWNER OF THE YEAR** • NAWBO
- 2018**    **POWER 50** • Minnesota Business Magazine  
**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

## PROFESIONAL 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 restart program where they help for a whole year take victims to survivors.

# Nicole Middendorf: Speaker



Author

CEO



Nicole is a knowledge junkie, a mentor, single mom, author, and a born coach. She is an entrepreneur who has run her own business since 2003. She is a world traveler, philanthropist, and an accomplished public speaker. Nicole shares a real life perspective on life and happiness with audiences around the world. Her primary goal is to inspire others and to make real change 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.

## Highlights

- **Over 20 years as a business owner**
- **Contributing columnist to several publications**
- **Founder of the Nicole Middendorf Foundation**
- **Creator of the Live it List™**
- **Radio show host for 5 years**

## Raving Fans



"Nicole missed her calling as a news anchor. Nicole talks in sound bites that are relevant and to the point. That is why she is a go-to for producers."

*Joe Schmit* • KSTP ANCHOR



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

*Tyrone Carter* • FORMER NFL PLAYER AND 2X SUPER BOWL CHAMP



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

*Guy Adewole* • CNBC

"I love Nicole's positive energy and respect all she has done to be successful in spite of several obstacles."

*Jenny*

"Oh my gosh! No words! Super inspiring!"

*Cory*

"Thank you for an inspirational presentation. I made a list while listening to you."

*Steve*

"Love it! Very Informative while fun and conversational."

*Kelly*

"Heartfelt and authentic"

*Christine*

"I love how honest and real your presentation was."

*Brittany*

## As Seen In



## Taking the Stage

- **Living Life to the Fullest**
- **Staying Strong: How to Have Blend (Not Balance) in your Life**
- **Healthy Relationships: What is your Relationship with Yourself and Others?**
- **Unstoppable : Women in the Workplace**
- **How to Become a Million Dollar Producer in 5 years**
- **Marketing for Million Dollar Growth**
- **Live it List™: How it Changed My Life and Can Change Yours**