



# MEDIA KIT



LIVE LIFE TO THE FULLEST.

YOU GET OUT WHAT YOU PUT IN.

## NICOLE MIDDENDORF



## ABOUT NICOLE



Nicole is a money maven, a knowledge junkie, 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 Wealth Advisor and Certified Divorce Financial Analyst at Prosperwell Financial, her main focus is to help people create wealth from the inside out. She is able to accomplish this through one-on-one client meetings, writing books, presenting at conferences, and appearing on TV, radio, and other media. Nicole strives to educate her clients, and her driving mission is to help individuals successfully manage their wealth and cultivate the confidence to control their financial happiness.

As an author, Nicole shares financial advice and real-life perspective on saving, planning, and investing with audiences across the country. Her primary goal is to make complicated subjects easy to understand, and she works hard to empower her readers to make crucial, positive changes in their own lives. Nicole's books have received local and national press coverage, and 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 and wholly independent. Through Nicole's writing and work, she wants to be the one who supports them on all levels.

“ Give me one person and I can help them invest, but give me an **audience** and I can provide tactile information that can **directly impact change** in their financial future. ”

- NICOLE N. MIDDENDORF

## 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 give others a way to capture their bucket list items as they check them off as she does the same.

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.

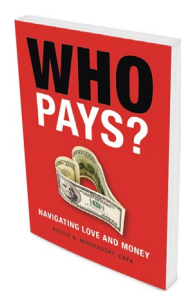
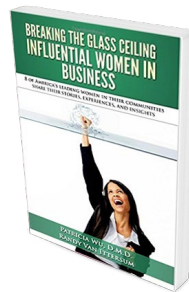
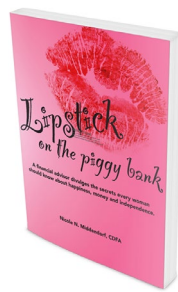
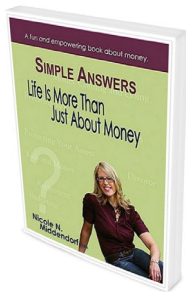
Nicole believes how we think, feel and spend money comes from our money memories as children. One of hers was from her first visit from the tooth fairy. In her tiny tooth pillow she received a \$2.00 bill. As soon as she found it she ran down the hallway yelling "Dad! Dad! I got jipped!". Nicole's dad 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 with others in the works.



### CONTRIBUTING EDITOR

- **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, 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 saving, planning, and investing. 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 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

- 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

- ASSOCIATIONS NORTH
- CAPITAL CLUB
- EDEN PRAIRIE CHAMBER OF COMMERCE
- NATIONAL ASSOCIATION OF WOMEN BUSINESS OWNERS
- NATIONAL FOOTBALL LEAGUE PLAYERS ASSOCIATION
- NATIONAL SPEAKERS ASSOCIATION
- TWINWEST CHAMBER OF COMMERCE
- WAYZATA CHAMBER OF COMMERCE
- 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 be able 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 constantly evolving and adding in new campaigns and initiatives focused around our goal of helping those who are deserving. Each person our foundation helps has been nominated because of a hardship, illness, tragedy or simply because they are an amazing person.

As an author, TV/radio personality, and Wealth Advisor, Nicole Middendorf is an engaging speaker and brings years of experience and energy to every presentation. Her goal is to make money fun and easy to understand for everyone. Nicole enjoys working with associations, organizations, and companies to offer presentations that are both captivating and provide simple tools for association members, groups, and employees to become financially independent. **Here are just some of the topics Nicole can speak on and present to your audience.**

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## LIVE LIFE TO THE FULLEST

Living your life to the fullest with happiness seems obvious however this presentation will help you focus and determine what truly makes you happy and how you can start your very own **Live It List™**.

- **Goal Setting**
- **What makes you happy**
- **What does success mean to you**

## WOMEN AND MONEY

Women balance a lot to keep the plates spinning in real time, but planning for the future is equally as important. This fun and empowering workshop will help busy women understand the foundational aspects of Retirement Planning, Estate Planning, Insurance, Asset Allocation, College Education Planning and the difference with men and women and how they view and manage money.

- **Investment basics**
- **Importance of insurance and estate and retirement planning**
- **Know your money fundamentals**

## INVESTING 101

This is great for those just starting out or for those in need of a refresher. The first step in investing is to secure a strong financial foundation and to build on that foundation.

- **Types of investments**
- **Credit, retirement and asset allocation**
- **How to choose an advisor**

## THE TRANSITION INTO RETIREMENT

Are you ready to retire? The question is actually more complicated than it first appears, because it demands consideration on two levels. First, there is the emotional component. Second, there is the financial component.

- **How much annual retirement income will you need?**
- **The “Three-Legged Stool”**
- **Investment and Healthcare considerations**

## KIDS AND CASH

Join us to learn why it is so important to teach kids about money, how you can teach them, as well as tips on allowance, college savings, goal setting and action items.

- **Allowances**
- **College Saving**
- **Your role as a parent (or grandparent)**

## MONEY MATTERS OF DIVORCE

Divorce is difficult let alone when money is involved. Learn the tools necessary to cope with the legal, emotional and financial aspects of divorce. Attendees will leave understanding the three things you need to know to financially survive a divorce.

- **Having little or no debt**
- **Having retirement savings/assets**
- **Having “liquid” money/assets**



*"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 about money, happiness and wealth management. 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

[more@conversion-omics.com](mailto:more@conversion-omics.com)  
[www.conversion-omics.com](http://www.conversion-omics.com)