SEPTEMBER 2026 EDITION

THE ICONIC Woman MAGAZINE

ON THE COVER

THE SECOND BECOMING

ANTOINETTE ANDERSON
Do It Scared

Amy Benjamin Moore

An icon is not a woman who always has it all together.

Million Dollar Network's
Top 100 ICONIC Women to Watch

The ICON Issue
Become the Woman They Remember



Letter From the Co-Founder

ANISA CRESPO

Welcome to the September 2026 edition of The ICONIC Woman Magazine and The ICON Issue.

This issue is centered around one powerful message:

Become the woman they remember.

To me, being iconic is not about having the biggest following, the perfect brand, or the most impressive title. It is about how you show up, how you use your voice, the impact you make, and the courage you have to keep becoming the woman you know you are meant to be.

I am especially proud to celebrate some of our Top 100 ICONIC Women to Watch within these pages. These women are founders, leaders, visionaries, creators, and changemakers who are building businesses, sharing their stories, creating opportunities, and making an impact.

But as you read their stories, I hope you also think about your own.

What would happen if you stopped waiting for permission and fully stepped into the woman you are becoming?

Use your voice. Take up space. Tell your story. Make the move.

Become the woman they remember.

With love,
Anisa Crespo
Co-Founder, The ICONIC Woman Magazine



Letter From the Co-Founder

WENDY AIMEE PORTER

What makes a woman iconic?

It is not fame, status, or recognition. It is knowing who you are, recognizing the value of what you carry, and having the courage to use it to make an impact.

Welcome to The ICON Issue of The ICONIC Woman Magazine.

Anisa and I have always believed in the power of creating rooms, platforms, and opportunities where extraordinary women can be seen, heard, and connected.

That is why I am so proud to celebrate some of our Top 100 ICONIC Women to Watch in this issue.

Every woman featured has her own story, expertise, vision, and definition of success. Together, they represent what happens when women choose to step forward and own what makes them extraordinary.

As you turn these pages, celebrate them, but also remember what is possible for you.

Your next introduction, opportunity, decision, or yes could change everything.

Keep showing up. Keep connecting. Keep becoming.

The world is ready to see what you do next.

Xoxo,
Wendy Aimee Porter
Co-Founder, The ICONIC Woman Magazine

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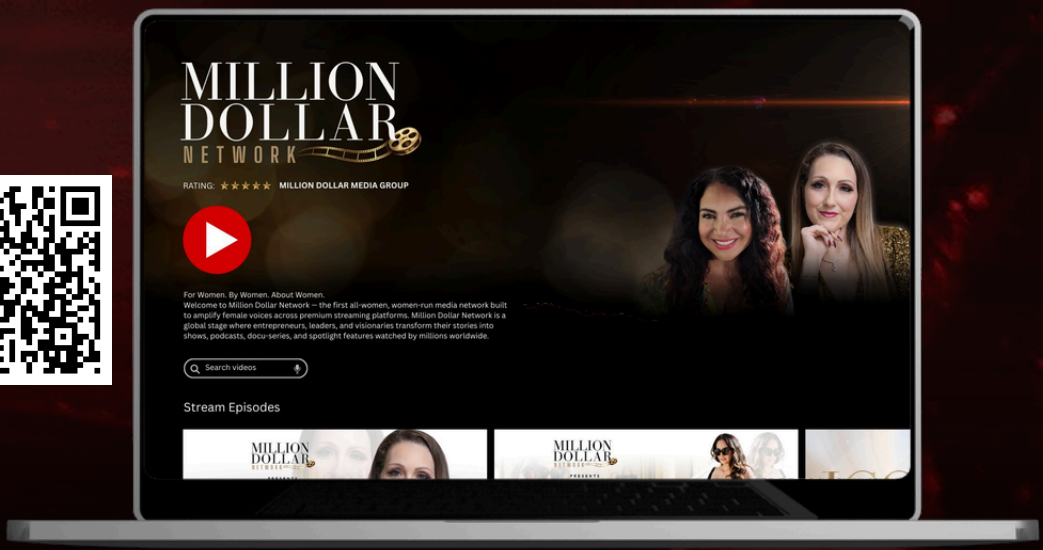
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Co-Founder, Media Strategist, Executive Producer

Wendy Aimee Porter is a respected media producer and founder known for spotlighting powerful women through high-level events and recognition platforms.

As a co-founder of Million Dollar Media Group, Wendy brings years of experience producing premium media experiences, red carpet events, and authority-building platforms for female leaders.

Her commitment to visibility, credibility, and curated excellence strengthens the network's reach and influence, helping create powerful stages where women are celebrated, recognized, and elevated.

ANISA CRESPO

Co-Founder, Brand Strategist, Executive Producer

Anisa Crespo is a powerhouse brand strategist and co-creator of Million Dollar Media Group. With a background in corporate leadership and high-level operations, Anisa brings precision, structure, and scale to the vision.

She specializes in helping women refine their positioning, elevate their messaging, and expand their impact through media.

Anisa is passionate about collaboration over competition and believes that when women build together, they build stronger. Inside the network, she plays a key role in brand development, show creation, and ensuring every opportunity aligns with excellence, strategy, and long-term growth.



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WATCH NOW

ON THE COVER

THE SECOND BECOMING

Amy Benjamin Moore



An icon is not a woman who always has it all together. Amy Benjamin Moore spent 31 years teaching. Then her own body handed her a lesson nobody had bothered to write down. What she did with it is what they'll remember.

THE SECOND BECOMING

An icon is not a woman who always has it all together.

That is the version we are sold: the one who arrives fully put together, whose confidence seems to have been given to her at birth, and who has never once sat in a parked car outside a medical office wondering what on earth is wrong with her. Nobody remembers that woman. Nobody has ever met her. Every woman you have ever admired has had days she would never want anyone to see.

The women we actually remember are the ones who kept going through the stretch where nothing made sense, and then turned around and made sure the woman behind them got the information they never did. They're memorable because they said the thing out loud that everyone else had agreed to whisper about, or worse yet, never talked about.

By that measure, Amy Benjamin Moore qualifies. And so, she'd tell you before you finished the sentence, do you, including on the days it doesn't feel true.

She spent 31 years in classrooms. Today she's a Certified Menopause Coaching Specialist and the founder of Dream, Build, & Succeed, LLC. She's the author of *Hot Flashes & Cold Truths*, the builder of two apps and the digital course *Roadmap to Menopause*, and the voice behind a weekly newsletter that lands in the inboxes of women who'd given up on getting a straight answer. Her contributing chapter helped drive the anthology *She Believed She Could, So She Did* to Amazon bestseller status in four categories. She's taken this material to the Top 100 Women in Power and the Top 50 Voices of Influence, and watched rooms full of accomplished women realize at the same moment that the thing they thought was a private failing has a name.

None of it existed before her own body forced the issue.

What existed before was a woman in her late forties with a frozen shoulder, heart palpitations, a memory she'd always been able to count on and suddenly couldn't, and one word in her medical chart that was about to make everything harder.

Anxiety.

This is the story of what happened in between. And the position at the center of it runs directly against everything women are told about this stage of life. Amy Benjamin Moore wasn't going to let menopause stop her from anything she'd set out to do.

It didn't take her goals away from her. It handed her one she never saw coming.

> **"*An icon is not a woman who always has it all together. She's the one who kept going through the stretch where nothing made sense, and made sure the next woman had the map."***

THE NIGHT SHE TRUSTED HERSELF

She was at dinner. That's the part she still finds strange.

A perfectly lovely dinner: good food, good company, the kind of ordinary evening that leaves no mark on a calendar. And then a thought moved through her mind that didn't belong to her.

I don't want to be here anymore.

It lasted microseconds. Then it was gone.

Then it came back. Three times over the course of one meal.

Amy Benjamin Moore was in her late forties. She'd spent three decades in classrooms. She was the woman other people came to for answers, the one who remembered every student's name by the second week of school, the one who could run a room of thirty adolescents and a curriculum meeting in the same afternoon without skipping a beat. She wasn't depressed. She had never been depressed.

She sat at that table and asked herself a question that would end up redirecting the rest of her life.

Am I going crazy, or could this be menopause?

It was. Her estrogen had bottomed out. And the moment she found that out is the moment the woman on this cover began to exist.

"I almost became another woman medicated for something that actually has a name. But nobody says the name."

THE WOMAN BEFORE

To understand why that dinner mattered so much, you have to go back several years, to a morning that had nothing to do with hormones at all.

Amy was in her forties, standing at the entrance of her school, greeting students alongside a colleague. It was an unremarkable Tuesday until the dizziness came over her, so suddenly and so completely that she went down to the floor.

What followed was a neurological event that doctors have still never fully explained. The tests came back clean. MRIs. Bloodwork. Everything the medical system could measure said she was fine.

She wasn't fine. She couldn't walk without difficulty. Her gait was slow and unsteady. She couldn't return to work. And her short-term memory was simply gone. For decades she'd carried hundreds of names, schedules, and lesson plans in her head without effort. Now students she'd taught since September were strangers. She couldn't process a list. She couldn't follow directions. Her executive function had vanished.

And after hearing test after test come back "normal," she cried.

Of course she cried. She was a woman who couldn't walk properly, couldn't process tasks that most take for granted, couldn't work, and couldn't get anyone to tell her why. Worse, she couldn't get anyone to look like they were listening while she described it. Anyone would have cried.

So they wrote a word in her chart.



Anxiety.

It's one word. And it has a way of erasing everything a woman has just told you about her own body.

"Never mind the neurological event," Amy says. "Never mind that my life had been turned upside down with no answers, no end in sight, not able to show up for my family the way I always had. I was anxious. Clearly that explained everything."

She refused the diagnosis without refusing the recovery. She found doctors who offered symptom relief without answers, and she rebuilt anyway. Five months later, she walked back into the classroom, with accommodations, at a slower pace, in a body still finding its way home. During the same stretch, she was in the final semester of her master's program. She was unwilling to give up all of the work she had done. She finished her thesis. Healing and studying at the same time, because stopping wasn't something she was willing to consider.

She got her identity back. But she came back carrying something new: the understanding that a test result isn't the same thing as the truth, and that no one was coming to save her.

"I had to become my own advocate," she says. "I had to trust what my body was telling me, even when every test in the world said otherwise."

She thought that was the hard lesson. She thought she was done.

"Don't let your chart define you, or stop the next person from seeing you clearly."

THE WORD NOBODY SAID

Perimenopause didn't announce itself. It rarely does.

There were mood swings that seemed to come from nowhere. Impatience she couldn't account for. Irritability that surprised her more than it surprised anyone else. A frozen shoulder. Reduced mobility. Cortisone shots. Physical therapy.

Each symptom got its own appointment and its own specialist. The orthopedist diagnosed the frozen shoulder and, when she asked what caused it, told her honestly: "We don't know why. But we do know it tends to happen in women ages 45 to 55."

Neither of them picked it up. In fairness to the orthopedist, he'd been handed a shoulder. Nobody had asked him to look at the rest of her.

Looking back, that age range was the giveaway to everything underneath.

"I was solving problems in isolation," Amy says. "I never thought to ask: what do all of these have in common? And honestly, even if I had asked, I wouldn't have known the answer. Nobody taught me what perimenopause looked like."

Meanwhile, the parts of her life that couldn't be sent to a specialist were getting harder to hold together. Her marriage had already been strained by the earlier health crisis. Now something was dismantling her from the inside, and neither she nor her husband had language for it. When you have no name for what's happening, you assign the blame to whatever's closest. They assumed it was the marriage.

Then came the dinner.

Amy did what she now spends her professional life telling other women to do: she trusted her body over her chart. She didn't go to a family doctor. She went to a women's health clinic, specifically and deliberately, and asked for bloodwork.

Her estrogen had bottomed out.

And standing in that clinic, she saw the version of events that had almost happened instead.

"If I had walked into a regular doctor's office with those dark thoughts and those mood changes, they would have seen my chart. *Anxiety.* Already written down, years earlier. They would have assumed I was an anxious person having more anxiety. They would have written a prescription for antidepressants and never once tested my hormone levels."

One wrong turn. Years of medication treating a symptom while the cause kept working underneath it.

The women's health provider offered hormone therapy instead. It worked. The dark thoughts stopped. The rage settled. Her body made sense again.

She was 31 years into a career in education, and she'd just discovered a subject that nobody teaches.

IN HER OWN WORDS

Here Amy speaks directly to the woman reading this.

I want to tell you what I actually figured out that year, because it's not what people expect.

I didn't discover that menopause is hard. What I discovered is that menopause is unnamed. And unnamed is a completely different problem than hard.

Our mothers didn't sit us down and explain this. Not because they were withholding it from us. They didn't have the language either. Nobody had explained it to them, so there was nothing to pass down but the silence itself. And the silence got handed along, one generation to the next, until a woman in her forties starts feeling like a stranger inside her own body and has no idea there's a word for what's happening to her.

Hard, you can prepare for. Hard, you can budget energy around. Hard, you can tell your team about. Unnamed just makes you think you're failing.

So instead you end up at two in the morning with your laptop open, starting with one symptom and ending up four pages deep, and by the time you close it you've either diagnosed yourself with something rare and terrible or you're just more confused than when you started. I've been there. Most of the women I work with have been there.

Here's how it actually shows up: we don't walk into a doctor's office and say we think we have menopause. We go to cardiologists for heart palpitations. We go to orthopedic surgeons for frozen shoulders and knee pain. We go to therapists and psychiatrists for the anxiety and the rage. We go to our primary care doctors and report weight gain while eating well and lifting weights and walking every day, and we're told to eat less and work out more, as if dropping under a thousand calories wouldn't send cortisol straight through the roof and fight every single thing we're trying to do.

Every specialist gets one piece of the puzzle. Nobody gets the whole picture. Nobody asks the question that would change everything: *what if it's all the same thing?*

And here's what that costs. It's the reason that, with 31 years behind me and retirement in front of me, I realized I wasn't actually finished teaching. I'd just found a new subject.

It isn't only the symptoms. It's that you start editing yourself. You over-prepare for a meeting you used to walk into cold. You reread an email four times before you send it. You stop volunteering the bold idea because you're not sure you can defend it if someone pushes back. You decline the thing. You shrink the thing. You quietly hand a piece of your own authority back.

And you do all of it while telling yourself a story that goes: *I think I might be done.*

You're not done. You're undiagnosed. Those aren't the same, and the difference between them is often one well-guided appointment with a doctor who's actually listening, and one honest conversation.

I built everything I've built because of the distance between those two sentences.

"You're not done. You're undiagnosed. Those aren't the same sentence, and the distance between them is one appointment with someone who actually listens."

WHAT THE SILENCE COSTS

Amy calls this the conversation nobody's having. The numbers say she's right, and that it's expensive.

A Mayo Clinic study of more than 4,400 employed women put a price tag on it: menopause symptoms cost an estimated $1.8 billion in lost work time in the United States every year, and $26.6 billion once medical costs are included. Thirteen percent of the women surveyed reported an adverse work outcome tied directly to their symptoms. Women with the heaviest symptom burden were more than fifteen times as likely to experience one as women with the lightest.

A UK parliamentary inquiry found that eleven percent of women had turned down a promotion because of symptoms, and eight percent had left their jobs outright.



Researchers looking at the leadership pipeline have begun naming menopause as an unexamined reason women disappear from senior roles at exactly the age they'd otherwise be moving into them.

Read that again. Women are exiting leadership at the moment they have the most to offer. Not because their capability declined, but because nobody told them what was happening in their bodies.

Amy sees it up close. She describes a client she recently worked with, a woman who had built something she was genuinely proud of. Over roughly eighteen months, it all started to feel harder. Her confidence wobbled. Tasks she'd done without thought now took real effort. She was, in her own words, pushing through sand.

She tried things. She invested in help. She wondered whether she'd simply lost her purpose.

When she came to Amy, she said, "I think I need to walk away. I don't think I have what it takes anymore."

She was 46. She was in perimenopause. She had no idea.

Within a few months of understanding what was happening and getting the right support, the clarity came back. So did the energy and confidence. And she said something Amy hasn't been able to forget:

"I almost walked away from something I love because I didn't know my hormones were running the show."

“She is not the exception," Amy says. "She is the rule. These are capable, brilliant women. They don't deserve to be dismissed. They need information. They need context. They need to know they aren't failing. They're navigating a biological shift nobody bothered to explain."

“Women are leaving leadership at the exact moment they have the most to offer. Not because they aren't capable. Because they aren't supported."

THE SHORT VERSION

Thirty-one years in education gave Amy a skill she uses constantly. She's good at turning something complicated into simple terms.

First, the vocabulary problem. We use one word, menopause, for three different things. If you don't know which one you're in, you can't know what your body actually needs.

Perimenopause is the transition. It can begin in the late thirties or early forties and last anywhere from four to ten years. Hormones aren't gently declining here; they're spiking and crashing. That's precisely why symptoms feel random. They are.

Menopause is technically a single day: the day you reach twelve consecutive months without a period. That's the whole clinical definition. One day. No certificate, no card, nobody sends flowers. Amy is firmly of the opinion that there should be a party.

Postmenopause is every day after. And here's what almost nobody is told: symptoms don't automatically stop. This is also the point at which estrogen takes its steepest drop, which is why some women find their symptoms get more severe here while others finally start to improve. Hot flashes, sleep disruption, and brain fog can continue for years.

Then the hormones themselves.

Estrogen is the one everyone's heard of, and almost everyone underestimates. It isn't just a reproductive hormone that happens to affect other things; it has receptors everywhere. It's found across the brain, bones, heart, skin, gut, eyes, and even your teeth. It supports memory, verbal fluency, processing speed, and executive decision-making. When it starts fluctuating, cognition does change. "You're not falling apart," Amy says. “That is estrogen."

Progesterone is the calming hormone. It's the one that helps you sleep deeply and keeps you feeling balanced, which is another way of saying it's the reason your mood swings caused you to consider throwing something at the person chewing loudly across the table. It drops earlier and faster than estrogen, which is why so many women get anxious, wired, and short-fused long before they ever get a single hot flash.

Testosterone. Yes, women have it, and it isn't just about libido. It's drive. Ambition. Confidence. Willingness to take the risk on the thing you believe in. It's also what helps you hold on to lean muscle, which matters enormously when you're trying to support your metabolism and stay strong through this transition. It declines quietly, and it's why so many women describe feeling flat rather than sad. Muted. As though someone turned the volume down on the most electric version of them.

Cortisol is the multiplier. When the other three destabilize, the body reads it as a threat, and cortisol rises, telling the body to store fat around the middle, disrupt sleep further, amplify anxiety, and degrade memory. It's a feedback loop, and it's the reason women can do everything right and still lose ground.

"You are not failing," Amy says. "Your body is sending you a signal."

THE 2002 PROBLEM

There's one more piece, and it explains why so many women get so little from their appointments.

In 2002, the Women's Health Initiative released findings on hormone therapy that frightened a generation of women, and a generation of physicians. Prescribing collapsed almost immediately. Research on U.S. prescribing patterns found that within roughly two years, doctor visits involving combined hormone therapy had dropped by more than 40 percent, and the decline kept going for years afterward.

And that figure only describes the women who'd already made it to a prescription. It says nothing about the far larger group who never knew this was a conversation they were allowed to have.

The findings have since been substantially reinterpreted. Later analysis showed the results were confounded by age (most participants were well past the typical age of menopause) and identified a window in which the risk-benefit picture looks very different for women starting therapy before 60 or within ten years of menopause. Major consensus statements now affirm hormone therapy as the most effective treatment for vasomotor symptoms and a significant protection against osteoporotic fracture.



But a great many practicing physicians were trained during or just after 2002. They were taught the original conclusions.

"This is not about blaming doctors," Amy is careful to say. "Most are doing their best with what they were taught. But it is a reason to walk in prepared."

Prepared, in her framework, is specific. Ask for hormone levels: estrogen, progesterone, and testosterone. Ask for the actual numbers, not whether they're "normal," because normal ranges are wide and nearly meaningless without context. Track your symptoms for three months first, so you show up with numbers instead of a description. "You're no longer the woman who doesn't feel right," she says. "You're a woman with undeniable data. That changes the entire conversation."

And if you need someone fluent in this language, seek out a certified menopause practitioner. They exist. Most women simply have never been told to look.

"Track for three months, and you stop being the woman who 'doesn't feel right.' You become a woman with undeniable data."

THE EMPIRE IS EDUCATION

What Amy built out of all this is, characteristically, a curriculum. She didn't leave education. She changed the subject.

The book came first, because the gap was most obvious there. There are excellent, thorough books on menopause already, and she's quick to say so. They also require time, focus, and energy that a woman in the middle of perimenopause does not currently have. She wanted to create the simple menopause manual we were never given. We all got the puberty book or the talk. Something short and sharp that you could grab at eleven at night, at the exact moment you needed the answer. Hot Flashes & Cold Truths: A No-Nonsense Guide to Menopause, subtitled, in a line that tells you everything about her instructional style, Because if we don't laugh, we'll cry… and then forget why we were crying.

Then the rest of it, built the way a teacher builds a course. Two apps: a symptom tracker, so women could see one pattern instead of twelve unrelated crises, and the Menopause Mastery Toolkit, which pairs symptoms with strategies and gives supplements an honest set of pros and cons. A digital course, Roadmap to Menopause, covering your body, mind, relationships, and work. A coaching practice. And the weekly Menopause Minute, which arrives with bite-sized education and practical strategies.

More and more, the work is happening inside companies. Leadership summits. Corporate events. Women's programming. Amy will stand in front of a room of executives and explain what's happening to a third of their workforce, and watch the same thing happen every time: the women in the room exhale, and the people who run the place start doing math. Because once you understand what those Mayo numbers represent, supporting women through midlife stops looking like a nice gesture and starts looking like the most obvious retention strategy in the building.

"I'm not a doctor, I don't diagnose or treat," Amy says. "I'm an educator, a mentor, and an advocate who believes women deserve answers, options, and the confidence to speak up for themselves."

BECOME THE WOMAN THEY REMEMBER

Here's the reframe, and it's the reason this story belongs in an issue about icons.

The culture has one script for menopause, and the script is decline. Something ends. Something is lost. You get smaller, quieter, less relevant, and you're expected to manage it discreetly.

Amy's argument is that the script isn't just unkind. It's also just wrong.

What actually happens, when a woman understands her biology and gets the right support, is a second becoming. The clarity that returns isn't only physical. It's a sharper knowledge of who she is, what she wants, and what she'll no longer accept. Research consistently finds that postmenopausal women report higher confidence and self-knowledge than at any earlier point in their lives.

That only happens when the body is supported instead of ignored. That's the whole condition.

"Menopause is not the end of any of that," Amy says. "It is not a signal that you've peaked. It is not the beginning of a slow decline. It is a transition, and like every hard transition you have already navigated, it becomes manageable the moment you understand it and have the right support."

The women who struggle most are the ones who do exactly what they were trained to do: push through alone, minimize what they feel, and assume something is wrong with them. The ones who come out the other side stronger are the ones who got informed, got support, and refused to let their biology write their story without them.

Ask Amy what success looks like, and she doesn't talk about revenue or reach. She talks about her oldest daughter, who's approaching the age where she needs to start paying attention. Her youngest. Her nieces.

"I want them to enter perimenopause with a roadmap," she says. "I want them to recognize symptoms immediately. I want them to advocate for themselves with doctors who understand hormone science. I want them to know this is normal, manageable, and not something to endure in silence."

That's the legacy. Not a business, though there is one. Not a book, though there's one of those too. A generation of women who won't have to play detective with their own bodies, because one woman, sitting at a lovely dinner with a thought that didn't belong to her, decided to find out why.

They never said the word. So she did.

And now, so can you.

Amy Benjamin Moore, M.Ed., is a Certified Menopause Coaching Specialist, author of Hot Flashes & Cold Truths*, and founder of Dream, Build, & Succeed, LLC. She is not a physician and does not diagnose or treat medical conditions.*

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DO IT SCARED: BECOMING THE WOMAN THEY REMEMBER

Fear doesn't mean you're on the wrong path. Sometimes it means you're standing at the edge of the life you've been praying for.

BY ANTOINETTE ANDERSON

People often think the women they'll remember are the ones with the biggest titles, the loudest voices, or the most awards.

I don't.

I believe the women we remember are the ones who made a difference.

Long after the titles are forgotten, people remember how you made them feel. They remember who showed up when life became difficult. They remember who spoke the truth, who offered a helping hand, and who believed in them before they believed in themselves.

That's the legacy I've been trying to build.

Not a perfect life.

A purposeful one.

For more than two decades, I've worked in the New York City Department of Correction. During that time, I've also served in union leadership, advocated for women in correction, built businesses, become an author, and embraced emerging technologies that are reshaping how organizations work.

From the outside, those chapters may seem unrelated.

To me, they're all connected.

I'm the thread that holds them together.

Every chapter has been driven by the same question:

How can I make a difference?

That question has led me into places I never imagined I'd go.

It also taught me something I wish more people understood.

"Leadership isn't about titles. It's about service."

One of the greatest lessons corrections taught me is that people are far more complicated than the labels society gives them. Working inside the correctional system showed me that many individuals need help long before they ever reach a jail. Mental illness, addiction, trauma, and broken support systems are challenges that often require treatment, intervention, and compassion—not just confinement.

Corrections also taught me about the people who wear the uniform.

Women and men who serve in this profession carry burdens most people never see. We balance demanding careers with raising children, supporting families, maintaining relationships, and protecting our own well-being. The work doesn't end when the shift is over.

Those experiences shaped how I lead today.

Whether serving as Third Vice President of the Correction Officers' Benevolent Association or First Vice President of Women in Correction, I've tried to lead with honesty.

I don't pretend to have every answer.



If I know it, I'll tell you.

If I don't, I'll find out and come back with the answer.

Whether you agree with it or not, you'll always get the truth from me.

That's the kind of leader I hope people remember.

For many years, I thought public service would define the rest of my career.

Then I prayed a simple prayer.

"God, if You give me a way to earn at least $10,000 a month, I'll retire and build something that allows me to serve people on my own terms."

I didn't know what that path would look like.

I just trusted that there was one.

That prayer eventually led me to create Anderson Consultant Services.

At first, I was terrified.

Not because I doubted my ability to learn, but because I had to believe in myself enough to teach what I had learned.

I had invested time, money, and countless hours developing my expertise. Still, charging people for that knowledge felt uncomfortable.

Then I realized something that changed my perspective forever.

I had paid to learn these skills.

Why shouldn't I be paid to help others benefit from them?

That shift transformed everything.

Today, helping borrowers navigate complex student loan programs, assisting aspiring business owners, and guiding organizations toward new opportunities isn't just my profession—it's my purpose.

Watching someone regain hope after believing they had no options reminds me why I started.

But my journey doesn't stop there.

As technology evolved, I saw another opportunity to serve.

Artificial intelligence has become one of the most misunderstood innovations of our time. Many people fear it because they believe it's here to replace them.

I see it differently.

AI isn't here to take over.

AI is here to help make the work we do every day easier.

That's why I created A3 Business Systems.

I want small businesses, nonprofits, entrepreneurs, and community organizations to have access to the same kinds of intelligent systems that larger organizations use every day. AI, automation, intelligent agents, and digital avatars aren't about replacing people. They're about freeing people to focus on the work only humans can do: building relationships, solving problems, and serving others.

Everything I build has the same foundation.

Help people.

Teach what you've learned.

Keep learning yourself.

Never stop growing.

Looking back, none of this happened because I had every answer.

Most of it happened because I was willing to move before I felt completely ready.

People often ask me what advice I'd give someone who wants to change careers, start a business, write a book, or pursue a dream they've been putting off.

My answer is always the same.

Do it scared.

"Fear doesn't mean you're on the wrong path. Sometimes it means you're standingat the edge of the life you've been praying for."

Trust God.

Take the next step.

Learn what you need to learn.

Master your craft.

Then use it to help someone else.

Because when you serve others with the right heart, you create a legacy that extends far beyond yourself.



If I could sit beside the thirteen-year-old girl who entered foster care, I'd tell her something she couldn't yet imagine.

It gets better.

Never give up on yourself.

Don't let your past become your future.

Twenty-five years from now, I don't know who will read these words.

Maybe it'll be a woman who's wondering if she's too late to start over.

Maybe it'll be someone who's afraid to launch the business that's been sitting in her notebook for years.

Maybe it'll be someone who's convinced that her past has already written her future.

I hope she closes this magazine believing something different.

Whatever God places in your heart, pursue it. Learn it. Master it. Put it into motion. And trust that you are never walking alone.

I hope she believes she can make a difference.

I hope she chooses to serve with a servant's heart.

I hope she trusts God enough to take the first step.

And more than anything, I hope she remembers one simple lesson that has carried me through every chapter of my life:

"Never give up on yourself. Don't let your past become your future. And whatever you do… Do it scared!"

Connect With Antoinette

Antoinette Anderson
https://www.facebook.com/nette.andy

@3vp_a.anderson
https://www.instagram.com/3vp_a.anderson/

Antoinette Anderson
https://www.linkedin.com/in/netteandy

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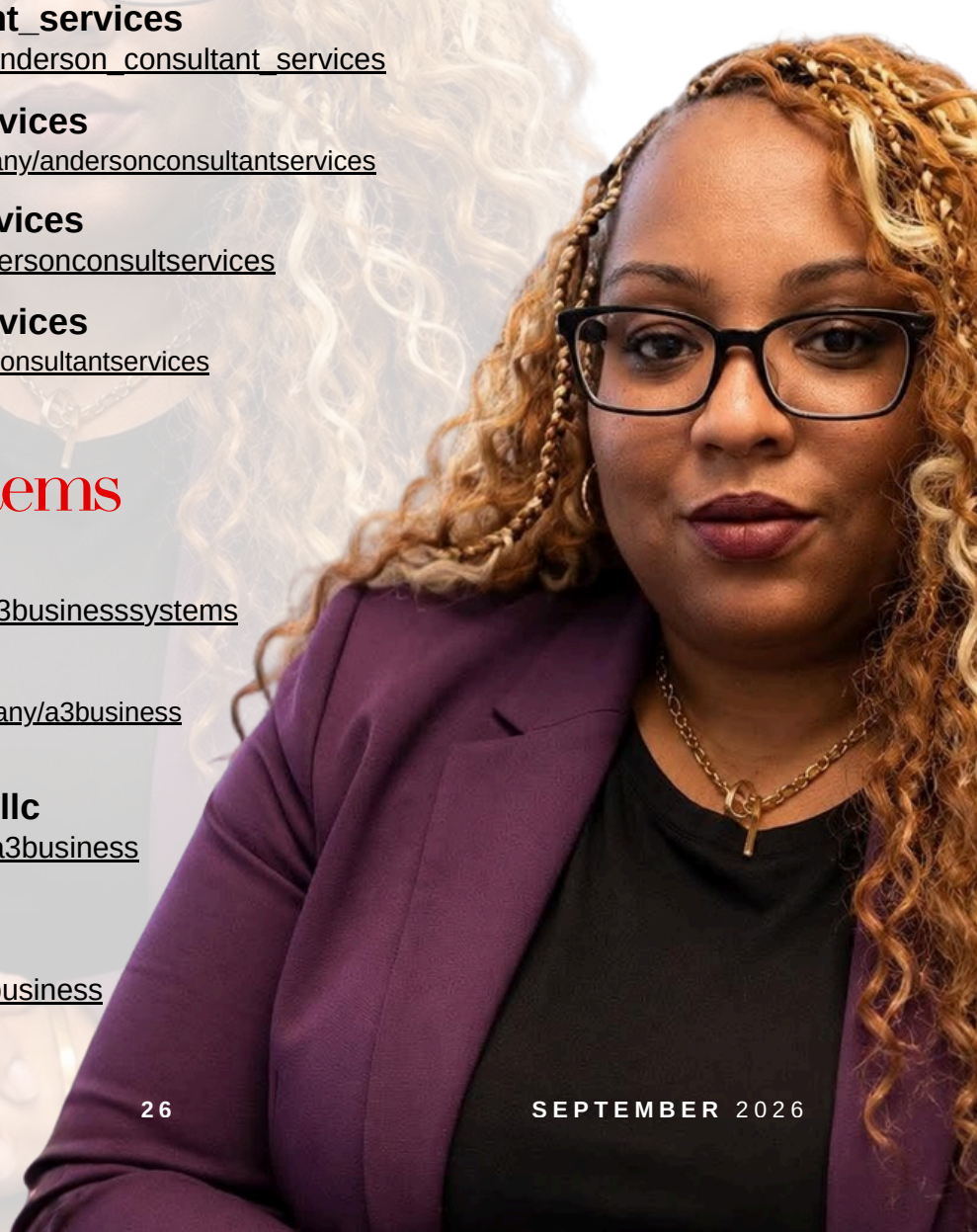
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We are **currently accepting applications from podcast hosts** who are ready to **elevate their brand and expand their audience** through global streaming exposure.

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ICONIC WOMAN TO WATCH

MARY-BETH NEWELL

MARY-BETH NEWELL
Healthy Living and Anti-Aging Expert

Mary-Beth Newell, RN, MS, is a Sarasota-based author, registered nurse, and national speaker dedicated to redefining healthy aging for women.

With a master's degree in science and decades of clinical and personal experience in nutrition, movement, and whole-person wellness, she brings both credibility and warmth to her work. Mary-Beth is known for translating evidence-based health principles into practical daily habits that help women feel strong, confident, and vibrant at every stage of life.

Frequently invited to speak on healthy aging and sustainable self-care, she combines science, humor, and real-life insight to inspire audiences to take ownership of their well-being. She lives in Sarasota, Florida, with her two standard poodles and three spirited kitty cats.



Connect With Mary-Beth

https://www.marybethnewell.com/

Social Media

Mary-Beth Newell
https://www.facebook.com/marybeth.newell.5

@marybethnewell
https://instagram.com/marybethnewell

Mary-Beth Newell
https://www.linkedin.com/in/mary-beth-newell-6201a331

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ICONIC WOMAN TO WATCH

WENDY RAVEN JOHNSON



WENDY RAVEN JOHNSON
Identity Recognition Expert

I was her. I built the success, wore the polish, and led the rooms. I know what it is to look at a life that works and still question what you are actually seeing inside it. For more than forty years as a Registered Nurse, I learned to pay attention as a clinician does: to patterns, context, subtle shifts, and what is observable before deciding what it means.

That way of seeing followed me into corporate leadership, where I watched capable women move differently across relationships, responsibilities, expectations, and seasons of life.

Today, I am the Founder of Designed To Be HER™ and Creator of The Architecture of Identity™. My work is rooted in Recognition Before Explanation™, because seeing your life differently now does not make the woman who lived it wrong. More context does not change who you are. It changes how much of the picture you can see.

Connect With Wendy

https://www.theidentityera.com/

https://designedtobeher.com/

Social Media

Wendy Raven Johnson
https://www.facebook.com/raven77143

FREE Discover Your Recognition Signal





ICONIC WOMAN TO WATCH
LY SMITH

LY SMITH
Self-Leadership Strategist

Ly Smith is a Self-Leadership Strategist, certified NLP Master Practitioner, and award-winning keynote speaker helping high-achieving women break free from imposter syndrome, perfectionism, and people-pleasing.

She's the founder of UpCycle Coaching, creator of the C.A.N.D.Y. Method™, faculty on the C-Suite Network Thought Leader Council, and a seven-time international best-selling author. Ly has spoken on more than 100 stages nationally, helping audiences move from reacting out of fear to leading from clarity through her signature REACTOR-to-CREATOR framework.

Based in Reno, Nevada, Ly leads the G3 Collective, a growing community for women ready to reclaim their voice and lead from the inside out. Her work sits at the intersection of leadership development and lasting personal transformation, proof that the culture shift always starts inside, and the ROI shows up in the results.

Connect With Ly

https://www.upcyclecoaching.com/

Social Media

Ly Smith
https://www.facebook.com/g3mastermind

@g3mastermind
https://www.instagram.com/g3mastermind

Ly Smith
https://linkedin.com/in/g3mastermind

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ICONIC WOMAN TO WATCH

SZILVIA NAGY



SZILVIA NAGY
Founder of You Lead Academy & New Baseline Method™ | Identity, Leadership & Business Transformation Expert

Szilvia Nagy is the Founder of You Lead Academy and creator of the New Baseline Method™, an identity, embodied leadership and business transformation framework for high-achieving women, entrepreneurs and leaders. With more than 17 years of experience in personal transformation, Szilvia has delivered 500+ trainings and worked with thousands of clients internationally.

Her background spans subconscious reprogramming, heart-brain coherence, resilience, identity and archetype work, professional coaching, business energetics, branding, visibility and communication. Her work has taken her across Australia, the UAE and Europe, with advanced training and teaching experience in the United States.

Today, she helps clients outgrow limiting beliefs, patterns and identities and create a new internal baseline: an evolved identity, higher standards, a clearer hierarchy of values and new ways of leading, deciding and communicating. Her mission is to make the New Baseline Method™ teachable, certifiable and internationally scalable, supporting exponential growth, conscious leadership and meaningful legacy.

Connect With Szilvia

https://szilvianagy.com

Social Media

Szilvia Nagy
https://www.facebook.com/SzilviaNagy.YouLead

@szilvianagy_youlead
https://www.instagram.com/szilvianagy_youlead

Szilvia Nagy
https://www.linkedin.com/in/szilvia-nagy-61377b17

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WENDY & ANISA

Anisa Crespo, and Wendy Aimee Porter join forces to create a show that dives into the realities of visibility, influence, leadership, and impact through raw conversations with women building powerful brands and lasting legacy.

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Are you building something iconic?

APPLY TO BE A GUEST ON ICONIC AF

As we celebrated our 100th episode in December 2025 and step into this next season, we are intentionally curating conversations with women who are building bold businesses, creating meaningful impact, and leading with purpose. This next chapter of the podcast is focused on real strategy, visibility, leadership, energetics, and the lived experience of entrepreneurship as a woman.

Our goal is to feature women who are in the arena. Women who are actively building, growing, evolving, and willing to share the real lessons behind the journey.

This application helps us ensure alignment and maintain the depth, caliber, and integrity of the conversations we are creating.

If you are a woman who is building something meaningful and has insights, experiences, or perspectives that could inspire and empower other women, we would love to learn more about you.

Share your story. Share your strategy. Share your impact.

Apply to be featured on Iconic AF and join a network of women who are shaping the next era of leadership and influence.

APPLY NOW



ICONIC WOMAN TO WATCH

JESSICA LYNN SILVA

JESSICA LYNN SILVA
Attorney at Law, Mediator, Author, Speaker, Coach/Consultant

Jessica Lynn Silva, Esq. is a Florida-based estate planning and probate attorney, certified mediator, internationally bestselling author, speaker, business strategist, and media talent who helps individuals and entrepreneurs protect wealth, transfer legacy, and step fully into their power.

As the founder of the Law Office of Jessica Lynn Silva, PLLC, with offices in Tampa and Satellite Beach, she serves clients statewide with high-level estate planning, probate, and trust administration.

She is the author of Wealth, Wills & Winning and the host of The Jessica Lynn Show, where she enjoys conversations centered around wealth creation, leadership, identity, and generational impact.

Known for her powerful presence and transformational approach, Jessica is a sought-after speaker and coach who empowers high-achievers to think bigger, move with intention, and build profitable, purpose-driven lives and businesses. Whether on stage, on camera, or behind the mic, she delivers clarity, confidence, and strategy that creates real results.



Connect With Jessica

https://www.jessicalynnlaw.com/

Social Media

@jessicalynnsilva
http://www.youtube.com/@jessicalynnsilva

@jess.lynn.silva
https://www.instagram.com/jess.lynn.silva

Jessica Lynn Silva
https://www.linkedin.com/jessicalynnsilva



ICONIC WOMAN TO WATCH

JOVELYN LARSON

JOVELYN LARSON
VP, Strategic Sourcing– Wells Fargo

Jovelyn Larson is an enterprise procurement executive and technology sourcing leader with more than 15 years of experience modernizing sourcing organizations across regulated financial institutions. She is recognized for architecting future-ready procurement operating models that integrate legal judgment, commercial strategy, digital enablement, and enterprise risk alignment. Her leadership has earned national visibility, including recognition as one of Procurement Magazine's Top 5 Strategic Sourcing Leaders and speaking engagements at Marcus Evans CPO Summit, ProcureCon, and ISM.

As VP of Strategic Sourcing and Procurement at Wells Fargo, Jovelyn leads enterprise technology sourcing transformation and serves as a strategic advisor to senior leaders across Technology, Digital Strategy & Innovation, Consumer Banking & Lending, and Global Payments Liquidity. She is known for delivering high-impact sourcing outcomes, strengthening supplier ecosystems, and advancing digital and AI-enabled procurement capabilities. Her work includes modernizing governance frameworks, elevating supplier performance, and significantly accelerating contracting efficiency across complex technology portfolios.

Jovelyn holds a Juris Doctor, MBA, and Master of Laws, along with Lean Six Sigma Black Belt certification. She serves as Vice President of the Filipino-Minnesotan Association, Vice President of the Twin Cities ISM chapter, and an Advisory Board Member at Minnesota State University–Mankato. She is known for clarity-driven leadership, executive influence, and her ability to modernize sourcing organizations while delivering scalable enterprise-wide value.



Connect With Jovelyn

Jovelyn Larson
https://www.linkedin.com/in/jovelyn-larson-jd-mba-llm-342001180



ICONIC WOMAN TO WATCH

TRACY LIBERATORE

TRACY LIBERATORE

The Expert for Experts- Expert in medical-legal consulting and expert witness training

Tracy Liberatore spent ten years as a physician assistant, then walked away to go to law school, graduated valedictorian, and passed the bar. She wrote the book on that crossing, literally: From Medicine to Law.

Today she runs Med Legal Pro, a medical-legal consulting firm that matches attorneys with clinical experts in personal injury, nursing home, and wrongful death cases, on both the plaintiff and defense side. Through the National Expert Academy she trains nurses and physicians to become credible, well paid experts.

She also founded Walk As Her, where she helps women stop shrinking, step into their power, and build income on their own terms.

Three careers, three companies, one throughline: every version of her life started the day she stopped saying maybe. Her next book, Kill the Maybe, is about what that costs everyone who waits.

Connect With Tracy

https://www.medlegalpro.com/

Social Media

Tracy Liberatore
https://www.linkedin.com/in/tracy-liberatore-attorney-physician-assistant

@walk.as.her
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ICONIC WOMAN TO WATCH

JILLIAN VERDUN

JILLIAN VERDUN
Profit Strategist

Jillian Verdun is a Profit Strategist, Speaker, International Best-Selling Author, and founder of JMV Financial Services. She guides women entrepreneurs who work hard and make money but still wonder, “Where did all the money go?”

With nearly 20 years of financial experience, Jillian makes business finances simple, practical, and judgment-free. She teaches women how to increase profit, pay themselves consistently, prepare for taxes, and feel more confident managing their business money.

Jillian combines her accounting and tax expertise with a practical coaching approach that meets women where they are. Instead of complicated financial language, she provides simple strategies and clear steps they can use in their businesses.

Known as the calm in any financial storm, Jillian believes your business should do more than pay the bills. It should create profit without chasing more sales or working longer hours and give you choices, support your goals, and help you build the life you truly want.

Connect With Jillian

https://jmvfinancialservices.com/

Social Media

@jmvfinancialsrv
https://www.instagram.com/jmvfinancialsrv

Jillian Verdun
https://www.linkedin.com/in/jillianverdun

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ICONIC WOMAN TO WATCH

STEPHANIE GRAZIANO

STEPHANIE GRAZIANO
Life and Business Architect/Mentor/Coach

Stephanie Graziano is an Identity Strategist for High-Performing Women and the creator of The Foundation Formula™, a process that helps women who are already doing everything to finally own their authority.

She works with women who have a vision that feels a little too big, and because of that, it stays tucked away. Half-started. Overthought. Quietly carried. She knows that space well. The smiling on the outside, questioning everything on the inside. The ideas you don't say out loud because you're not sure they'll land any differently this time. That's exactly the work she does.

Her work focuses on identity reconstruction through strategic repositioning, so women stop second-guessing themselves and start making clear, grounded decisions as the leader they already are.

She works with entrepreneurial women who are capable, relied on, and often overextended but not fully seen or self-anchored in their value. Through The Foundation Formula™, they shift from performing at a high level to operating from internal authority, changing how they show up, how they're treated, and what they're available for.

Stephanie's work is built on the belief that authority isn't something you earn through more effort, it's something you stabilize within, and everything else follows.



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https://stephaniegraziano.com/

Social Media

@stephaniegraziano
https://substack.com/@stephaniegraziano

ICONIC WOMAN TO WATCH

ANGELA ROMERO



ANGELA ROMERO
Ayurveda & Integrative Holistic Practitioner

Angela Romero is an Ayurveda & Integrative Holistic Health Practitioner, Master Herbalist, and founder of Ground Roots Health Collective. She specializes in helping women, particularly those navigating their 40s and beyond, better understand the connection between hormones, gut health, stress, sleep, metabolism, and everyday lifestyle habits.

Through personalized coaching, education, and holistic wellness practices, Angela helps women uncover what their symptoms may be communicating and create realistic, sustainable changes that support long-term health. Her approach blends ancient Ayurvedic wisdom with modern wellness strategies, nutrition, movement, herbal support, breathwork, and lifestyle practices.

Angela is passionate about making holistic health feel practical and approachable, empowering women to become active participants in their own well-being through small daily habits that can create meaningful, lasting change.

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ICONIC WOMAN TO WATCH

MICHELE LAINE

MICHELE LAINE
Nervous System Strategist & Leadership Mentor

Michele Laine helps high-performing women expand their income, influence, and leadership by addressing the internal patterns that quietly cap their success. Her work bridges intuitive intelligence, emotional awareness, and nervous system regulation to help entrepreneurs release the unseen resistance shaping their relationship with visibility, money, and expansion.

Rather than focusing solely on external strategy, Michele guides women to examine the deeper agreements they have made about success, responsibility, and what they feel safe holding. Many of the women she works with discover something surprising: The ceiling they believed was financial was actually internal. Once that agreement dissolves, expansion becomes not only possible - it becomes sustainable.

Through private mentorship, immersive retreats, and group programs, Michele supports women in stabilizing at the next level of leadership, prosperity, and personal fulfillment.

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https://www.michelelaine.com/

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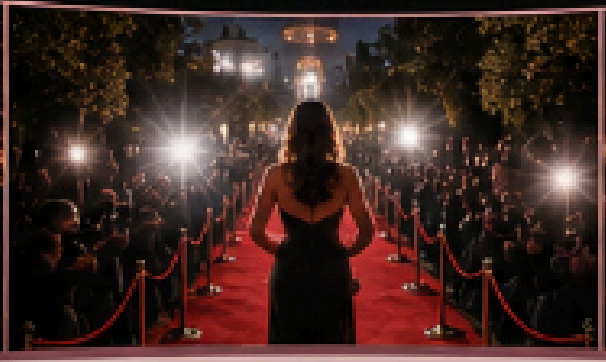
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ICONIC WOMAN TO WATCH

DR. DIANNE JAMIESON



DR. DIANNE JAMIESON
Educational Psychologist , Learning & Course Design Strategist

Dr. Dianne Jamieson is an Educational Psychologist, educational developer, and certified PhotoReading and Mind Mapping instructor who helps people transform information into learning—and learning into action.

Drawing on educational psychology, learning science, and Neuro-Linguistic Programming (NLP), she works with educators, experts, and organizations to transform their knowledge into engaging, practical learning experiences.

Dianne also works with professionals and learners who want to read faster, organize complex information, strengthen recall, and apply what they learn with greater confidence.

Her academic foundation includes 11 co-authored publications in teaching and learning. At the heart of Dianne's work is a simple philosophy: knowledge becomes powerful when theory is put into practice.

Rather than treating content as the end goal, she focuses on the skills people develop through learning—helping them think differently, make meaningful connections, and turn information and expertise into purposeful action.

Connect With Dianne

Dianne L Jamieson
https://www.facebook.com/dianneljamieson

Dianne Jamieson
https://www.linkedin.com/in/dianneljamieson





ICONIC WOMAN TO WATCH

TAMARA STREGARE

TAMARA STREGARE

Tamara Stregare, Leading International Money Mindset & Business Coach and Visibility Strategist (Since 2001)

Tamara Stregare is a leading international Money Mindset and Business Coach and Visibility Strategist who has been helping women entrepreneurs build successful businesses since 2001.

She is the founder of Wealthy Woman Every Day™ and Spotlight On Your Success™, helping women elevate their authority, expand their reach, and create new opportunities through strategic media exposure. Blending decades of experience with innovative visibility strategies and AI-powered technology, Tamara helps coaches, authors, speakers, consultants, and service-based entrepreneurs transform their expertise into powerful authority-building assets.

Her work incorporates professional interviews, feature articles, podcasts, video, and media exposure to help women become more discoverable and recognized. Tamara believes women don't need a massive following to make a meaningful impact. They need the right opportunities to be seen, trusted, and remembered.

Ready to get started? Visit WealthyWomanEveryDay.com/Spotlight to be included in an upcoming FREE Roundtable Feature and get your expertise in the spotlight!

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https://www.instagram.com/wealthywomaneveryday

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https://wealthywomaneveryday.substack.com





ICONIC WOMAN TO WATCH

STEPHANIE ZITO

STEPHANIE ZITO
Psychic Business Mentor

Stephanie Zito is a certified hypnotherapist, intuitive business coach, manifestation strategist, and founder of RISE, a transformational business framework helping women break through the invisible ceiling where strategy stops working because identity hasn't caught up.

After a near-fatal car crash in 2007 sparked a profound spiritual awakening, Stephanie left a misaligned relationship and career, manifested her dream life in California, and began building the body of work she now teaches to women around the world.

With a Master's degree in Conflict Analysis and Resolution from George Mason University and experience leading programs for AT&T, Park Hyatt Hotels, the U.S. Peace Corps, and Sesame Street Research, Stephanie fuses corporate leadership, subconscious reprogramming, Human Design, Akashic Records, and grounded business strategy.

Through RISE, her podcast This Passionate Life, and her coaching programs, she helps women stop shrinking, claim their identity, and build lives rooted in purpose, prosperity, freedom, and legacy impact.

Connect With Stephanie

https://www.stephaniezito.com/

Social Media

Steph Zito
https://www.facebook.com/steph.zito

@_stephanie_zito
https://www.instagram.com/_stephanie_zito

Steph Zito
https://www.linkedin.com/in/stephzitocoach

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Antoinette ANDERSON

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