# NICHOLLE OVERKAMP

MBA, ChFC, CDFA, CLU

CEO + Founder

# powHERhouse

## 2026 Media Kit

SPEAKER • AUTHOR • PODCASTER

COACH • FINANCE EXPERT • ENTREPRENEUR

# About Nicholle

MBA, CHFC, CDFA, CLU
CEO + Founder

Nicholle Overkamp is an award-winning entrepreneur, best-selling author, and speaker who leads two fast-growing companies dedicated to helping women build wealth with confidence.

Over the last decade, Nicholle grew Wilcox Financial Group from a solopreneur venture into a multi–seven-figure brand—and expanded her impact by launching PowHERhouse Money Coaching. She grew a values-aligned team and created a personal net worth over 1 million before turning 27 by following her own advice, living authentically, and leading through example.

Known for her direct, relatable approach, Nicholle brings a fresh voice to conversations about money, confidence, and personal growth. Her drive is shaped by real-life challenges and hard-earned lessons, which she openly shares to inspire women to own their power and build wealth on their terms. Her blend of vulnerability, humor, and honesty is what draws audiences to her—and keeps them engaged.

**Bring Nicholle's bold energy and expertise to your next event and elevate your audience's experience.**

# Keynotes

View Keynote Highlights

## Breaking Barriers:
## Aligning Passion & Purpose to Build Wealth

This keynote connects your deepest passions with true financial prosperity. In “From Passion to Prosperity,” she reveals how to break limiting beliefs, align your choices with your purpose, and build a clear path to financial freedom. This talk delivers practical, intention-driven wealth-building strategies that support both immediate needs and long-term fulfillment. Whether you're a business owner or growing in your career, you'll gain the tools and inspiration to turn your unique passions into a prosperous, purpose-led life.

**Key Takeaways:**

- Learn how to leverage mindset, move through imposter syndrome, and build the right network for growth.
- Make more aligned decisions with money, career opportunities, and long-term goals.
- Build the confidence and tools to become your own best advocate.

## Own Your Financial Future:
## Take Control. Build Wealth. Create Options.

Take control of your financial future and learn how to build real wealth without it being overwhelming. In this transformative keynote, we’ll dive into the core principles of financial independence through relatable, real-life stories and practical strategies. This isn't your typical finance talk—it’s a fun and practical approach to taking ownership of your money and your life. You'll walk away feeling empowered, motivated, and equipped with the tools you need to build a financial plan that aligns with your goals and values.

**Key Takeaways:**

- Clarity & Confidence: Gain crystal-clear understanding of your money mindset and break down the barriers holding you back from financial freedom.
- Actionable Steps: Learn practical, no-fluff steps to start owning your money today—whether it's paying off debt, saving for the future, or investing in yourself.
- Mindset Shift: Discover how shifting your perspective on money can change your life. You’ll learn to ditch limiting beliefs and procrastination, and start living your financial truth.

# Keynotes

## Invisible Labor
## Reclaiming Time, Wealth & Leverage

A keynote for women founders, executives, and leaders who are ready to examine the hidden cost of invisible labor. Connecting the dots between mental load, caregiving, decision fatigue, business scalability, and the wealth gap — showing how unpaid and untracked work quietly limits women's earning capacity, investing consistency, and long-term financial power.

Through financial insight, personal storytelling, and practical exercises, this keynote helps audiences identify what they are carrying, calculate the true cost of doing it all, and reclaim time through three powerful levers: reduce, redistribute, and replace.

**Key Takeaways:**

- Recognize the hidden responsibilities that are quietly costing time, focus, energy, and financial momentum.
- Reframe "doing it all" as a measurable wealth and leadership issue — not a personal capacity problem.
- Identify one specific shift that creates more room for income growth, strategic decision-making, or long-term wealth building.

# Speaking Topics

Podcast & Media Spotlights

## Suggested Topics

- The Midlife Money Reset: How to Protect Your Future While Redefining What Comes Next
- The Cost of "I'll Just Handle It": How Invisible Labor Quietly Impacts Women's Wealth
- Stop Budgeting. Start Living: How to Build a Spend Plan Around What Matters Most
- The Family CFO Test: What Every Couple Should Know Before a Financial Emergency

## Interview Questions

- What are the biggest money decisions women make that don't actually look like money decisions?
- How can caregiving, invisible labor, and being the person who "handles everything" quietly affect a woman's long-term wealth?
- Why do you believe traditional budgeting fails so many people and what should they do instead?
- What financial questions should women be asking themselves during midlife, especially when they're reconsidering their career, marriage, retirement, or definition of success?
- What should every couple know about their household finances before an emergency forces one partner to take over?
- How can women tell whether a major financial decision is coming from clarity or from burnout, fear, or overwhelm?
- For entrepreneurs, how should leaders think about AI: as a way to cut costs, or as a way to create more capacity and make their people more

listen here!

powHERhouse PODCAST

reach: 300K

**a business podcast for powHERhouse entrepreneurs**

On our PowHERhouse Podcast, learn to live your purpose, love yourself hard enough to do the things that feel impossible, & build the business you want. Jam-packed with tips & strategies you can implement immediately for better business results, Nicholle Overkamp will be sharing her journey as an entrepreneur to help you step into your unique power & ultimately become what you're made for. She doesn't shy away from the mistakes she's made but dives deep into the raw and vulnerable truths of being a boss & how to thrive in your business & life.

# Statistics

## Changing the Way Women Think About Money

| 4.1K | 4.9K | 10K | 4,000+ |
|---|---|---|---|
| INSTAGRAM FOLLOWERS | FACEBOOK FOLLOWERS | EMAIL SUBSCRIBERS | MONTHLY VIEWS |

AVERAGE 18K INSTAGRAM ACCOUNTS REACHED MONTHLY

https://www.instagram.com/powherhousemoney/

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# Speaking Testimonials

Nicholle came to our office to speak to our employees about financial wellness and her "Own Your Future" workshop. She discussed a lot of great topics including some great ways to set boundaries and have conversations about money with your partner.

She was an excellent speaker, and relatable to our employees so they really enjoyed the workshop.
I highly recommend her to anyone looking to engage and educate their employees, especially if you have a younger demographic who has a lot to learn but might be looking for someone who doesn't have a boring approach to discussing finances!

Jessica Mandrino
Community & Engagement Manager, Trusted Nurse Staffing

Nicholle brings a thoughtful, straight-talking approach that inspires action and helps audiences push past their excuses. She skillfully integrates her own life experiences, creating a relatable and empathetic connection, while energizing the entire group with a spirit of possibility and momentum.

As the host of our International Women's Day event, I received overwhelmingly positive feedback from attendees who felt both encouraged and motivated by Nicholle's talk. She was responsive and intentional in our pre-planning phase and mindful of a diverse audience in the delivery of her keynote address and Q&A. We were truly honored to have her as our speaker!

Shelley Jack
Owner & Chief Strategist, Shebe Marketing

What a great idea it was to have Nicholle Overkamp speak to our employees about financial literacy at our staff development day! She provided valuable information on topics that are relevant and useful. Her presentation style was interactive, engaging, and thorough. She was able to explain complex information in a way that was easily understood. Nicholle's presentation was polished and professional.

Feedback following the presentation was very complimentary, with many employees expressing gratitude for bringing in Nicholle to share her expertise with them. We will definitely ask Nicholle to provide presentations on financial topics for our staff again in the future.

Gayle Schutrum
Owner, Associated Physical & Occupational Therapists

# Speaking Testimonials

We partnered with Nicholle because we wanted to bring unique financial wellness programs to our employer groups. What's special about Nicholle is her passion for helping others and how relatable she is. She doesn't try to sell anything but instead compliments programs our groups may already have.

Her workshops are fun, engaging and different than anything that has ever been presented before. She shares her knowledge and expertise with our members in a way that's meaningful to them and their situation. She helps our members understand where they are financially and how to make the best decisions for their future.

Jennifer Picone
Corporate Wellness Manager, Independent Health

The Own Your Financial Future Financial Wellness Workshop for our staff was one of the most informative and engaging financial sessions I have ever attended. In a short virtual session our employees learned comprehensive financial information in an accessible way that met our employees wherever they are on their financial journey.

I learned new things myself and I have been working professionally for over 20 years. The information was valuable and the presentation style was judgment free and supportive, and so for those who are afraid or nervous to talk about finances, the atmosphere helped people to feel comfortable learning and asking questions.

I cannot recommend this workshop enough to employers to offer to your employees. Our staff members asked us to offer this session and the feedback from attendees was overwhelmingly positive. We plan to make this an annual offering for our staff.

Alison Wilcox
CEO, Girl Scouts of WNY

We brought Nicholle to speak to our employees as a part of our Women's Committee's Lecture Series. She was a huge hit, sparking some of the best employee engagement we have ever seen.

As one employee said "I very much enjoyed the meeting and am very thankful that our company has things like this for us." Would absolutely recommend brining her to speak at your company!

Kelly Turner
Operations Support Manager, Constellation Brands

# Speaking Testimonials

Nicholle's Overkamp's recent keynote about Invisible Labor had a huge impact on me.

As a woman entrepreneur who has spent decades building businesses, leading teams, raising a family, and trying to keep all the plates spinning, I found myself nodding along the entire time. What made this talk so powerful wasn't just the data, although the statistics were eye-opening. It was the truth behind them. Nicholle put language around something so many women experience every day: we're not just running our companies, we're often running an invisible second company called "life."

The concept of "invisible labor" was a game changer for me. I've coached hundreds of entrepreneurs over the years, and yet I still found myself reflecting on the ownership burden I carry both at work and at home. Nicholle challenged me to think differently about time, leverage, and wealth creation.

More importantly, she gave practical tools to do something about it.
What I loved most was that this wasn't another motivational talk that leaves you inspired for a day and overwhelmed the next. Nicholle combines personal vulnerability, compelling research, and actionable frameworks that leaders can implement immediately.

If you're a woman founder, executive, or leader who feels like you're doing all the things, this topic is a must-hear. You'll walk away with a fresh perspective on your capacity, your wealth, and your ability to create leverage in every area of your life. I left feeling seen, challenged, and equipped to make changes that will have a lasting impact.

Nicholle isn't just talking about financial wealth. She's helping women reclaim their most valuable asset: themselves.

Kimberly Latko
Entrepreneur, CEO, and Growth Coach

"Your talk made me think about invisible labor in a different way. It was great meeting and thankful you shared with us all!"

Audience Member

"I loved your talk. So much resonated with me. Thank you —it went by too fast!"

Audience Member

# Connect With Nicholle

If you're ready to deliver an unforgettable, high-impact experience for your audience, I'm all in.

Reach out and **let's get started.**

XOXO,

*Nicholle*

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