



**TIANA VON JOHNSON** <sup>TM</sup>

BUILDING BRANDS. CHANGING LIVES.

# MEDIA KIT

**ENTREPRENEUR  
MILLIONAIRE MOGUL  
KEYNOTE SPEAKER  
BRAND STRATEGIST & COACH  
MAGAZINE PUBLISHER  
BEST-SELLING AUTHOR  
TV PERSONALITY**





# TIANA VON JOHNSON BIO

- ✓ Generated Her First Million Dollars at 27-Years-Old Her First Year in Business
- ✓ One of The Most In-Demand Branding Coaches & Trainers in The World
- ✓ Taught Over 2,500 “How to Build a Multimillion Dollar Brand” Series Worldwide
- ✓ Wall Street's Only African-American, Female Real Estate Broker
- ✓ Delivered Over 1,500 Keynotes and Trainings for Business Organizations, Faith-Based & Community Organizations and Associations
- ✓ Presented for Audiences Ranging From 20 to 5,000 People
- ✓ Operates 7 Businesses While Simultaneously Training Over 200 Entrepreneurs

## ABOUT TIANA



### TIANA VON JOHNSON

Tiana is a self-made millionaire mogul, multi-business entrepreneur, publisher, author, highly sought-after branding coach and a woman who at 27-years-old quit her 9-to-5 job and tried her hand at entrepreneurship. She became the highest paid, African-American real estate broker on Wall Street in New York City during one of the worst economic times in history. Using the skills she developed in Corporate America, good judgement and sound intuition, she mastered the art of branding and business. She successfully hired and trained more than 50 employees and generated over \$1 million in her first year in business.

Today, Tiana is living the life she loves. Using her extraordinary gifts, she has developed a significant following among entrepreneurs around the world who seek her wisdom, advice and coaching. Teaching from the heart and armed with a tremendous amount of life and business lessons, she has a knack for touching lives and helping people grow their businesses and brands. As a motivational speaker, she shares her story of faith, sacrifice and determination in the most real and charismatic way, inspiring audiences across the globe. Tiana is a true entrepreneur in every sense of the word.

### BORN TO WIN

Born and raised in the Bronx, New York, Tiana began her climb to success when she was only seven-years-old. She developed a skill for negotiation and a love for entrepreneurship helping her father sell records on the streets of Harlem. She also honed her creative genius by watching her mother do hair, sew, cook, make dolls and design flowers. Combining the entrepreneurial and creative talents of her parents, she became quite a formidable force. She excelled at work and held various leadership positions in human resources rising quickly through the ranks. She put herself through college and received her Bachelor's in Business Administration at the age of 20; one year later she completed her Master's in Business Administration, both from Metropolitan College of New York. Later she pursued her Ph.D. in Business Administration & Organizational Leadership from the University of Phoenix. Although she was determined and reached high levels of education and success, she felt this was not her true calling. Miserable with the predictable routine of her day job, the then 27-year-old single mother of two living paycheck-to-paycheck, took a step out on faith, quit her job and tried her hand at building a real estate empire.

### RISE OF A MOGUL

Although real estate was never Tiana's true passion, she used it as a stepping stone to generate the money she needed to do the things she really wanted to do. After the first year in her booming business, Tiana rented a \$10,000 per month, 5,000 square foot Wall Street space for the headquarters of her luxury real estate firm, GoldStar Properties of NY. Later she launched a second business, Madison Layne Real Estate, a boutique firm for individuals seeking affordable housing, and a third business Minority Investors Alliance (MIA), a national investment company assisting minorities in the acquisition of investment properties in hot markets throughout the country—both generating millions. Her companies became a huge success and her television reality series, Powerhouse, that documented her life as a top Wall Street businesswoman, was picked up by the NBC Style Network. She received countless television and media features on TV One, Black Enterprise, CNN, Huffington Post, Hollywood Reporter, Hot 97, Crain's New York Business, Curbed, News 12, The Real Deal and more.



GOLDSTAR  
GROUP



RADIO ONE

BLACK  
ENTERPRISE



HUFFPOST

Hollywood  
REPORTER



CRAIN'S  
NEW YORK BUSINESS



NEWS 12  
THE BRONX

THE REAL DEAL  
MAGAZINE



**Faced with fears, employee turnover, lawsuits, foreclosure, bankruptcy, loss of family and friends, and many other setbacks, the determined young mogul in the making was determined to win and pushed through all of the trials and tribulations.**

## BEYOND REAL ESTATE—**AMBITION** BY TIANA VON JOHNSON

As fate would have it, in 2014 Tiana scaled back her real estate operations and once again launched a new business. After providing business development consulting to several business owners in the beauty industry and helping them achieve tremendous success, she realized that she needed to be part of the \$72 billion dollar industry. She launched Ambition By Tiana Von Johnson, the first-of-its-kind, high-end beauty subscription and AMBITION Fit, a health and wellness business. Once again, in less than one year, she generated over \$1 million. As much success as she achieved in the industry, Tiana realized that her true calling is helping others. She used this experience to focus on teaching beauty entrepreneurs how to build their million dollar brands. Her business consulting and annual Beauty Business Boot Camp & Networking Luncheon provides a platform for beauty professionals and enthusiasts to gain global connections, training, access to celebrities, and new opportunities to create and grow successful beauty enterprises.

## EXPANDING AN ENTREPRENEURIAL EMPIRE—**MILLION DOLLAR BRAND MASTER CLASS** TIANA VON JOHNSON'S THE WORLD'S #1 BRAND DEVELOPMENT TRAINING

As Tiana reflects on her journey, she never imagined it would lead her to the life she has today. She coaches hundreds of entrepreneurs all around the world, from her estate in Franklin Lakes, NJ. She helps entrepreneurs across industries build their million dollar empires through her private coaching and mastermind club. She collaborates with aspiring and seasoned business owners to turn their dreams into a reality by working with them to declutter their ideas, build on their passions and win. She has an incredible mind and her strategies and relationships produce real results. The way she thinks, creates and develops ideas for her clients is absolutely unbelievable. She has a creative gift and helps people birth ideas, identify new revenue streams, build on existing concepts, attach celebrities to their brand, launch product lines, expose them to new opportunities and most importantly help them “beeline to the money and head straight to the bank.” In addition, she partners with celebrities such as Master P, Lil’ Mo, Syleena Johnson and others to host celebrity business master classes and meet-&-greet where they lend their expertise and celebrity status to help entrepreneurs.

## GIVING BACK—**WOMEN DOING IT BIG™**

Tiana has a heart for giving back. In 2012, she launched Women Doing It Big (WDIB), an organization that educates, empowers and encourages women (and men) around the world to build their businesses, communities and families through entrepreneurship. Her popular signature WDIB Conference is held annually in various cities and has featured some of the biggest celebrities including Naturi Naughton, Kenya Moore, Elise Neal, Monifah, Amanda Seales, Emily B, Antonique Smith, Robert Christopher Riley, Dr. Jamal Bryant, Déjà Vu, Brooklyn Tankard, DJ Duffey, Dutchess, Lisa Nicole Cloud and more. Her recently launched WDIB Magazine features entrepreneurial women in business, film & television, fashion & beauty and beyond and can be found on newsstands and in Barnes & Noble and Books-A-Million bookstores nationwide.



As a humanitarian, Tiana created the Victim to Victory (V2V) project to give women a voice, through speaking engagements, books and various documentaries, to tell the world about their individual hardships and how they ultimately were able to forge a new path. Her best-selling book and documentary film, Victim to Victory: 12 Unbelievable Stories of Heartache, Healing and Hope, chronicles the lives of women who rose above their own devastating circumstances to realize a world full of new promise and hope.

## AWARDS & ACCOLADES—**BRAND THE KIDS** TIANA VON JOHNSON'S THE WORLD'S #1 COACHING PROGRAM FOR TEENS & TWEENS

Tiana is the recipient of numerous prestigious awards throughout her career, including two Honorary Doctor of Philosophy degrees for over 15 years of global business development and philanthropic initiatives, an Award of Recognition by Senator Jeffrey D. Klein for her exemplary leadership and dedication to the people of New York and an Award of Recognition by Bronx Borough President Ruben Diaz, Jr. for her contributions to future leaders through her “Brand the Kids” teens and tweens coaching program.

## EXPANDING AN ENTREPRENEURIAL EMPIRE—

Tiana is a true mover and shaker who is just getting started. She is working on several new ventures including breaking into the gaming industry with a line of entrepreneurship-inspired board and card games, a motivational album, and podcast and new television show. For her, expansion is about constantly evolving, meeting people where they are, guiding them and cultivating their potential to create brand new possibilities that ensure long-term, sustainable success. When it comes to business, there are no boundaries, only exciting endeavors that have yet to happen.

## FAMILY—

Tiana is a super mom of three. Two handsome teenage boys, T J and Tristen, and her adorable Yorkie Cartier.



# TIANA NEWS

IN THE

**TIANA VON JOHNSON** HAS BEEN FEATURED ON  
COUNTLESS TV AND RADIO OUTLETS.



Google

search "TIANA VON JOHNSON" on GOOGLE |



**For Her Latest Media Features!**

## Tiana On Social Media

TIANA VON JOHNSON HAS OVER 500,000+ FOLLOWERS COMBINED ACROSS ALL SOCIAL MEDIA PLATFORMS, PLUS 50,000 FOLLOWERS ON HER GROWING EMAIL LIST!

**VISIT TIANA'S SOCIAL MEDIA PAGES | @TIANAVONJOHNSON**



**Download the official Tiana Von Johnson App!** The App is free, a digital library of Tiana's "How to Build a Million Dollar Brand" master classes and lectures, audio, video, podcast, books and a variety of resources, events, exclusive opportunities and access to private coaching discounts for entrepreneurs.





# KEYNOTE SPEAKER & PANELIST



Tiana Von Johnson shares her story of faith, sacrifice and determination in the most real and charismatic way, inspiring audiences across the globe. She is one of the most in-demand branding coaches & trainers in the world, taught over 2,500 “How to Build a Multimillion Dollar Brand” series worldwide, delivered over 1,500 keynotes and trainings for business organizations, faith-based organizations, community organizations and associations, and presented for audiences ranging from 20 to 5,000 people.



MOST REQUESTED SPEAKING & TRAINING INCLUDE **ENTREPRENEURSHIP & REAL ESTATE:**

- Tiana's Master Class: How to Build a Multimillion Dollar Brand
- One Woman's Journey on the Road to Entrepreneurship
- Brand. Bank. Slay: How to Build Your Million Dollar Beauty Empire
- Rise of a Mogul: How Real Estate Financed My Dreams
- Lights, Camera, Action! How to Build Your Brand for TV & Radio
- Live Events Mastery: How to Produce Classes, Seminars & Retreats
- So You Want to Write a Book? How to Write a Book in 2-Weeks, Self-Publish and Sell
- How to Attract New FREE Money and Build 7 Streams of Income Doing What You Love

\*Note: All lessons can be taught in 1-hour, ½ day, full day and weekend seminars. Keynote & speeches are from 15-min to 45-minutes.





TIANA VON JOHNSON'S  
**MILLION DOLLAR BRAND  
MASTER CLASS**  
THE WORLD'S #1 BRAND DEVELOPMENT TRAINING

# EXPERT TRAINER & EDUCATOR



Master P & Tiana Von Johnson

Tiana's "How to Build a Multimillion Dollar Brand" Master Class teaches entrepreneurs how to **DEFINE, DEVELOP, DELIVER and LIVE** their brands. She has taught over 2,500 series worldwide, has trained over 250,000 people, and personally coaching several thousand.



Entrepreneurs around the world who attended Tiana's class agree it's by far the **BEST BRANDING CLASS** they've ever attended!

TIANA VON JOHNSON'S  
**BRAND  
THE KIDS**  
THE WORLD'S #1 COACHING PROGRAM FOR TEENS & TWEENS



Tiana Von Johnson's Brand the Kids™ is a coaching program and training for teens and tweens that help them identify passions beyond a typical "9-to-5" job and helps them build their brand and entrepreneurial endeavors. Tiana teaches at schools, partners with youth organizations and works with individual children and their families.



# BEST-SELLING AUTHOR & CONTENT CREATOR



Tiana Von Johnson is the author of several best-selling business books and courses dedicated to helping entrepreneurs and small businesses owners build their brands and create multiple revenue streams. She has sold a combined 300,000+ copies of her books nationwide online and digitally.

amazon



TIANAVONJOHNSON.com/SHOP





# CELEBRITY



## INTERVIEWS & PARTNERSHIPS



Tiana conducts one-on-one interview sessions with influential and inspiring industry leaders. Celebrities open up to Tiana, sharing their journey and thoughts related to entrepreneurship. She has interviewed some of the biggest stars including Master P, Naturi Naughton, Monifah, Robert Christopher Riley and more!

Tiana has also partnered with several celebrities for Entrepreneurship Themed Master Classes, including creating and producing the "Master P, Master Class" series, the Lil Mo' and Syleena Johnson Entrepreneurs Meet-&-Greet series, Déjà Vu of WBLS Radio Training and Emmy-Winning Journalist, Shannon Lanier TV Boot Camp.



**WOMEN DOING IT BIG™**  
CONFERENCE

EDUCATE. ENCOURAGE. EMPOWER

Tiana Von Johnson's annual Women Doing It Big Conference (WDIB) delivers a full day of activities for hundreds of motivated entrepreneurs who participate in interactive workshops, speed networking and other activities designed to educate, empower and encourage. Celebrities who participated in WDIB include Kenya Moore, Elise Neal, Antonique Smith, Robert Christopher Riley, Amanda Seals, Monifah, Emily B., Lil' Mo and Déjà Vu, to name a few.



Tiana's WDIB Magazine features entrepreneurial women in business, film & television, fashion & beauty and beyond and can be found on newsstands and in Barnes & Noble and Books-A-Million bookstores nationwide.

**BARNES & NOBLE**

**BAM!**  
BOOKS-A-MILLION



# THE MASTER PLAN

When Tiana Von Johnson is not running her several million dollar businesses, she makes time to educate entrepreneurs via her live stream, radio show and podcast, The Master Plan™.

On each show, Tiana gives valuable information including her business secrets and tips and shares her personal stories to thousands of listeners and viewers.



Download the Tiana Von Johnson App Today!





# 5 WAYS TO CONNECT WITH TIANA



Available on  
**iTunes**



GET IT ON  
**Google play**

- 1 Download the Tiana Von Johnson Mobile App through the Apple iTunes Store or Google Play Store
- 2 Text the Word "MILLIONS" to 44144 to Join Tiana's VIP Email List 
- 3 Follow Tiana on Social Media @TianaVonJohnson   
- 4 Visit Tiana Online at TianaVonJohnson.com 
- 5 For General Information, Email Tiana at Info@TianaVonJohnson.com 