

# NICK SANTONASTASSO

# MEDIA KIT



# NICK SANTONASTASSO

- ① ENTREPRENEUR
- ② SOCIAL MEDIA INFLUENCER
- ③ GLOBAL KEYNOTE SPEAKER
- ④ PUBLISHED AUTHOR
- ⑤ PHILANTHROPIST & INCLUSIVITY ADVOCATE
- ⑥ FITNESS ICON
- ⑦ CORPORATE TRAINER
- ⑧ HOSTING & MODERATING





# ABOUT **NICK**

Nick Santonastasso is a global keynote speaker, entrepreneur, and bestselling author, renowned for his resilience and impact. Born with Hanhart Syndrome and given less than a 30% chance of survival, he turned adversity into purpose—empowering millions through his speeches, training, and content.

With over 4 million followers and 1 billion+ views across social media, Nick's influence spans executives, entrepreneurs, and leaders worldwide. As co-owner of We Level Up, he advocates for mental health and addiction recovery, helping thousands reclaim their lives.

Featured in Forbes, BBC, Netflix, and more, he has shared the stage with Tony Robbins, Steve Forbes, and Deepak Chopra. Through his coaching and speaking, Nick transforms challenges into opportunities, helping others achieve peak performance.





# SOCIAL MEDIA **FOLLOWING**

Nick Santonastasso's social media presence blends fitness, mental health, inclusivity, and fun, reaching millions across platforms like Instagram, TikTok, and YouTube. His content inspires audiences to push past limitations, embrace a strong mindset, and prioritize both physical and mental well-being. With a unique mix of motivation, humor, and authenticity, Nick connects with entrepreneurs, athletes, and individuals seeking personal growth, making him a leading voice in resilience and self-improvement.



# SOCIAL MEDIA FOLLOWING



**2.8 MILLION**



**1 MILLION**

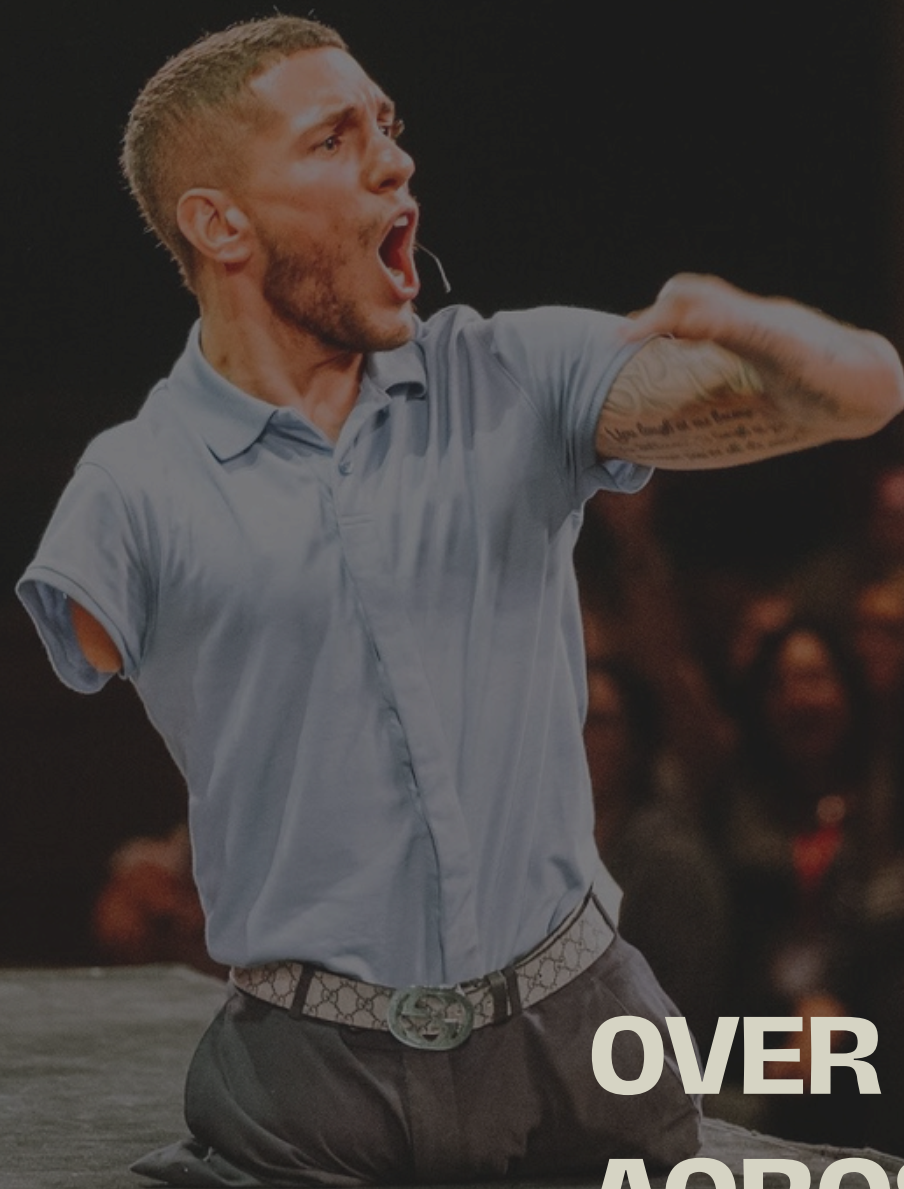


**377K**



**132K**

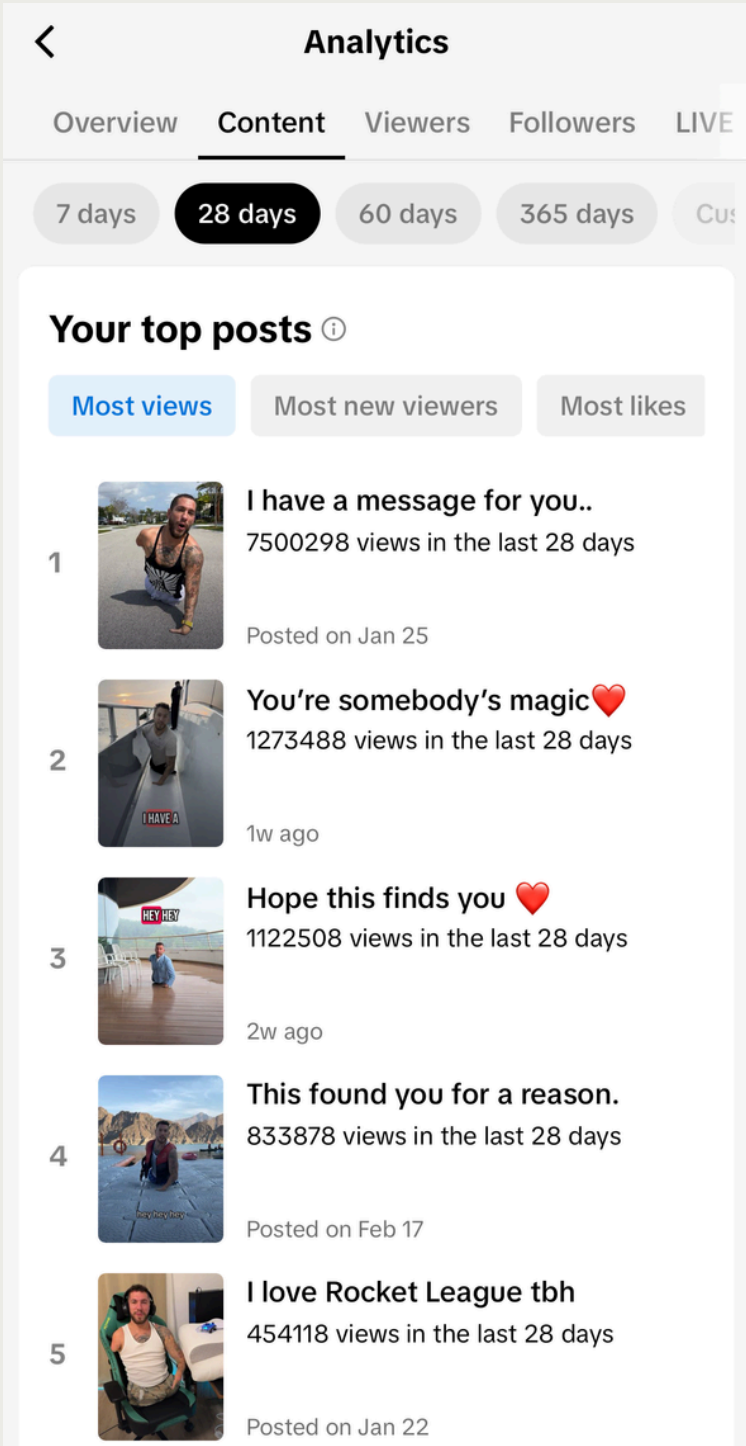
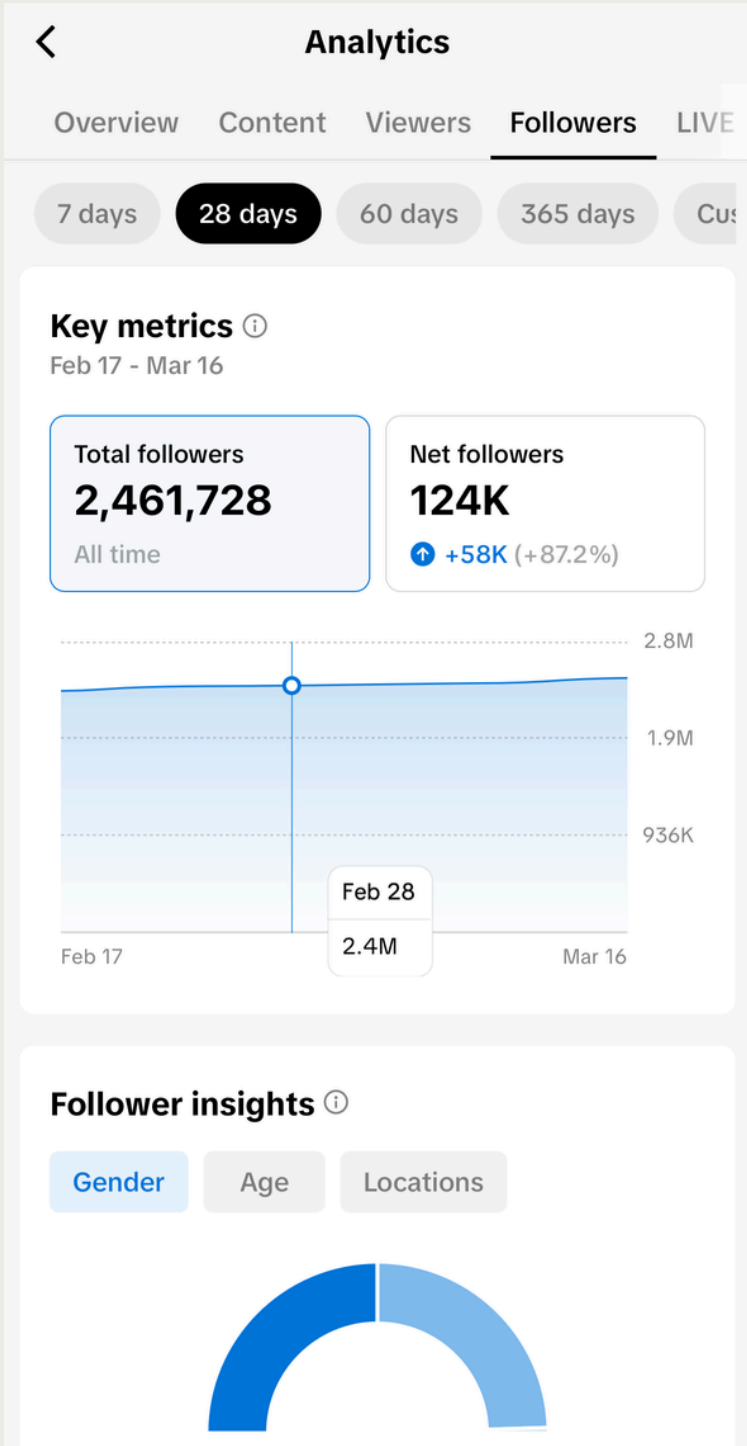
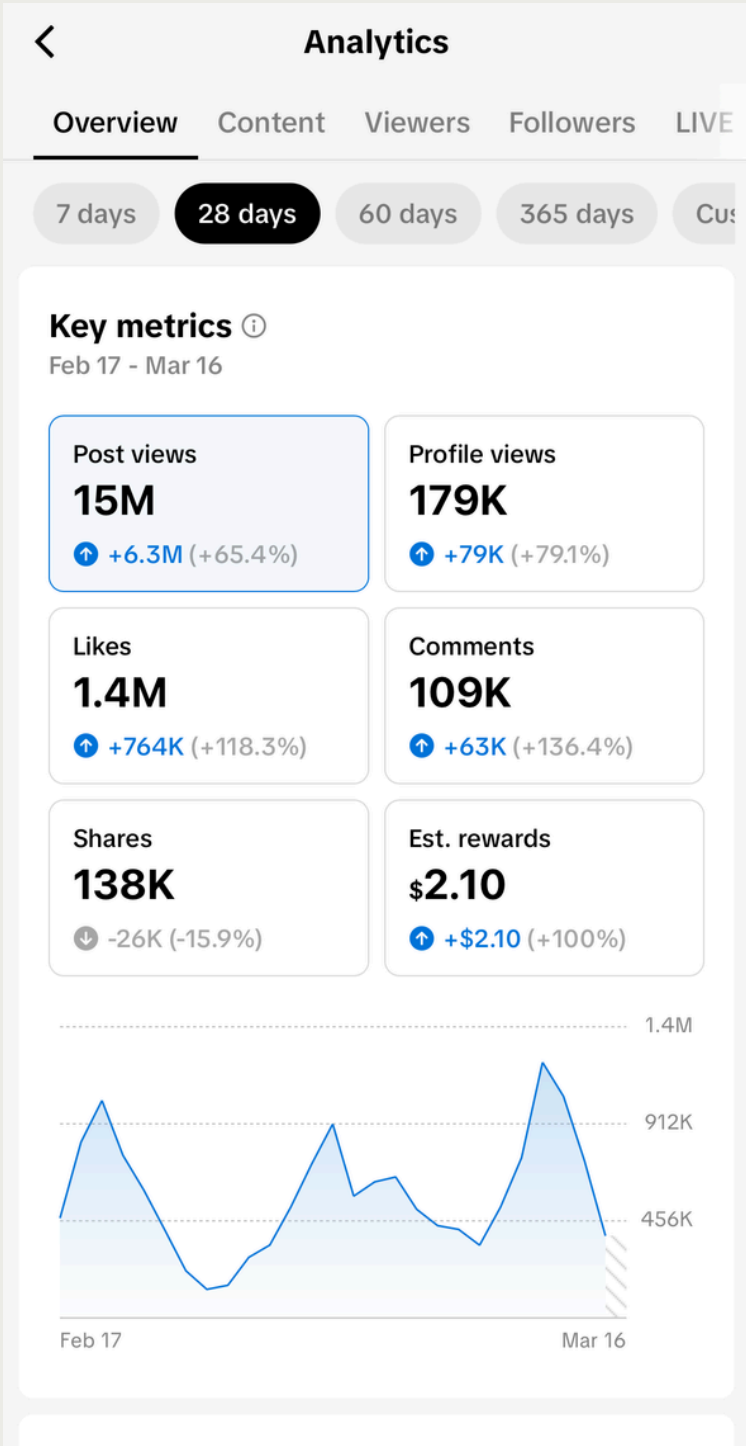
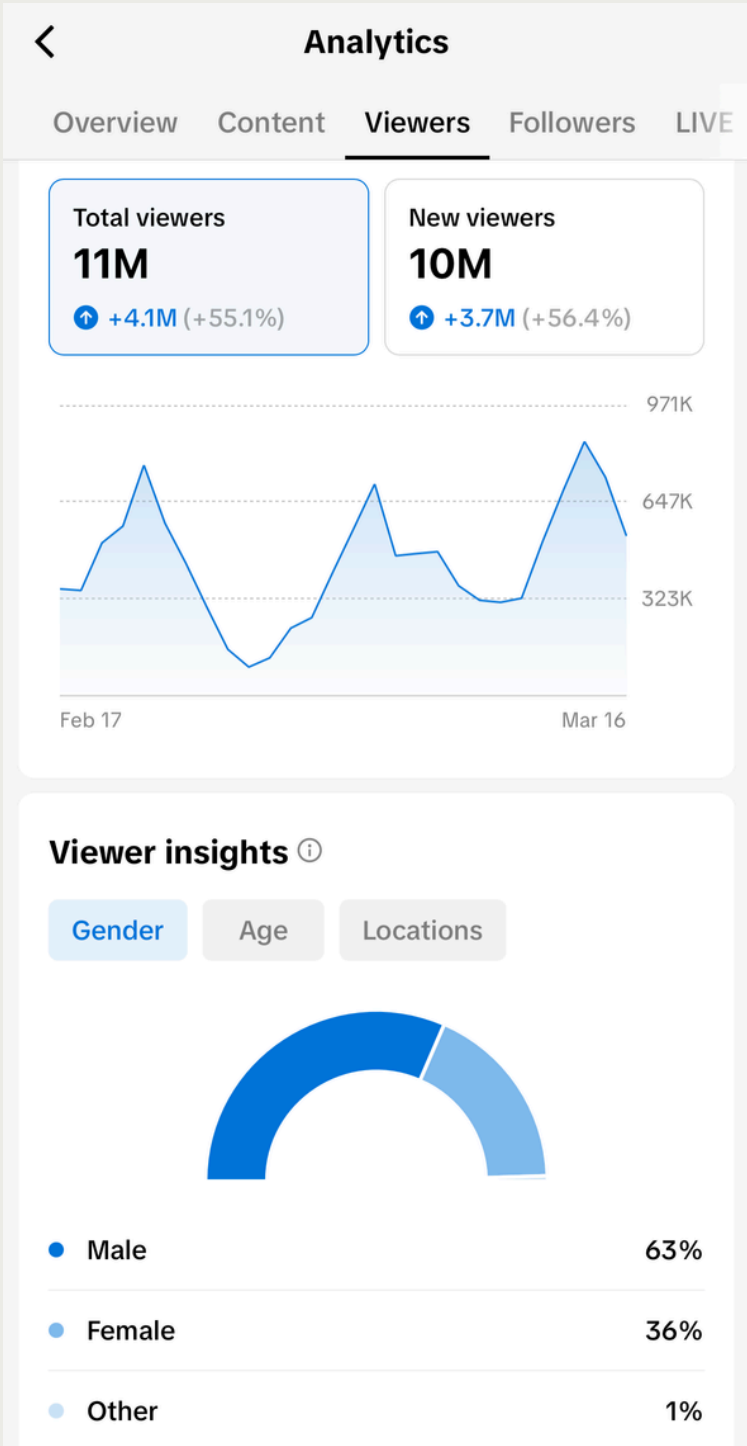
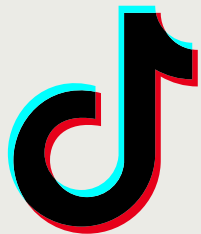
**OVER 1 BILLION+ VIEWS  
ACROSS ALL PLATFORMS**





2.8MILLION FOLLOWERS

@nicksantonastasso



TIKTOK INSIGHTS



**2.8 MILLION FOLLOWERS**  
**39.9+ MILLION LIKES**

@nicksantonastasso

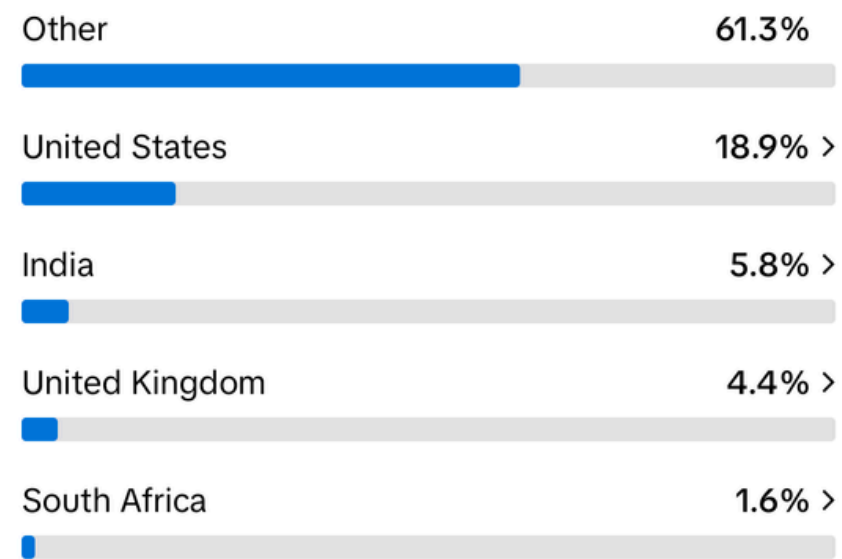


### Follower insights ⓘ

Gender

Age

Locations

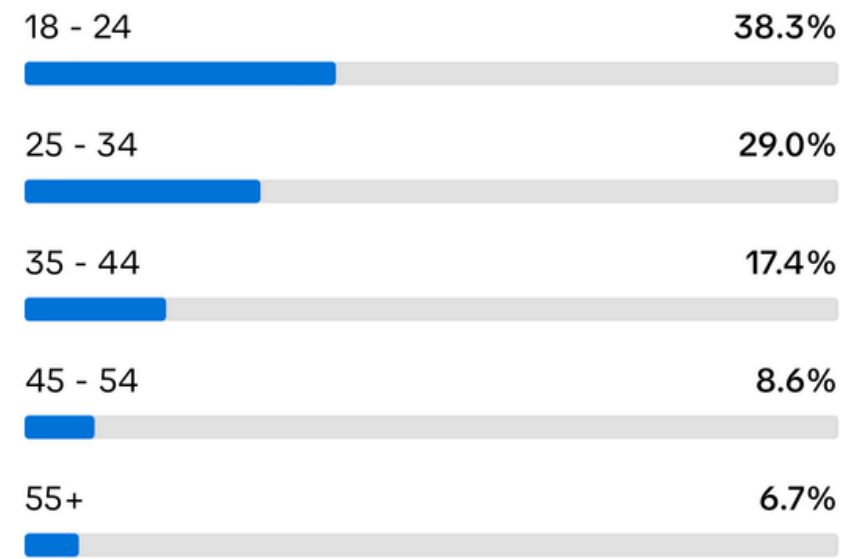


### Follower insights ⓘ

Gender

Age

Locations

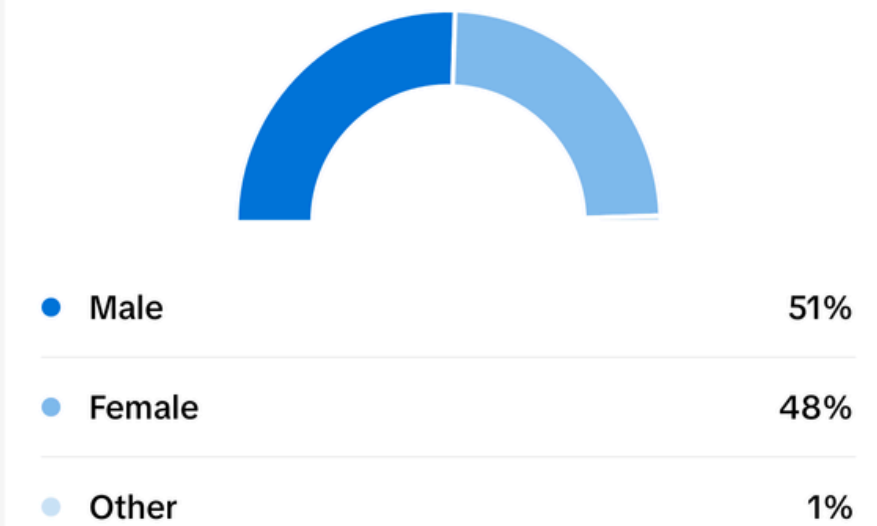


### Follower insights ⓘ

Gender

Age

Locations

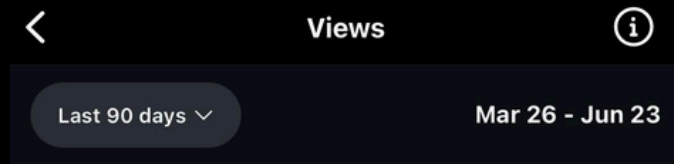


TIKTOK **INSIGHTS**



1M FOLLOWERS

@nicksantonastasso



45,531,929

Views

0.0% from ads

10.5%  
Followers



89.5%  
Non-followers

Accounts reached 22,188,463  
+174.8%

By content type

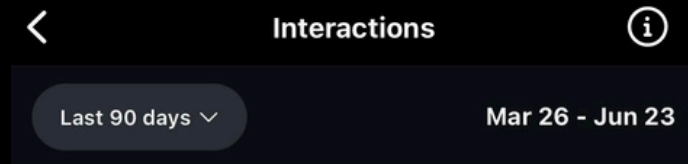
All

Followers

Non-followers



Followers Non-Followers



5,092,445

Interactions

12.8%  
Followers



87.2%  
Non-followers

Accounts engaged 2,551,605

By content type

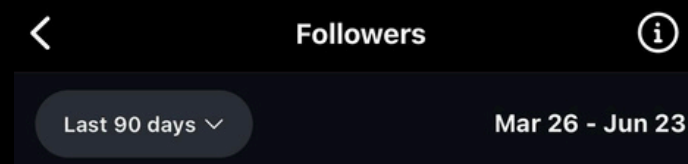
All

Followers

Non-followers



Followers Non-Followers



Gender

57.1%  
Men



42.9%  
Women

Most active times

Su

M

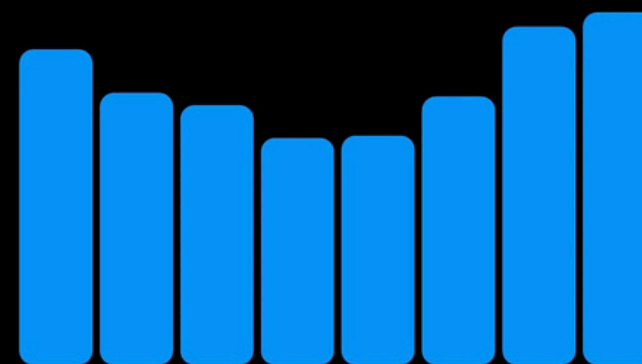
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W

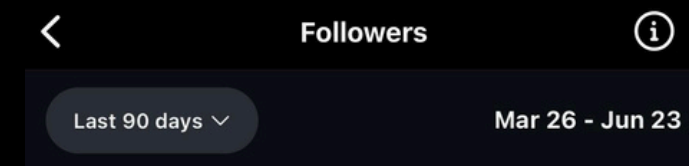
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F

Sa



12a 3a 6a 9a 12p 3p 6p 9p

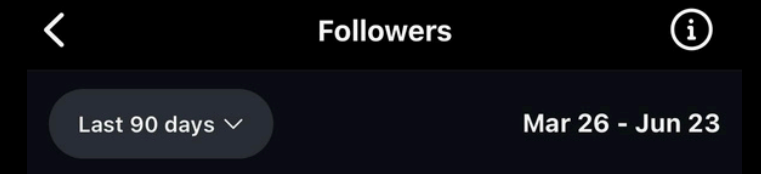
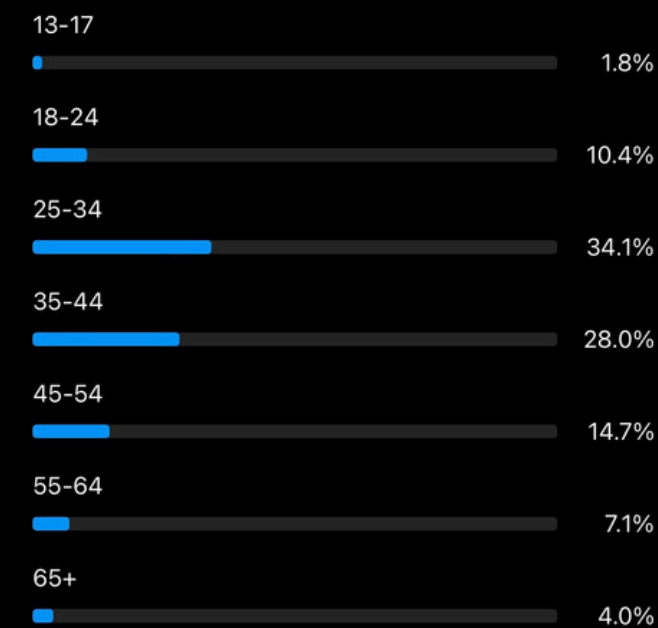


Age range

All

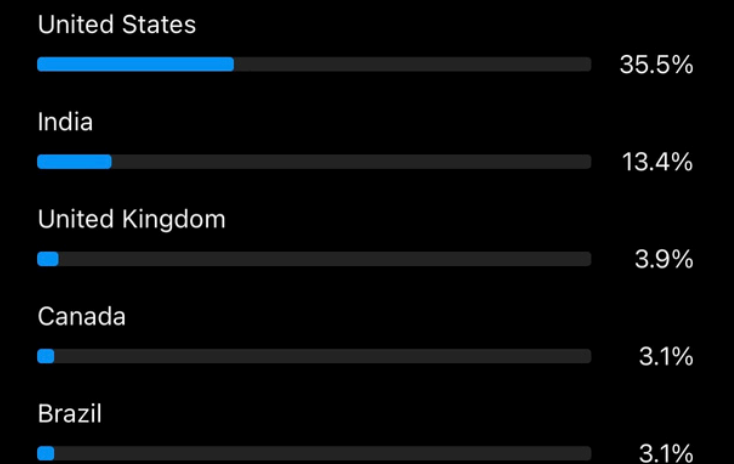
Men

Women



Cities

Countries



INSTAGRAM **INSIGHTS**



377K+ FOLLOWERS  
@NickSantonastasso



Studio

Nick Santonastasso

366,979

Total subscribers

Channel analytics

Last 28 days

Views

3.2M

Watch time (hours)

19.0K

Subscribers

+9.2K

Estimated revenue

\$536.88

Latest published content

HE CAN RUN?!

First 9 days 19 hours

19K

1.1K

23

Ranking by views

3 of 10

Views

19.7K

Average percentage viewed

116.0%

Likes

1.1K

ds

Overview

Content

Audience

Revenue

Device type

Watch time (hours) · Last 28 days

Mobile

68.4%

TV

15.6%

Tablet

10.5%

Computer

5.3%

Age

Last 28 days · Views

13–17

6.1%

18–24

15.1%

25–34

25.5%

35–44

32.8%

45–54

12.6%

55–64

4.4%

65+

3.5%

ds

Overview

Content

Audience

Revenue

Gender

Last 28 days · Views

Male

52.2%

Female

47.4%

User-specified

0.4%

Geography

Views · Last 28 days

United States

39.4%

United Kingdom

8.4%

Philippines

6.4%

Top subtitle/CC languages

Views · Last 28 days

No subtitles/CC

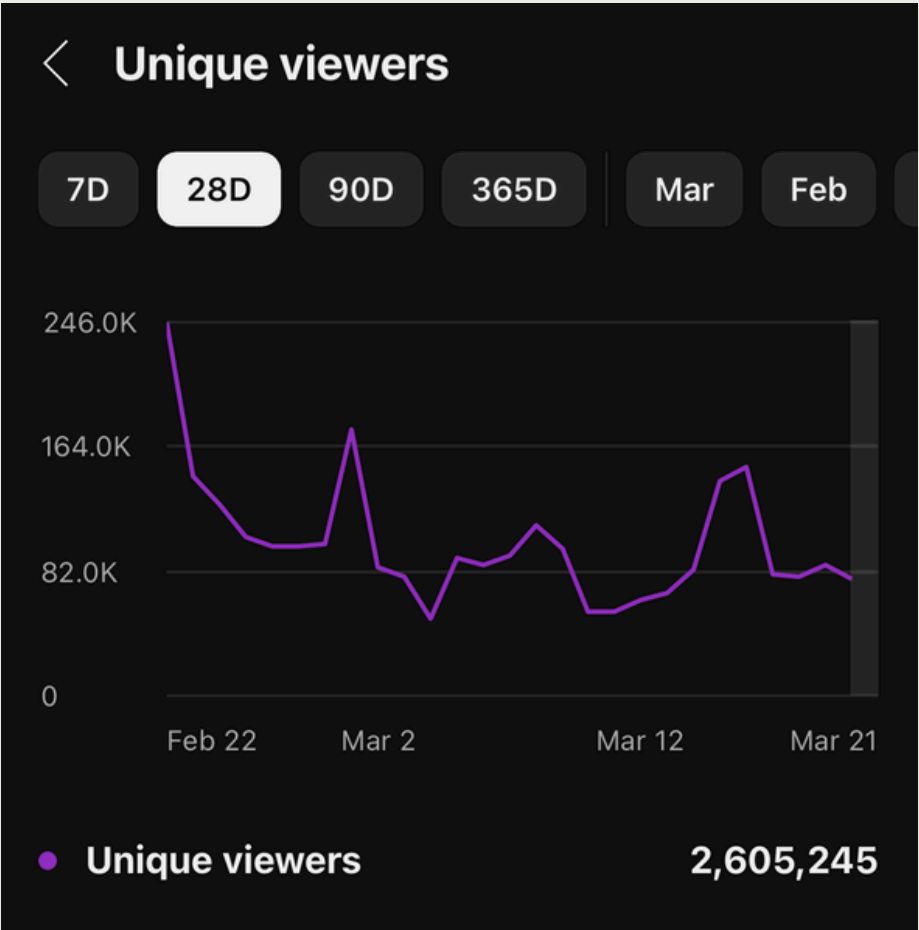
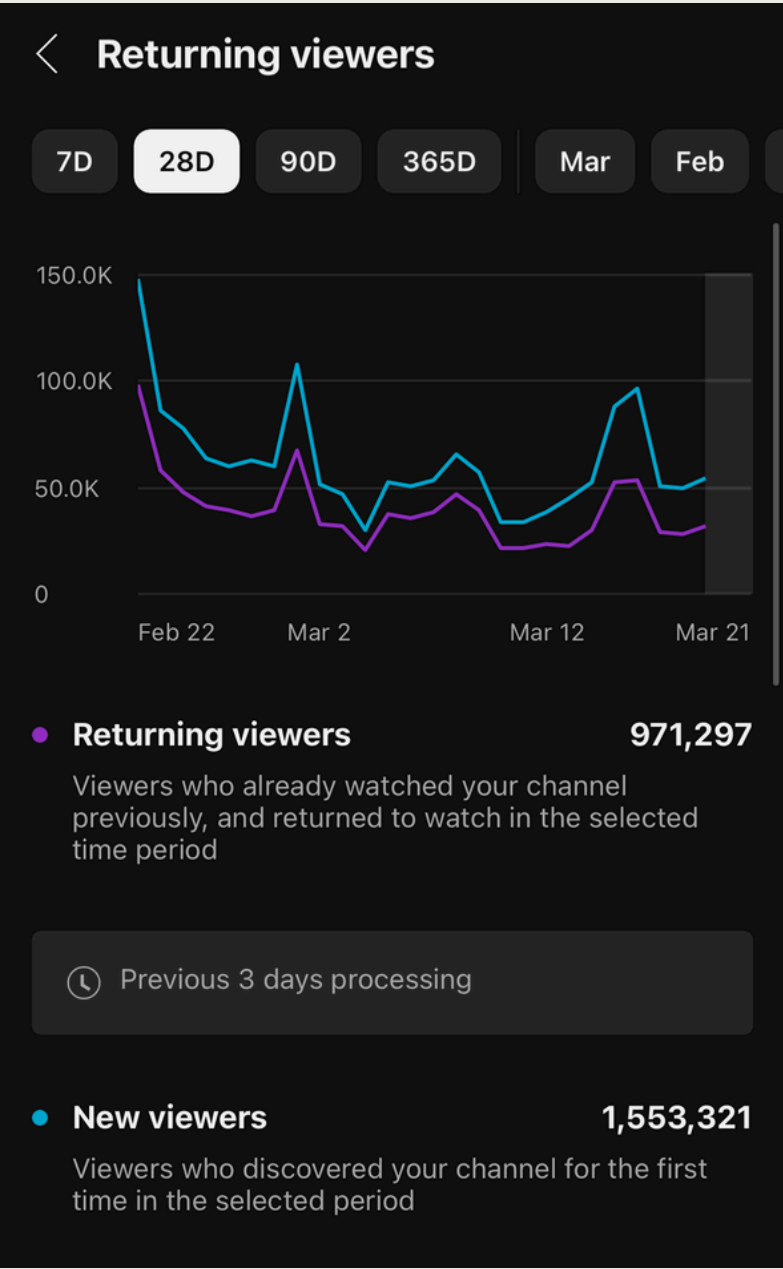
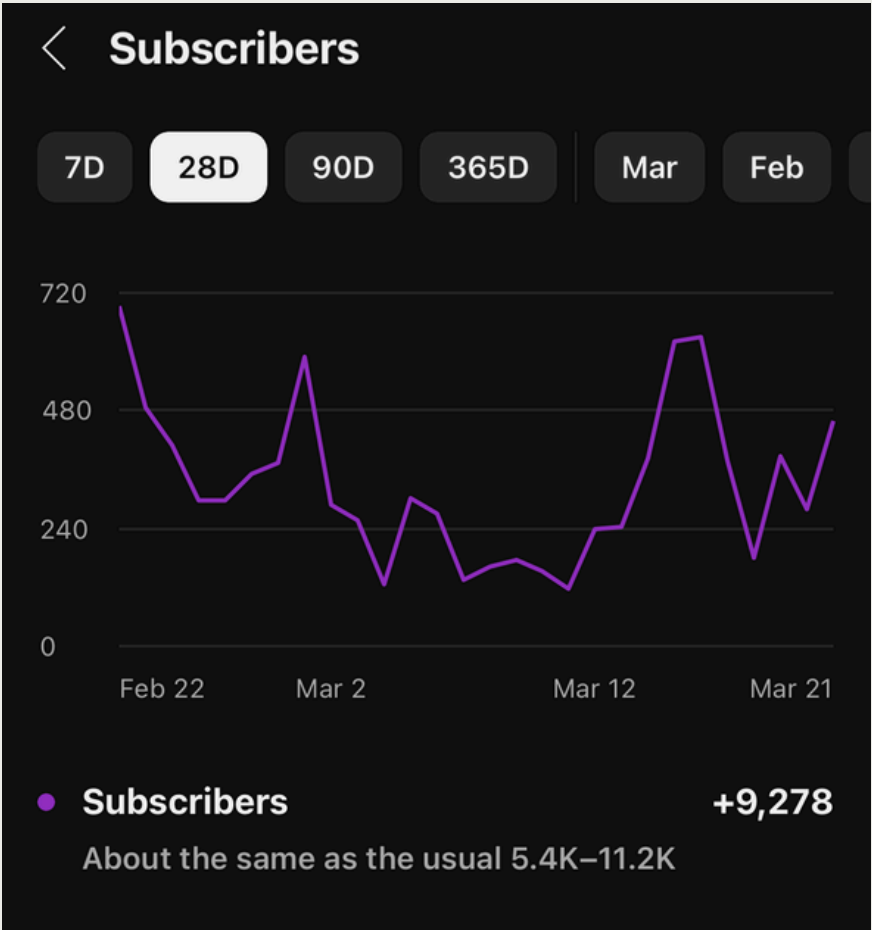
92.0%

English

3.7%

YOUTUBE INSIGHTS





132K FOLLOWERS





**Nick Santonastasso**

81K likes • 132K followers

Entertainment & Inspiration

Like

Sign Up

PostsAboutPhotosReelsMore

**Details**

Page · Artist

Victorious International LLC is responsible for this Page.

masterclass.stagesecrets.com

See Nick Santonastasso's About Info

**Nick Santonastasso's posts**

Nick Santonastasso — in Ubud, Bali, Indonesia.

20h · 🎵 normal the kid · take a moment to breat... · 🌐

Love fully ❤️👑

170K FOLLOWERS

Back

**Nick Santonastasso**

nicksantonastasso

Global Keynote Speaker

Bookings-> booking@booknicksanto.com

170K followers

Follow

Mention

Threads

Replies

Media

Reposts

nicksantonastasso

21h

Love fully ❤️👑

It has the ability to change their life.

ADDITIONAL INSIGHTS



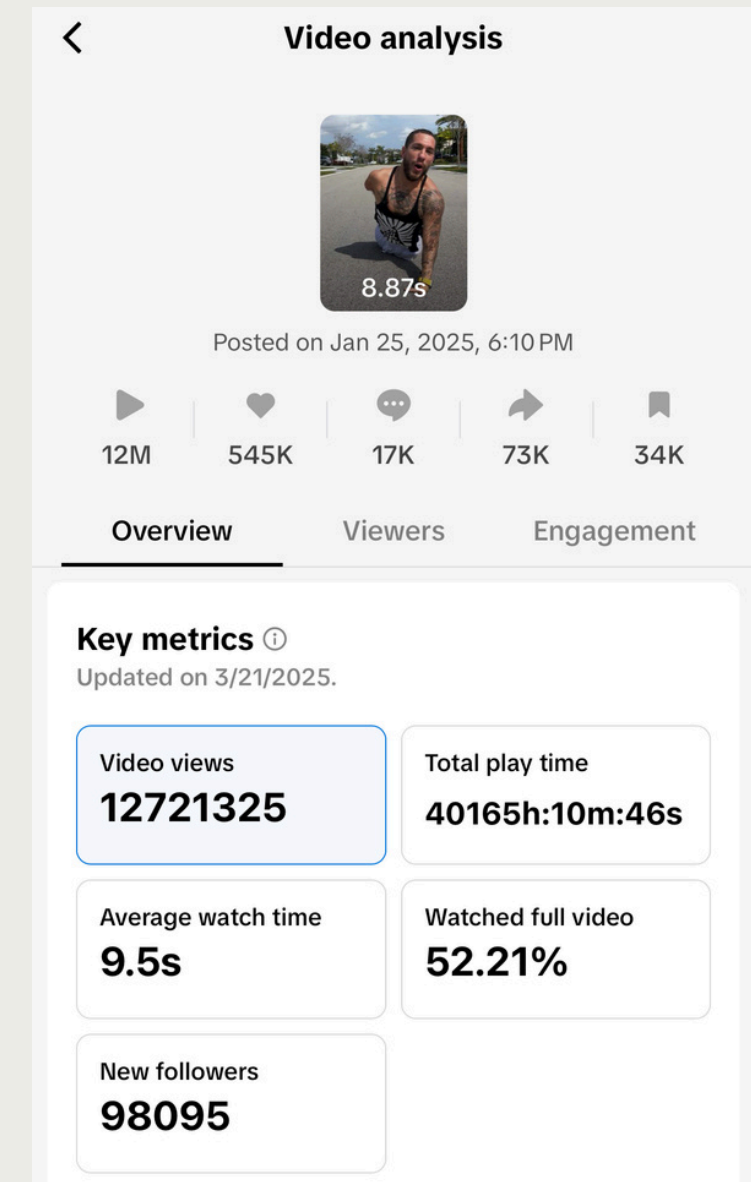
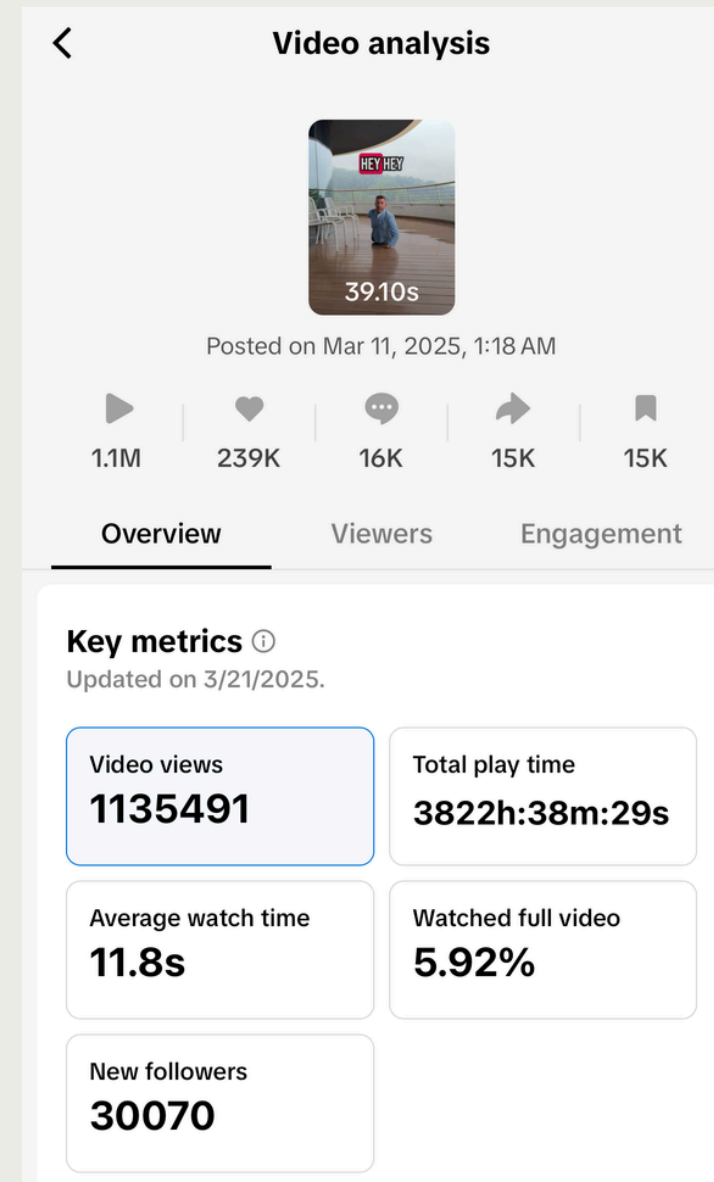
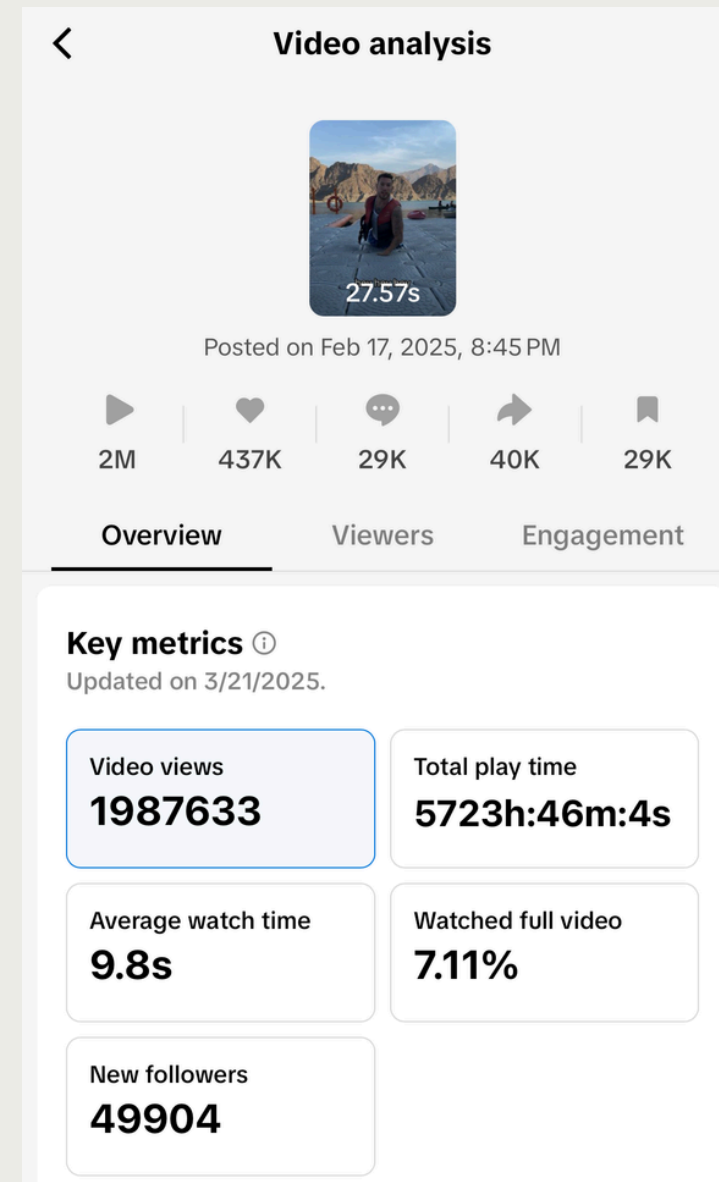
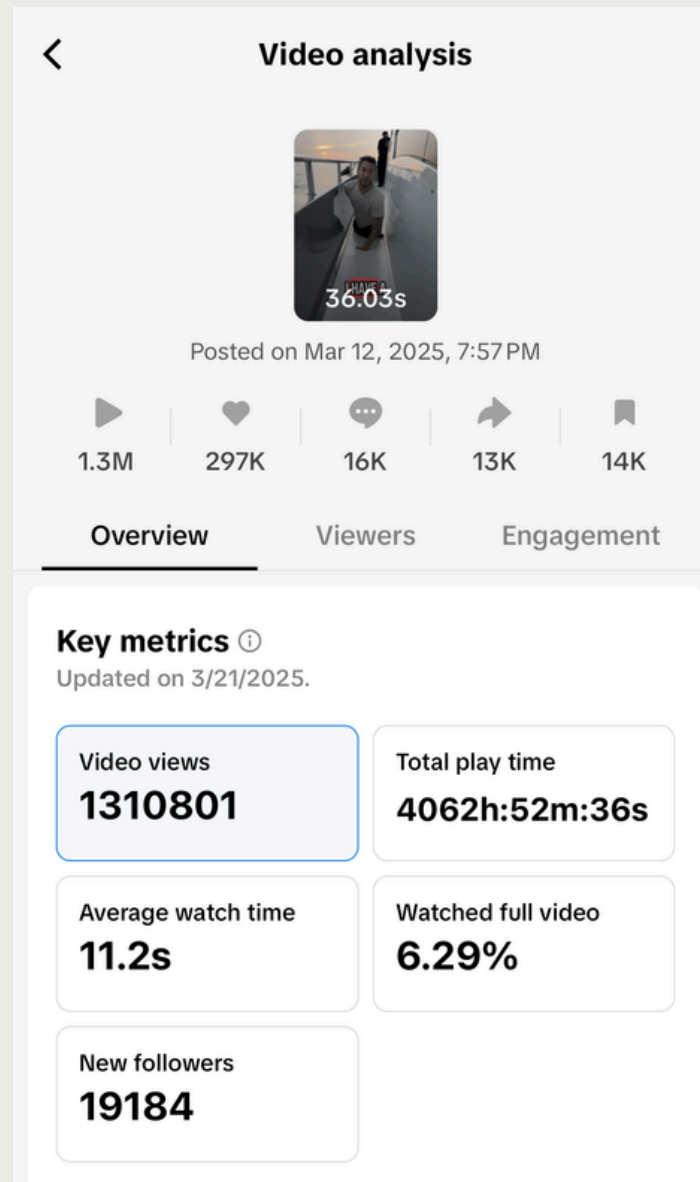
# THE “RUN UP” **SERIES**

Nick’s viral Run-Up video series has generated millions of views and sparked successful campaigns for global brands, luxury hotels, and organizations. In each high-energy video, Nick runs up to the camera and delivers a powerful, positive message—designed to uplift, inspire, and connect with audiences instantly. These quick-hitting, motivational videos have become a signature style that not only drives massive engagement but also creates authentic moments that brands are proud to be part of

## INSIGHTS & TOTAL REACH



**VIEWS: 16.4 MILLION   LIKES: 1.5 MILLION   SHARES: 141,000   COMMENTS: 78,000   SAVED: 92,000**



# THE “RUN UP” SERIES



# INSIGHTS & TOTAL REACH



From the below 5 reels:

**VIEWS: 17+ MILLION**   **LIKES: 2.4+ MILLION**   **SHARES: 579,400**   **COMMENTS: 148,700**   **SAVED: 92,000**

<

Reel insights

Tag and share this with someone you value ❤️  
October 8, 2023 · Duration 0:32

▶ 11M

♥ 1.5M

💬 54K

🚩 487K

🔖 61K

Overview ⓘ

We found copies of your reel and credited you as the original author.  
View copies

|                    |           |
|--------------------|-----------|
| Accounts reached   | 8,062,787 |
| Reels interactions | 2,080,499 |
| Profile activity   | 76,265    |

<

Reel insights

Here's to 29 🥳  
May 20 · Duration 0:32

♥ 381K

💬 70K

🚩 11K

🔖 2.7K

Overview ⓘ

We found copies of your reel and credited you as the original author.  
View copies

|                  |                  |
|------------------|------------------|
| Views            | 1,349,222        |
| Watch time       | 138d 10h 18m 16s |
| Interactions     | 464,159          |
| Profile activity | 19,010           |

<

Reel insights

You're a walking miracle ❤️  
January 31 · Duration 0:39

▶ 838K

♥ 100K

💬 5.1K

🚩 12K

🔖 4K

Overview ⓘ

|                    |         |
|--------------------|---------|
| Accounts reached   | 589,603 |
| Reels interactions | 112,650 |
| Profile activity   | 4,753   |

<

Reel insights

Remember you're a 1/1 🥳❤️  
February 8 · Duration 0:27

▶ 615K

♥ 70K

💬 3.6K

🚩 4.4K

🔖 1.3K

Overview ⓘ

|                    |         |
|--------------------|---------|
| Accounts reached   | 376,654 |
| Reels interactions | 66,426  |
| Profile activity   | 3,551   |

<

Reel insights

If you're going to fight for your limitations you can...  
March 7 · Duration 0:40

♥ 444K

💬 16K

🚩 65K

🔖 23K

Overview ⓘ

We found copies of your reel and credited you as the original author.  
View copies

|              |                   |
|--------------|-------------------|
| Views        | 3,437,723         |
| Instagram    | 3,098,095         |
| Facebook     | 339,628           |
| Watch time   | 1y 24d 21h 33m 2s |
| Interactions | 527,527           |

THE “RUN UP” **SERIES**

# PUBLIC **SPEAKING**

Nick Santonastasso is a globally recognized speaker, athlete, and creator whose powerful message of resilience, leadership, and personal growth has inspired millions around the world. Through his dynamic content—reaching over 1 billion views across social media—Nick empowers people to overcome limitations, rewire their mindset, and take bold action toward their best life. His global presence spans across platforms, partnering with leading brands, organizations, and communities to deliver raw, authentic inspiration that moves people from impossible to unstoppable.



# VICTIM TO VICTOR: ANNIHILATE

## EXCUSES TO EFFORTLESSLY DOMINATE YOUR GOALS

Never say you can't, ask how you can. With this in mind, Nick Santonastasso provides audiences with strategies, frameworks, tools and systems from the top achievers in the world. He teaches professionals how to be better leaders and perform at their optimal level by annihilating excuses and becoming victors of their own life.

In this power-packed talk, Nick shares his step-by-step approach to become a better leader, gain more confidence, improve your finances, improve your health, and find out your true life purpose to have fulfillment and make more of an impact.

SIGNATURE **TALKS**



# ANNIHILATE YOUR EXCUSES

Most professionals are not living up to their full potential and falling short of their peak performance, whether it is with their finances, relationships, business or health.

Running the same disempowering story in their head over and over, they are trapped in the negative cycle they created.

Through his remarkable personal story, Nick shares how to realign your focus on what you have and what you can control instead of what you're lacking. You can create a new empowering story where you're the hero instead of the victim and, as a result, have better relationships, improve your finances, and become a better leader.

SIGNATURE **TALKS**









GLOBAL **REACH**



FEATURED  
STAGES





In his mind there's nothing he can't do...  
and he's right. He's right because he  
does everything he sets his mind to.

**DWAYNE "THE ROCK" JOHNSON**

*Celebrity*

We brought Nick to our EXP Con Annual  
Conference with 5,000+ agents in Las  
Vegas and it was the best decision we've  
ever made. He was the most referenced  
speaker at our event and the speaker that  
had the most impact on our audience. It  
is not even a question whether or not I  
would recommend Nick as a speaker.  
Hands down Nick and his team will over  
deliver and make it an amazing event for  
any organization!

**GLEN SANFORD**

*Founder of eXP Realty*

It's impossible to hear Nick  
Santonastasso speak and not be  
inspired by the determination and  
excellence he approaches life with.

**RACHEL HOLLIS**

*Best Selling Author, Speaker and  
Founder of  
"Rise Conference"*

Nick had an amazing impact on our  
agents! After his session they left  
empowered and dropped their  
excuses and as a result of that we've  
seen a significant increase in their  
production! I would highly recommend  
Nick as a keynote speaker to any  
organization.

**MICHELLE MCBRIDE**

*Director of Organisational  
Development  
Keller Williams*

Nick exemplifies max out life to the  
fullest! His story is truly special and  
inspirational. I would go anywhere in  
the world to hear him speak.

**ED MYLETT**

*New York Times Best Selling Author,  
chairman of  
"World Financial Group"*

Nick is absolutely incredible and it's an  
honour to have him speak at my Unleash  
The Power Within events.

**TONY ROBBINS**

Nick was an exceptional speaker for our  
organization's Diversity, Equity, and  
Inclusion Month. His heartfelt story  
deeply resonated with our attendees,  
leaving a profound impact on everyone  
present. His ability to connect with the  
audience and share valuable insights  
made our event truly memorable. We are  
grateful for Nick's inspiring contribution  
and highly recommend him to anyone  
seeking to foster understanding and  
inclusivity.

**GREG HERRING**

*Quality & Mission Success Manager  
Lockheed Martin Corporation*

# TESTIMONIALS



Nick delivered a compelling speech at the Mayo Clinic to our students, sharing the health challenges he has overcome in his life. His story serves as a powerful example for up-and-coming doctors, encouraging them to view their patients' abilities through a different lens and perspective. By reflecting on Nick's journey and triumphs, he inspired our future physicians to approach their practice with empathy, understanding. and a broader perspective on patient care.

**ROBERT BRIGHT**

*M.D  
Mayo Clinic*

Nick's impactful presentation at our National Security Agency event during Diversity, Equity, and Inclusion month left a lasting impression on our staff. His insights provided a deeper understanding of the most effective ways to support individuals with disabilities in the workplace. Nick's expertise and passion illuminated new pathways for fostering inclusivity and accessibility, inspiring us all to strive for a more inclusive environment

**STEPHANIE JUSTICE**

*Special Emphasis Program Manager  
National Security Agency (NSA)*

Nick had a huge impact and transformation at the ANMP convention this year. So many people shared with me that he was the highlight of the convention and that they had their biggest breakthroughs because of Nick. I can't recommend him enough and we are looking forward to having him back next year.

**GARRETT MCGRATH**

*President  
Association Of Network Marketing  
Professionals*

Nick's presence at our Meeting Professionals International event in Las Vegas was nothing short of transformative. His inspiring and impactful presentation left every attendee deeply touched, motivated, and inspired to strive for personal growth and excellence. Nick's ability to connect with the audience on a profound level sparked a collective desire to become better versions of ourselves. We wholeheartedly recommend Nick to any event seeking to ignite inspiration and drive positive change.

**JESSIE STATES**

*Vice President  
MPI Academy, Meeting Professionals  
Internationall*

# TESTIMONIALS

# CORPORATE **TRAINING**

Nick Santonastasso's corporate training programs focus on developing resilient leadership, high-performance mindsets, and strong team dynamics. He helps organizations break through limiting beliefs, adapt to change, and cultivate a culture of accountability and excellence. Through engaging workshops and keynote sessions, Nick empowers teams to enhance productivity, embrace challenges, and drive long-term success. His training is designed to inspire action and equip professionals with the tools to thrive in any business environment.



# **UNBREAKABLE MINDSET:**

LEADING WITH RESILIENCE IN CHALLENGING TIMES

- How to develop mental toughness and emotional intelligence
- Reframing adversity as an opportunity for growth
- Daily habits to maintain a resilient mindset
- Interactive exercises for handling stress and setbacks

CORPORATE **TRAININGS**



# FEAR TO FUEL:

## TURNING CHALLENGES INTO BREAKTHROUGHS

- Overcoming fear and self-doubt in high-pressure environments
- How to create a culture of confidence and innovation
- Real-life examples of resilience and adaptability
- Actionable frameworks to shift mindset instantly

CORPORATE **TRAININGS**





## LEADERSHIP AT EVERY LEVEL:

DEVELOPING LEADERS ACROSS THE ORGANIZATION

- How to step into leadership, regardless of title
- Emotional intelligence and self-awareness for effective leadership
- Motivating and inspiring teams through action
- Practical strategies to improve engagement and retention

CORPORATE **TRAININGS**



A man with dark hair and a beard, wearing a red patterned shirt and a microphone, is speaking at a podium. The background is blurred with soft light spots.

# THE MASTER OF EMOTIONAL STATE:

THE KEY TO WORKPLACE HAPPINESS & RETENTION

- How to take control of emotional states to feel happier at work & home
- The neuroscience of happiness, motivation, and productivity
- Techniques for stress management and maintaining high energy levels
- Creating a positive workplace culture that boosts retention
- Actionable strategies for employees to stay engaged and fulfilled

CORPORATE **TRAININGS**



# CUSTOMISATION & ADD-ONS

- Q&A and Hot Seat Coaching: Real-time problem-solving
- Interactive Breakout Sessions: Hands-on team-building exercises
- Follow-Up Virtual Training: Keep momentum going
- Personalised Workbooks: Action steps tailored to company goals

This structure ensures companies develop resilient, high-performing teams, reduce burnout, and retain top talent by fostering a positive and supportive workplace culture.

CORPORATE **TRAININGS**

# CASE STUDIES OVERVIEW

Nick Santonastasso adapts seamlessly to every audience, from global leaders shaping the future of government to high-performing sales professionals. He inspires action, helps audiences overcome challenges, and unlocks their full potential. The next slides highlight two of his most impactful talks and the measurable results they delivered.





# LEADERSHIP WITHOUT LIMITS

- **Event:** World Government Summit
- **Audience:** 6,000+ presidents, vice presidents, and senior government officials representing over *45 countries*
- **Talk:** Fostering a supportive mindset in leadership to drive inclusion and collaboration
- **Impact:** Viral reach of *4+ million views* across multiple social media platforms
- **Key Insight:** Leaders thrive when they build systems and cultures that empower everyone to succeed

[Click here to watch Nick's full keynote and discover the leadership insights that went viral.](#)



# DRIVING PEAK PERFORMANCE

- **Event:** BE Summit, Barcelona
- **Audience:** 12,000+ sales professionals
- **Talk:** Overcoming internal barriers to unlock revenue and personal fulfillment
- **Key Insight:** Success comes from cultivating resilience, focus, and actionable strategies

[Click here to watch the full talk to learn strategies for unlocking high performance](#)



# CHARITY & FUNDRAISING





# UHNW NETWORK







**Men'sHealth**

FEATURED  
**PUBLICATIONS**



**TMZ**



**Entrepreneur**

*the*  
**FEDERALIST**



**NETFLIX**





FOREWORD BY ED MYLETT

# VICTIM<sup>TO</sup> VICTOR

HOW TO OVERCOME  
THE VICTIM MENTALITY  
TO LIVE THE LIFE YOU LOVE

NICK  
SANTONASTASSO



BEST SELLING  
**AUTHOR**



*“The biggest disability one can have is a bad mindset”*



# THANK YOU

WE ARE LOOKING FORWARD  
TO WORKING WITH YOU



[booking@booknicksanto.com](mailto:booking@booknicksanto.com)



+1 813 409 1896