

WONDER

WENDY FARRELL

THE IMPERFECT PROPHET

- Motivational Speaker
- Podcast Host & Emcee
- Champion of Women 40+



BIO



- Wonder Wendy Farrell is "The Imperfect Prophet" - a powerhouse motivational speaker who helps women over 40 reclaim their voice and expand their lives when society expects them to shrink. At 59, Wendy embodies her own message: your best chapters aren't behind you, they're just beginning.
- With a background in media, PR, and journalism, Wendy brings exceptional freestyle storytelling ability to every stage. Her authentic approach addresses what others won't: the reality that 63% of women over 50 experience discrimination, yet women in this age group are the fastest-growing entrepreneurs, starting 1,817 businesses every single day.
- After retiring to Arizona, Wendy could have let life get small. Instead, she became a plus-sized model, launched "The Imperfect Prophet" podcast, and built a thriving community called The Bucket Listers - women who refuse to accept that their prime is over. Through her signature message, "It doesn't matter if you fail - you've already changed the world," she transforms how women see their setbacks, struggles, and age itself.
- Wendy's gift is her ability to speak from lived experience without polish or pretense. She shares the struggles alongside the victories, making audiences feel seen, understood, and inspired to step into their power. Listeners regularly tell her: "Your message gave me the courage to quit my job... to stay in my job... to dream... to not wait... to finally step into who I was meant to be."
- Wonder Wendy doesn't just talk the talk, she walks the walk: modeling, and remaining active in numerous organizations that support women, the community, and the arts. This grandmother is building a movement that challenges ageism and unleashes decades of wisdom. Aging women should not be allowed to fade as they are exactly what our society needs.







SPEAKING TOPICS

THE POWER OF PERSPECTIVE: WHY YOUR PRIME BEGINS AT 40+ 99

- The Ultimate Perspective Shift for Women Ready to Stop Shrinking
- Society tells women over 40 their best years are behind them. Wendy delivers the radical truth: every setback, loss, and detour isn't disqualification - it's preparation. This transformational keynote reframes aging from decline to power, backed by compelling data about women entrepreneurs and thought-provoking personal stories that move audiences to action.



KEY TAKEAWAYS:

-  Why so-called failures are actually training for impact
-  The epidemic of age discrimination and how to combat it
-  How to read your life story forwards, not backwards
-  Permission-based transformation and "open-source programming for the mind"



THE BUCKET LIST LIFE: PLANNING TO LIVE, NOT DIE



This isn't about checking boxes before you die - it's about building a rich, full, expansive life right now. Wendy guides audiences to reject the shrinking narrative and embrace wonder-full living.

FROM INVISIBLE TO UNSTOPPABLE: RECLAIMING YOUR POWER IN MIDLIFE



An honest exploration of how women over 40 become invisible in society, and the strategic steps to reclaim presence, voice, and influence during your most powerful years.

THE IMPERFECT PROPHET: FINDING YOUR VOICE WHEN THEY SAY YOU'RE TOO OLD, TOO MUCH, OR TOO LATE



Wendy's signature story of reinvention, resilience, and refusing to fade quietly. Perfect for women's conferences and leadership events. Embracing imperfection as a superpower.

OPEN-SOURCE HELP: HOW TO STOP SHRINKING AND START EXPANDING



A practical framework for women ready to move from living small to living boldly, with actionable strategies for the 40-65 age demographic navigating major life transitions.

TESTIMONIALS

- 99 Your podcast is more than just stories. It's a powerful testament to resilience, authenticity and the beautiful strength that comes from daring to be fully yourself. Thank you for giving women a space to be seen, heard and empowered." — **BARBARA WOOD, BEATITUDES CAMPUS VICE PRESIDENT OF DEVELOPMENT & COMMUNICATIONS/PR**
- 99 It feels like we've had a conversation, not that I've just listened to a podcast. Your words aren't polished slogans - they're lived experience. — **REGULAR PODCAST LISTENER**
- 99 I have watched her for over a year, and it's been incredible to see her journey. Wendy has a powerful voice that I want so many people to hear. When I hear you, I'm just in awe. You literally come up in my mind... You have something about you. — **ANDREA MERRILL, SPEAKER COACH & BUSINESS STRATEGIST**
- 99 Women showed up and shared their own stories of strength, of connection, of realizing they weren't alone. That's when I knew: this isn't just my story. This is a movement. — **WENDY FARRELL, REFLECTING ON HER PODCAST'S ONE-YEAR ANNIVERSARY CELEBRATION**
- 99 Thank you for speaking out loud into the space from the older woman's perspective. I talk to so many women who think they 'shouldn't' do things their interests draw them to because they think it's not for them or the opportunity has passed. The message of your podcast is close to my heart—the freedom and breakthrough women find is amazing to watch. — **MAHIN, BELLYDANCE TEACHER, PHOENIX, ARIZONA**
- 99 She brought beautiful hearts and powerful minds together to celebrate one year of 'The Imperfect Prophet: For Women who Wonder' in an evening filled with inspiring stories of shared experiences, yummy food, lots of laughs and joy. Give her podcast a listen and be a part of the Bucket List Life movement! — **MELISSA FARLEY, HOST OF THE MORNING SHOW AND STRONGER TODAY CEO**



WONDER
WENDY FARRELL

MEDIA & SPEAKING

 Political Commentary Panelist	Key Note Speaker 
 Applicant (2025)	Key Note Speaker 
ARIZONA FASHION WEEK Emcee and Panel Host	Holiday pack and ship promotion Speaking Tour  The UPS Store
AI FILM FESTIVAL - Panel Moderator	Host of "The Imperfect Prophet" Podcast (1+ year, weekly episodes)
 Panelist	Guest on numerous other podcasts

WHAT MAKES WENDY
DIFFERENT



SHE LIVES THE MESSAGE - At 59, Wendy launched a podcast, built a community, and continues expanding when society expected her to shrink



RAW AUTHENTICITY - No highlight reel. Wendy shares pregnancy losses, career changes, retirement, and reinvention with honesty and hope



FREESTYLE MASTERY - Natural ability to speak extemporaneously and connect authentically with any audience



DATA-DRIVEN INSPIRATION - Combines compelling statistics with heartfelt storytelling for maximum impact



MOVEMENT BUILDER - Creating The Bucket Listers community and transforming individual inspiration into collective action

SPEAKING FEES: dependent on event type, location, and requirements

CONTACT FOR BOOKINGS: WONDER WENDY FARRELL
Email Andrea Merrill at : booking@theandreamerrill.com



PROFESSIONAL BACKGROUND

- Strategic media campaign leader (saved an historic landmark - PR strategy)
- Media, PR, and journalism professional
- fashion model (runway and print work)
- Multiple successful career reinventions



STATISTICS THAT SHOW THE
IMPACT BY NUMBERS

- Women over 50 represent the fastest-growing group of entrepreneurs
- Women start 1,817 businesses every single day
- Women now own 42% of U.S. companies
- Women-owned businesses have grown 3,400% since 1972
- Yet 63% of women over 50 report experiencing discrimination

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Scottsdale, Arizona