

MEDIA KIT

Athena Dean Holtz

Seasoned Speaker, Author, Podcaster
Trusted voice in discernment
Pointing the way to healing and resilience

*Empowering the body of Christ to lead with
humility, persevere with courage, steward
words with excellence, and discern truth in a
world of deception.*



CHURCH / MINISTRY / NON-PROFIT
ASSOCIATION CONFERENCES
EDUCATIONAL / CORPORATE SEMINARS
VIRTUAL OR LIVE PRESENTATIONS

WOMEN
OF JOY™

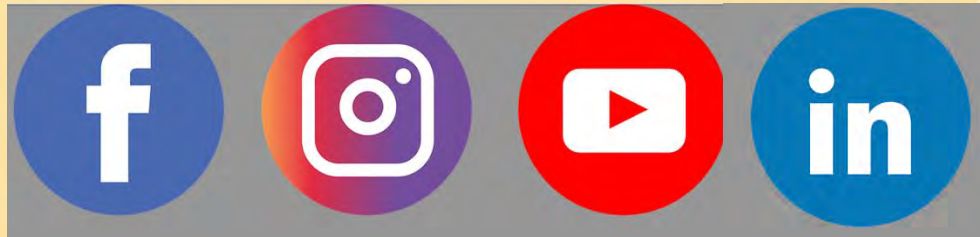
cpe
christian product expo™
Where the Industry Does Business

SPARK
MEDIA
CONFERENCE

SPEAKUP
CONFERENCE

MOODY
RADIO®

BEST CHRISTIAN
workplaces
CERTIFIED
2023



Signature Programs

The Redemptive Way

Leading with clarity, courage and compassion.

Eyes to See, Power to Stand

Helping leaders discern and resist the enemy's schemes with biblical confidence.

Guarding the Flock: Discerning and Defeating Deception

Helping leaders recognize and confront false doctrine and New Age influence before it undermines their mission.

Winning with Virtual Teams

Proven practices for building unity, accountability, and spiritual health in remote teams.

ATHENA DEAN HOLTZ

FOUNDER & PUBLISHER

Your Message. Our Mission.

**REDEMPTION
PRESS**

210.620.4900

REDEMPTION-PRESS.COM



Athena Dean Holtz is a publishing pioneer, speaker, and servant-leadership mentor with more than forty years of experience in ministry, nonprofit leadership, and Christian publishing. She founded Redemption Press, recognized as a Best Christian Workplace three years running, and has authored multiple books including the most recent *No Longer Hidden: You Cannot Resist What You Do Not Recognize*. Former Radio Host known for her transparency and hard-won wisdom, Athena equips leaders to turn adversity into Kingdom impact and to discern the enemy's tactics in both ministry and marketplace settings.



“Athena Dean Holtz is a powerhouse of truth, tenderness, and Holy Spirit-led wisdom. She’s both informative and deeply engaging—sharing from the heart, trusting God every step, and leaving her audience feeling seen, challenged, and inspired. If you want a speaker who brings real impact and lasting value, Athena delivers every time.”

— Mary R. Snyder,
Professional Speaker Coach |
Storytelling Expert

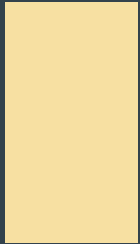
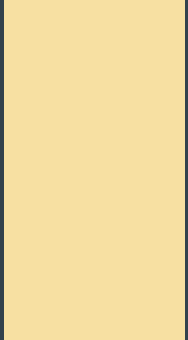


“I’ve had the privilege of seeing Athena in action both in person and virtually, and she’s the real deal. She is a true champion of women speakers and writers, consistently living out the values she teaches. Her humility and honesty make her leadership even more powerful. Any organization that brings her in will walk away motivated and equipped to lead with authenticity and courage.” — Christina Custodio,

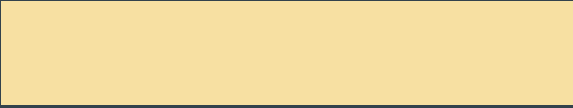
Author | Blogger | Speaker



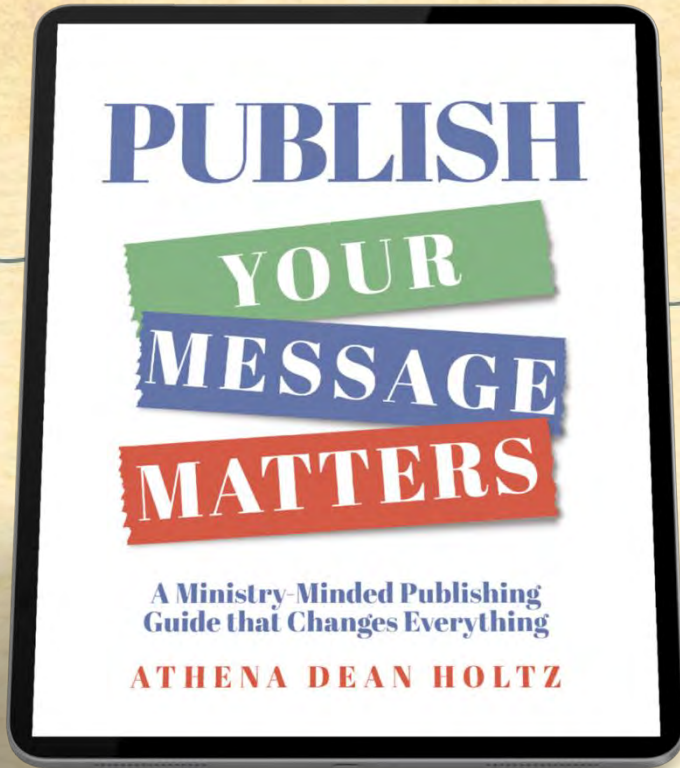
MOODY
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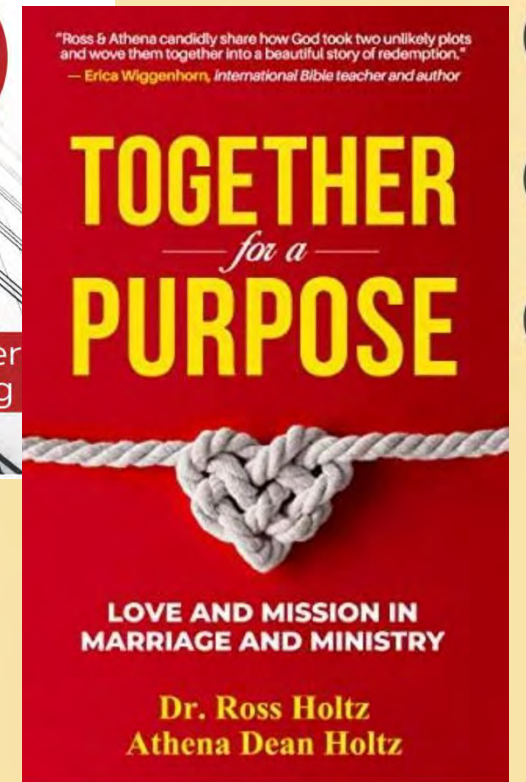
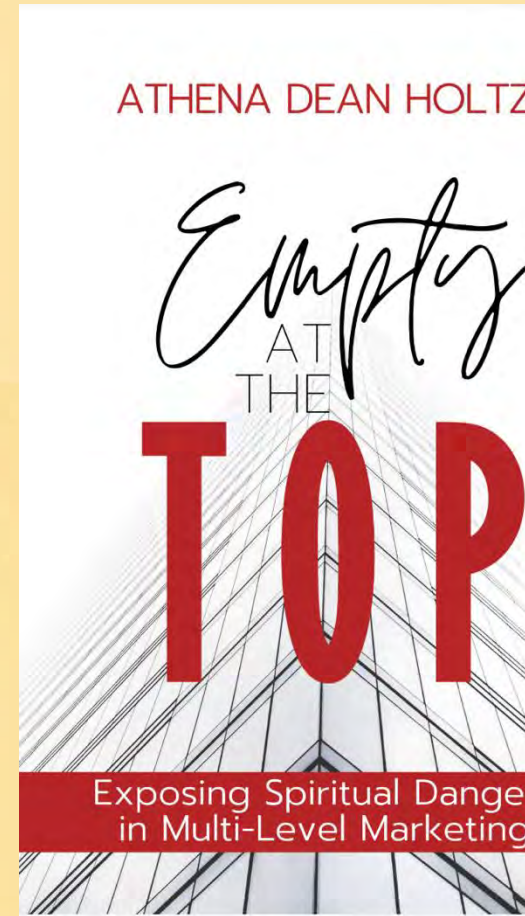
Leading & Loving It



books & resources



books & resources



REDEFINING HUSTLE

Pursuing
Success as
a Christian
Woman



WITH ERIN HARRIGAN

Fierce Calling Podcast with Doris Swift

dorisswift.com



Mastering The Hustle

Athena (Dean) Holtz

Redemption Press
FOUNDER



Former
Employee Shares
How Church of
Scientology
Blackmails
Celebs

ATHENA
DEAN HOLTZ

25:30

New Age Practices Within Christian Circles w/ Athena Dean Holtz

OUT OF THE DARKNESS

with Ruth Hovsepian



So it's, the enemy has figured out the strategy to keep us naive and not...

RE VIDEOS





A graphic for an interview series. At the top left is a white icon of two speech bubbles with a heart inside. To the right of this icon is the text "UP CLOSE AND PERSONAL" in white, bold, uppercase letters. Below this is the subtitle "An Interview Series with Marriage Leaders" in a smaller white font. A horizontal blue band contains the text "A Peek into Publishing" in a white, cursive font. Below the blue band is the text "with Athena Dean Holtz" in white, bold, uppercase letters. At the bottom, there is a white, torn-paper-like border. Below this border is the website "marriageinitiative.org" in white. To the right of the website is a white heart icon and a black text box containing the timestamp "32:34".

POTENTIAL INTERVIEW TOPICS

“Eyes to See: How the Enemy Stays Hidden in Modern Christianity—and How to Wake Up”

Hook:

Many believers live in discouragement, confusion, and conflict—not because they lack faith, but because they fail to recognize the enemy behind the scenes. You cannot resist what you do not recognize.

Talking Points:

- Why so many Christians mistake *people* for the enemy
- How subtle spiritual warfare mirrors guerrilla tactics used in Vietnam
- The most common “unrecognized” schemes: offense, distraction, deception, fatigue
- Why awareness—not fear—is the first step toward freedom
- A practical, hope-filled way believers can start seeing clearly today

Why Media Loves It:

This angle helps audiences identify real spiritual opposition in a way that is biblical, relatable, and empowering.



TOPIC 1 — “Eyes to See: How the Enemy Stays Hidden in Modern Christianity”

Description:

Many Christians are weary not because they lack faith—but because they are fighting the wrong battles. Using parallels to guerrilla warfare, Athena exposes how the enemy operates subtly, strategically, and often invisibly.

Sample Interview Questions

1. What does it mean that “you cannot resist what you do not recognize”?
2. Why do so many believers mistake *people* as the enemy instead of the real spiritual forces at work?
3. How is spiritual warfare today similar to guerrilla strategies used in Vietnam?
4. Can you share a moment in your own story when recognizing the real enemy changed everything?
5. What are the top signs someone is under spiritual attack and doesn’t realize it?
6. How can believers walk in awareness without slipping into fear or obsession?



POTENTIAL INTERVIEW TOPICS

“Forgiveness as Warfare: The Weapon Christians Rarely Use but Desperately Need”

Hook:

Forgiveness is not just obedience—it's strategy. Scripture shows that unforgiveness reopens the enemy's access, while forgiveness shuts the door.

Talking Points:

- Athena's personal story: how recognizing the source made forgiveness possible
- Why bitterness, resentment, and offense are the enemy's most successful traps
- How believers unknowingly “partner” with the enemy through unresolved pain
- A practical framework for walking in freedom when emotions lag behind obedience
- What forgiveness is *not*

Why Media Loves It:

Forgiveness is a universal struggle. This interview reframes it as a powerful spiritual weapon, not just an emotional hurdle.



TOPIC 2 — “Forgiveness as Warfare: The Weapon the Enemy Fears Most”

Description:

Forgiveness is not just a biblical command—it is a strategic act of spiritual warfare. When believers forgive, they slam the door on the enemy’s access and reclaim territory he has stolen.

Sample Interview Questions

1. You say forgiveness is “spiritual warfare.” How so?
2. Why does unforgiveness give the enemy a foothold?
3. How did forgiveness play a role in your own healing after thirteen years of spiritual abuse?
4. Many people struggle with the emotion of forgiveness. How can we forgive when we don’t *feel* it?
5. What are the consequences—spiritually and emotionally—of holding onto bitterness?
6. What does true forgiveness *not* require? (Great for clarifying misconceptions.)



POTENTIAL INTERVIEW TOPICS

“Exposing the Counterfeit: How False Light, Spiritual Confusion, and Half-Truths Derail Today’s Believers”

Hook:

The greatest danger to the church today isn’t obvious evil—it’s spiritual counterfeits that look good, feel spiritual, or sound almost right.

Talking Points:

- Athena’s own journey through New Age counterfeits and spiritual abuse
- The growing rise of “imitation spirituality” inside the church
- How the enemy uses partial truth to keep believers bound
- Practical discernment tools for separating real from counterfeit
- Why standing in Scripture is nonnegotiable for victory

Why Media Loves It:

Cultural, relevant, and deeply needed—this conversation brings discernment, clarity, and biblical truth to a confused spiritual landscape.



TOPIC 3 — “Exposing the Counterfeit: Discernment in an Age of Spiritual Confusion”

Description:

Not everything that looks spiritual is from God. Through her own history with New Age practices, spiritual counterfeits, and a false shepherd, Athena teaches believers how to test everything by Scripture.

Sample Interview Questions

1. You’ve walked through Scientology, the New Age, and then spiritual abuse inside the church. What makes counterfeit spirituality so appealing?
2. How can believers distinguish between the Holy Spirit and emotional or deceptive experiences?
3. What are the most common counterfeits appearing in the American church today?
4. Why do “almost truths” pose more danger than obvious lies?
5. How can everyday Christians develop stronger biblical discernment?
6. What warning signs indicate a leader, teaching, or spiritual experience is counterfeit?



MEDIA READY PULL QUOTES

Spiritual Warfare & Discernment

- “You cannot resist what you do not recognize — and the enemy counts on staying unseen.”
- “Most believers aren’t losing the battle... they just haven’t identified where the battle actually is.”
- “The enemy’s greatest victories happen in the shadows of our unawareness.”
- “Discernment isn’t fear—it’s faith that pays attention.”
- “If we fail to name the enemy, we will always fight the wrong fight.”

Deception & Counterfeit Light

- “The most dangerous lies are the ones wrapped in almost-truth.”
- “Not everything that feels spiritual is from the Spirit of God.”
- “Deception rarely walks in wearing horns; it usually sounds familiar, friendly, and almost right.”
- “Counterfeit light blinds more believers than outright darkness ever could.”
- “When we elevate experience over Scripture, we open a door we never meant to unlock.”

Forgiveness, Freedom & Healing

- “Forgiveness isn’t weakness—it’s warfare.”
- “Unforgiveness keeps us chained to the very pain Jesus died to free us from.”
- “Choosing to forgive is how we slam the door on the enemy’s access.”
- “Forgiveness is not agreement; it’s release.”
- “Healing begins where bitterness ends.”

Unity & the Church

- “Division is the enemy’s oldest trick—and the Church still falls for it.”
- “Unity is not optional for believers; it’s obedience.”
- “Silence in the face of deception isn’t neutrality—it’s agreement.”
- “A divided Church cannot stand against a united enemy.”
- “When we stand together, we become the one thing the enemy cannot defeat: a united Body walking in truth.”



MEDIA READY PULL QUOTES

Victory & Identity in Christ

- “We do not fight *for* victory—we fight *from* it.”
- “The battle is real, but so is the victory Jesus already secured.”
- “Freedom is not earned; it’s applied.”
- “Christ has already won. Our role is simply to stand.”
- “Fear loses its grip when we remember whose armor we’re wearing.”

My Personal Story / Testimony Angle

- “I didn’t just study spiritual deception—I survived it.”
- “God restored everything the enemy stole, and now I help others see what I once couldn’t.”
- “The place where the enemy tried to silence me became the platform God redeemed.”
- “My story is living proof that Jesus rescues, rebuilds, and restores what the enemy destroyed.”
- “What the enemy used to break me, God now uses to set captives free.”

IDEAL AUDIENCES

- Christian radio, TV, and podcast listeners
- Women’s ministries & wounded believers needing hope
- Churches addressing spiritual warfare, unity, and healing
- Ministry leaders & pastors navigating spiritual resistance
- Audiences exploring discernment, deception, and biblical truth




- ✓ Pioneered the independent Christian publishing movement in the early 1990s.
- ✓ Co-founded the first credible custom publishing company in 1991, WinePress Publishing.
- ✓ Bounced back from 13 years of spiritual abuse that many people walk away from God over.
- ✓ Launched Redemption Press in 2014, now flourishing as a leading Christian publisher.
- ✓ Sponsor of Women of Joy 2018 National Tour
- ✓ The Billie Wilson Matthew 5:16 Award – Florida Christian Writers Conference (2020).
- ✓ Publisher of the Year – Soul Café Awards (2022).
- ✓ Female Podcast Host of the Year – Spark Media (2022).
- ✓ Selah Award, Inspirational Gift Book Silver Medal for *Black Voices of Wisdom* (2022).
- ✓ Co-Host of *No Longer Hiding* podcast featuring conversations on faith, resilience, and racial reconciliation.
- ✓ Best Christian Workplace recognition (2021, 2022, 2023)

Career Highlights & Achievements



endorsements



“As the Director of the Spark Media Conferences, I had the privilege of booking Athena Dean Holtz as a keynote speaker. I highly recommend Athena as a keynote speaker whose dynamic storytelling and leadership expertise captivate and inspire audiences. Her ability to deliver actionable insights with integrity consistently transforms attendees. For a speaker who elevates any conference with professionalism and impact, contact Athena.”

— Misty Phillip COO of Trilogyworks, Best-Selling Author, & Podcast Host

‘From the moment I met Athena, I was struck by her comprehensive knowledge—not just the kind business owners naturally pick up over time, but the kind that comes from her extra effort to truly master her craft. What makes her stand out is how she combines that hard-earned expertise with the truth of Scripture, creating powerful and relatable messages. Athena has a gift for understanding what her audience needs to hear and delivers it with raw honesty, a loving heart, and a gentle spirit. When you listen to her speak, you don’t just leave inspired—you feel like you’ve made a new friend.’

— Hanna Green Author, Speaker, Story Coach

“Athena is a passionate and engaging speaker with a warm and inviting personality. Her authenticity, paired with her broad experience in both business and ministry, made her words not only relatable but deeply impactful. Athena brought wisdom, professionalism, and heart to her message, which left me feeling inspired, encouraged, and equipped to take the next step.”

— Sarah Griffiths Hu, Speaker | Author

REDEMPTION PRESSES

