



Lisa Easton Launches Million Dollar Day Intensive™, a 90-Day Wealth-Building Experience

The 90-day experience helps women move from simply earning money to building ownership, strategic wealth, financial freedom and long-term capital.

ATLANTA, GA, UNITED STATES, September 15, 2026 /EINPresswire.com/ -- [Lisa Easton](#), self-made

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Lisa M. Easton

millionaire, entrepreneur, investor, wealth mentor and founder of [Millionaire Morning Mamas®](#), has officially launched [Million Dollar Day Intensive™](#), a 90-day wealth-building experience designed to help women move beyond simply earning money and begin thinking, deciding and operating like owners of their financial futures.

Launched on September 5, Million Dollar Day Intensive™ represents the next evolution of Easton’s mission to help

women create lasting wealth. Rather than defining wealth by a single income number, the experience focuses on the decisions, systems and behaviors that can help women turn income into assets, ownership and long-term capital.

The launch follows a major milestone in Easton’s own journey: she recently generated \$1 million in sales in a single day. Her trajectory from financial hardship and \$55,000 in debt to becoming a self-made multimillionaire has become a central part of the philosophy she teaches through Millionaire Morning Mamas®.

“Women have been taught how to earn, save and survive. I want to teach them how to think like owners,” says Easton. “The goal isn’t simply to make more money. It’s to become the woman who knows what to do with it, how to multiply it and how to build something that can continue working even when she isn’t.”

At the center of Million Dollar Day Intensive™ is Easton’s Owner Filter, a three-part decision-making framework built around Time, Dollar and Leverage. Participants are encouraged to evaluate financial decisions not only by asking whether something is affordable or profitable, but whether it uses their time, creates additional value or has the potential to multiply their resources.

The Intensive is built around five core transformations: Identity, Environment, Discipline, Systems and Wealth Creation. During the September 5 launch, Easton guided participants through these principles and applied the Owner Filter to real financial decisions through live Million Dollar Hot Seats, allowing participants to see the framework applied in real time.

The experience continues with a structured 90-day implementation period designed to turn the concepts introduced during the Intensive into practical financial behaviors and strategies. Participants receive tools including a personalized Million Dollar Blueprint, Wealth Allocation Plan, Owner Filter, Million Dollar Contract, 90-Day Wealth Fund, daily Owner Moves, financial and CEO check-ins, and a 90-day Capital Decision Day.

The program was intentionally capped at 50 participants to create an intimate environment with direct interaction and accountability. The goal is not to promise instant wealth, but to help women develop a framework for making smarter financial decisions consistently over time.

Million Dollar Day Intensive™ reflects the continued evolution of Millionaire Morning Mamas®, Easton's wealth and financial empowerment platform dedicated to helping women build, invest and multiply wealth. Easton also founded the Mogul Mama Investors Club, an all-female global investment community focused on financial knowledge, ownership and investing opportunities.

For Easton, the ultimate objective goes beyond earning more money. It is about ownership — ownership of decisions, capital, time and the life those resources make possible.

Million Dollar Day Intensive™ marks the beginning of a 90-day journey designed to help women put that philosophy into practice and move from simply participating in their financial lives to becoming the owners of them.

Millionaire Morning Mamas

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