



Sydnee Falkner's NEW ERA

The *Million Dollar Secret* reality star
on playing the game and what's next

BY VANESSA PASCALE

PHOTO CREDIT: KATIE LEVINE



When Sydnee Falkner made her reality TV debut in spring of 2025 on Netflix's *Million Dollar Secret*, she stole the show with her bombshell beauty and athletic prowess. *Million Dollar Secret* had everything needed to make it a hit: a diverse, entertaining cast; a beautiful backdrop (hello, gorgeous lakeside chateau in British Columbia); and gripping challenges. I binged all eight episodes of the first season in one sitting.

Spoiler alert: Sydnee, who was arguably the strongest player, made it to the final four of the reality TV competition. And while she didn't return to Arizona with the million dollars, she left with something more valuable: a life-changing experience and new friends. "I grew so much, I played with intention, and I walked away more confident than I've ever felt," says Sydnee. "I said it best in my exit speech: I'm done playing small and dimming my shine. Being on the show reminded me that I'm multifaceted and allowed to take up space. That's a message I want more women to feel empowered by." Since the end of the show, she has remained friends with castmates Kyle, Jaimi, and Chris. "We still have a group chat where we catch up and check in on each other. It's so nice to have friendships that have continued well beyond the game."

Once the show aired, the opportunities came pouring in for Sydnee. The medical sales rep/fitness enthusiast would love to continue in the entertainment space and has participated in everything from interviews to magazine cover shoots – three covers in less than a year. "Life has been an amazing whirlwind. I've been invited to speak on so many podcasts, walked red carpets, collaborated with brands I love, and spoken at incredible women's engagements. I will say, being recognized in public is still such a fun and surreal experience." Sydnee has a list of exciting, new things in the works; expect to see a lot more of her in 2026. "I started taking vocal lessons to prepare for potential scripted work, and I'm always watching for new shows that feel like a good fit. Hosting or having my own podcast would be an absolute dream."

I caught up with Sydnee while she was in Atlanta filming a podcast, and found her to be as humble and sweet as she is gorgeous.

PHOTO CREDIT: CLAUDIA JOHNSTONE

You were arguably the strongest player on Million Dollar Secret and ended up in the top four. Looking back, would you have done anything differently?

“Thank you so much! I had an incredible time on the show and learned a lot. I’m genuinely proud of how I played. Part of me wouldn’t change a thing, and another part wonders what might’ve happened if I’d stayed a little quieter early on or maybe not eliminated Chris. But overall, I trusted my instincts and I’m happy with how everything unfolded.”

What appealed to you about doing this show? How did you receive the opportunity?

“I loved the concept right away: the challenges, the strategy, playing a part, and of course, the chance to compete for a million dollars. I’ve been in the casting world since 2019, waiting for something that felt aligned. When my casting director called me about this show, we both instantly knew it was ‘the one.’”

While filming, what was the most unexpected challenge that viewers would never realize?

“Definitely the feeling of having to be ‘on’ at all times. The switch between playing the game and being your real self could be intense. You’d film all day, then go to your room and unpack everything, overanalyze every conversation or action, while reminding yourself that everyone else was also playing their own role. Balancing authenticity with strategy was a unique challenge.”

What would fans be surprised to learn about your experience?

“People might be surprised to know just how authentic everything was. Nothing was scripted at all. That’s why we had to stay completely silent when cameras weren’t rolling, so every reaction and moment we gave was real.”

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What's a common misconception about you that you'd like to clear up?

“People sometimes assume I'm mean or unapproachable because of my serious face. I always joke, 'It's just my face.' In reality, I'm extremely caring and I genuinely look out for people. During the show, we had a group chat while episodes were airing, and I kept checking in with everyone asking if they needed anything or how they were feeling, popping in with a “mental health check.”

What's something you hope the audience takes away from your journey this season?

“I hope people see that you shouldn't judge a book by its cover and you never need to shrink yourself to make others comfortable. Stay true to who you are. And remember that the people on these shows are real humans, so kindness really does matter.”

What advice do you have for Season 2 contestants?

“Be as true to yourself as possible, or be a really good liar and commit to the bit! Half-playing won't get you very far.”

Any New Year's resolutions?

“Travel more, enjoy the experiences, and be open to anything that comes my way. I may also get bored and decide to do another bodybuilding show, but we will see!”