

JUSTINE *jl* LACKEY



MEDIA KIT

JUSTINE LACKEY

COACH FOR BOOKKEEPERS AND ACCOUNTANTS
BOOKKEEPING EXPERT
WRITER, EDUCATOR, PUBLIC SPEAKER

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MEET JUSTINE

Justine is a **powerhouse mentor, business owner, and content creator** in the bookkeeping world. As a fierce advocate for women in business, she is a big believer in attracting what you put into the world—which is why she's built a positive, educational, and uplifting community for women in the bookkeeping and accounting industry.

Early on in her career, Justine operated out of New York City, working for world renowned galleries and artists—as well as some of the most successful entrepreneurs in the online business space.

She **grew her business** to a recognizable brand with over 100 clients and a team of 12. Throughout her career, she smartly optimized business systems, and harnessed both tech and talent so her firm ran nearly virtually without her.

She **sold her business** in early 2023 to her dream buyer so she could focus on her life's vision of "Helping the world by helping people."

She lives her vision daily through her program **Bookkeepers Business Incubator** which she leads from her chandelier-clad backyard She-Shed. It's Justine's heart and soul's mission to take bookkeepers and accountants – especially women and mothers – from broke and burned out to **prosperous and at peace.**



QUICK FACTS

- **Pioneered** the virtual bookkeeping space by founding one of America's first virtual bookkeeping firms (Good Cents Management).
- **Delivers** actionable strategies and time-tested insights to a community of 1,600+ women bookkeepers via email, blogs, videos, and social networks.
- **Developed** and operates a successful, high-touch mentorship program for growth-focused women bookkeepers who are interested in building highly profitable firms
- **Regularly shares** smart, focused insights with large audiences online and in person via workshops, lectures, and panels.
- **25+ years** of entrepreneurial experience.

PREVIOUS SPEAKING ENGAGEMENTS

The Penn Club | Savor the Success | In Good Company | Mom Gets a Business Conference | Women's Money Radio





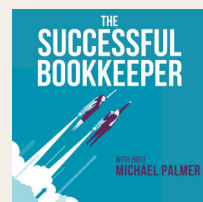
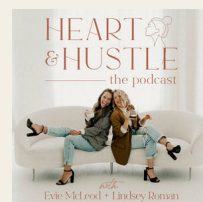
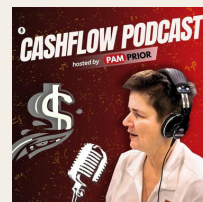
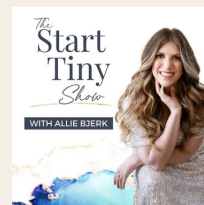
JUSTINE'S MEDIA MENU

- Public Speaking & Keynotes
- Contributing Writer
- Entrepreneurship Educator (Podcasts, Radio, TV)
- Interview Subject (Books, Articles)
- Social Media Collaborations / Promotions

SPEAKING TOPICS

- Profit Focused, People Centric Leadership & Ethics
- Entrepreneurship
- Running an Efficient, Highly Profitable Service Company
- Effective, Low-Cost Sales and Marketing Strategies
- Attracting & Retaining High Paying Clients
- Building a business that sells and navigating the selling process

PODCAST FEATURES



BOOKS & PRINT FEATURES

