










#BeBold  
#BeBrave  
#BeBadass

# JULIE CORTÉS

## CONTACT JULIE

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-  913.484.8350

## Social Media

-  [linkedin.com/in/kccopydiva](https://www.linkedin.com/in/kccopydiva)
-  [twitter.com/kccopydiva](https://twitter.com/kccopydiva)
-  [instagram.com/kccopydiva](https://www.instagram.com/kccopydiva)
-  [facebook.com/kccopydiva](https://www.facebook.com/kccopydiva)



## Social Community

- LinkedIn > 3300
- Twitter > 4500
- Instagram > 1300
- Facebook > 1500



**COPYWRITER**



**COACH**



**SPEAKER**



# JULIE CORTÉS BACKGROUND

## WHY I DO WHAT I DO

Early in my career as a freelance copywriter, I noticed there was a void for freelancers ... a void in education, community, and even respect for the self-employed.

So, I made it my personal mission to rectify that.

Today, I teach, speak, and preach all things freelance.

This is why I:

- ★ became the Freelance Rockstar.
- ★ started The Freelance Exchange.
- ★ created my own Freelancing 101 course.
- ★ teach at the world-renowned KC Art Institute.
- ★ began speaking on more and more stages.
- ★ offer coaching/training in my business.

Through classes, coaching programs, workshops, presentations and more, freelancers and the businesses that hire them can now be better prepared with the education, community, and respect they all so deserve.

## A LITTLE HISTORY

In 2003, I founded The Freelance Exchange—a community of advertising/marketing ‘solopreneurs’ that offers continuing education, mentoring, networking, social, and promotional opportunities. This collective also serves as Kansas City’s largest (and free!) resource for area ad agencies and businesses to find talent.

After starting the professional trade organization, I became the go-to resource on all things freelance. For years, I’ve been sought out for mentoring, presentations, and media interviews. Then it dawned on me: this needs to be taught in the classroom!

In 2017, I developed a college-level course, Freelancing 101, and began teaching as an adjunct professor at the world-renowned Kansas City Art Institute. Never in a million years did I ever think I’d be teaching (a business class, at that!), but here I am ... and absolutely loving it!

## QUICK FACTS

- ★ 1998: Started Company as Julie Cortés Copywriter; Branded as CopyDiva
- ★ 2003: Founded The Freelance Exchange of Kansas City
- ★ 2011: Founded Freelancers University
- ★ 2017: Created Freelancing 101 College-Level Course & Began Teaching as an Adjunct Professor at the Kansas City Art Institute
- ★ 2018: Opened up Coaching, Speaking & Training Arm to Business; Rebranded as Julie Cortés Freelance Rockstar





# SPEAKING TOPICS

## Freelancing 101 (or Solopreneurship 101)

Business Basics for Getting Your Own Business Off the Ground

## How to Rock Your Solo Biz

Motivational Strategies, Promotional Tricks, and Policies & Procedures to Get Ahead

## How to Best Utilize the Gig Economy

An Insider's Look at Best Practices when Working with the Self-Employed

## Getting Ahead in the Digital Age

Cut Through the Clutter Using Social Media & an Online Portfolio

## Be Bold

How to Truly Stand Out with Your Branding & Self-Promotion

## Embracing Badassery

How to Find the Ultimate Freelance Success

## Go Ahead: Make Freelancing your Bitch

Kickstart Your Business and Take Control by Being the Master of Your Domain



"Julie is an **OUTSTANDING PRESENTER** at The Freelance Conference. Her passion for the success of every freelance business owner in the audience is authentic and inspiring. She is **SIMPLY AMAZING IN FRONT OF THE AUDIENCE**, and a true asset and leader in the freelance business community."

—Emily Leach, Founder,  
The Freelance Conference

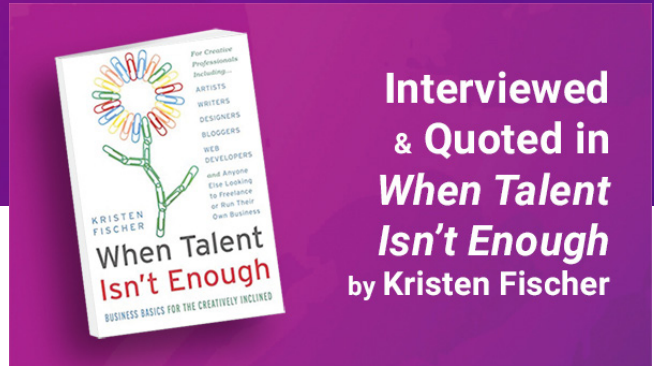
"After hearing Julie, I immediately implemented the many golden nuggets she gave us. Her vast experience is evident as she freely **SHARES SOLID, PRACTICAL METHODS**. She's personable and relatable. Attendees leaned in on her every word and took notes. **I HIGHLY RECOMMEND JULIE** for your event!"

—Alicia White, Author of "The  
Successful Speakers Handbook"

# MEDIA APPEARANCES



*"I'm nowhere I thought I'd be and everywhere I'm supposed to be. My career path has taken all sorts of twists and turns and, I must say, I'm loving every minute of it!"*  
—Julie Cortés



**Interviewed  
& Quoted in  
When Talent  
Isn't Enough  
by Kristen Fischer**

## TALKING POINTS

### **An Industrial Revolution Takes Shape.**

It's predicted that by 2027, more than 50% of Americans will be freelancing. Learn how freelancers and the folks who hire them can adapt.

### **Freelancers Went to School for Their Craft, Not Business Classes.**

This leaves them at a huge disadvantage when wanting to run their own business. What can they do to rectify that?

### **Freelancers Wear More Hats than What Their Title Might Imply.**

They are the CEO, CFO, CMO, COO ... secretary, accountant, researcher and more. The role is so much more than simply performing their craft.

### **There's a Huge Void for the Self-Employed.**

From education and community to benefits, rights and even respect. What steps are being taken to rectify that?

### **Outsourcing to a Freelancer Proves More Cost Effective.**

Companies can save on overhead, benefits and more by contracting with an outside vendor. Find out how and where to get started.



For a complete list, visit [juliecortes.com](http://juliecortes.com).

# AWARDS

## COPYWRITING

### ADDY Awards

- American Advertising Federation of KC

### Fountain Awards

- ANA Business Marketing Association of KC

### Ambit Awards

- KC Direct Marketing Association

### Independent Creative Excellence Awards, Best of Show!

- The Freelance Exchange of KC

### Metropolitan Awards for Marketing Excellence

- Home Builders Association of Greater KC



## COMMUNITY

### Innovator of the Year

- National Stevie Awards for Women in Business

### Organization of the Year (FX)

- National Stevie Awards for Women in Business

### National Community Freelancer Award

- The Freelance Conference

### Rockstar Award

- The Freelance Exchange of KC

### Top 50 KC Social Media Influencers in Business

- Blogger Local

### All-Star Award Nominee

- KC SourceLink

### 9 Creatives Building the Future of KC

- Compute Midwest

### Top 100 Small Business Influencer Champion

- Small Business Trends

### Battle of the Brands Contender

- KC SourceLink

### Freelance Flame

- The Freelance Exchange of KC

### Member of the Year

- AD2/American Advertising Federation

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# TESTIMONIALS

"Loved Julie's presentation at our state conference. She **energized us with her passion** for helping people connect with each other and improve their digital presence. I picked up some great tips, and I will definitely be implementing them. Julie's a badass!"

– Angie Prather, VP of Marketing & Communications, Wichita Regional Chamber of Commerce

"Julie's a dynamic and informative speaker who shares valuable information about freelancing, the pros and cons, and how to succeed while self-employed. **My students have consistently enjoyed her year after year**, both personally and for the unique perspective and insights she shares."

– Pamela Hawkins, Adjunct Faculty, Graphic Design, Johnson County Community College

"Julie's an outstanding and entertaining speaker who keeps her audiences engaged. Her talks are well thought out and organized, with plenty of show and tell. She's **ALWAYS willing to share her knowledge**. I highly recommend her to any group or organization needing a speaker. You won't be disappointed!"

– Paul Tosh, Associate Professor, Art & Art History, UMKC

## #BeAuthentic

"**Julie is instrumental and essential to a successful freelancer**, not only because she's a visionary, but because she also serves as a tireless business evangelist and educator. Her enviable expertise provides a beacon of light to those needing diverse creative and business insight, leadership and guidance. As a go-to guide, Julie has provided pathways to creative folk and clients alike. SHE TRULY IS A ROCKSTAR."

– Rick Stasi, Artist/Author/Performer

"As a freelancer, it was challenging to find the time to work on my business. Julie helped me prioritize in order to begin to realize the type of business I wanted to create rather than just settling for whatever happened to come my way. She helped me progress with purpose. With her guidance, I refined my services, set my rates, identified goals, and simply – got things done. She talked through difficulties, helped develop solutions, and instilled confidence. Julie is a **thoughtful and extremely knowledgeable professional** who leaves you feeling empowered, excited, and better equipped to grow and evolve your business."

– Liz Botts, Say Simple Creative

"With years of experience, Julie has the expertise and knowledge to help any freelancer with their business challenges. Over the last year, she has guided me through many aspects of my business, from creating a new coaching program to changing my mindset about increasing my rates. With clear and honest direction, she identifies problem areas and offers solid suggestions on improvements to ensure I achieve my business' goals!"

**She is truly a Freelance Rockstar Coach!"**

– Alicia White, Speaker Coach, Back of the Room Productions

# BIOS

## <150-WORD BIO

With more than 20 years' experience as a freelance copywriter and proofreader, Julie Cortés has learned the best tips and tricks for getting ahead as a 'solopreneur.' She is the founder of The Freelance Exchange—a professional trade organization that offers continuing education, mentorship, networking, social and promotional opportunities to those who are self-employed in the advertising/marketing industry, as well as a free resource for businesses and agencies to easily find the talent they need. Cortés created her own course, Freelancing 101, and teaches as an adjunct professor at the world-renowned Kansas City Art Institute. Recognized with awards dozens of times over for her work, leadership, volunteerism and community involvement, this freelance rockstar is regularly sought out for media interviews both locally and nationally. She brings the same savvy advice, best practices and industry standards to individuals and groups through coaching and public speaking.

## 100-WORD BIO

An award-winning advertising/marketing copywriter, Julie Cortés has run her own freelance business for more than 20 years. Best known as the founder of The Freelance Exchange of KC, Cortés created her own much-needed college-level course, Freelancing 101, and teaches as an adjunct professor at the world-renowned KC Art Institute. Recognized with awards dozens of times over for her work, leadership, volunteerism and community involvement, this freelance rockstar is regularly sought out for media interviews, public speaking, and professional coaching for freelancers as well as those who hire them. Cortés is loving life, living out her passion of helping others succeed.

## <50-WORD BIO

Julie Cortés is an award-winning freelance advertising/marketing copywriter and proofreader. She's the founder of The Freelance Exchange of KC and teaches Freelancing 101 at the KC Art Institute. A public speaker and business coach, Cortés is living out her passion of helping others become successful freelancers.

## <35-WORD BIO

Julie Cortés is an award-winning freelance advertising/marketing copywriter and proofreader, the founder of The Freelance Exchange of KC, an adjunct professor at the Kansas City Art Institute, public speaker and business coach.

## 175-CHARACTERS BIO

Julie Cortés is an award-winning freelance copywriter, the founder of The Freelance Exchange, an adjunct professor at the KC Art Institute, public speaker and business coach.