



**Julie Cortés**  
**FREELANCE ROCKSTAR**

**#BeBold #BeBadass**

With a rapidly changing workforce, more people are choosing to be self-employed. The question is, is anyone ready? And if not, how can we get there?

Freelance authority Julie Cortés answers these questions and more for freelancers and the companies that hire them. Copywriter by day, Freelance Rockstar by night, Julie brings 20+ years' experience as a successful solopreneur, offering a unique perspective to relate, connect and engage with her audience.

She's the founder of The Freelance Exchange and creator of a Freelancing 101 course that she teaches as an adjunct professor at the world-renowned KC Art Institute. With scores of awards under her belt, Julie is regularly sought out for media interviews, public speaking, professional coaching and training.

Whether speaking on stage or virtually, Julie never fails to steal the show with her passion, authenticity, and high-energy presentations, leaving audiences fired up with the tools and motivation they need to succeed.

**This isn't your ordinary presenter. This is Bold. Fearless. And Completely Badass.**



## SPEAKING ENGAGEMENTS

- ★ Women | Future Conference
- ★ The Freelance Conference
- ★ Blog & Video Con
- ★ Global Entrepreneurship Week
- ★ American Advertising Federation of KC
- ★ American Institute of Graphic Arts
- ★ National Assoc. of Women Writers
- ★ Kansas City Art Institute
- ★ Platinum Realty
- ★ #FreeCon Virtual Summit
- ★ KS Prof. Communicators State Summit
- ★ The University of Kansas

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

**“ 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. 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

## BOOK JULIE FOR YOUR EVENT!

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“ **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*

“ **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. **SHE TRULY IS A ROCKSTAR.**”

— Rick Stasi, Artist/Author/Performer

## MOST REQUESTED TOPICS

- ★ Freelancing 101
- ★ Solopreneur Mindset
- ★ Creative Copywriting
- ★ Branding & Promotion
- ★ Online & Digital Presence
- ★ Being Bold to Stand Out
- ★ Embracing Badassery

## SAMPLE PRESENTATIONS

### Freelancing 101

For those just starting out as a solopreneur, this presentation covers all the business basics needed to get up and running as a self-employed professional. Attendees walk away with the tools needed to succeed:

- ★ Branding & promotional strategies
- ★ Pricing, estimates & invoices
- ★ Tricks to stay motivated

### Hiring Freelance Talent

Whether attendees are new to hiring solopreneurs or not, this presentation will enlighten them by giving them the tools and confidence needed for their next outsourced project. Attendees will discover:

- ★ How to select the right candidate
- ★ What to expect
- ★ Best practices for success



Innovator of the Year  
National Stevie Awards for  
Women in Business

National Community Freelancer  
The Freelance Conference

Top 100 Small Business  
Influencer Champion  
Small Business Trends

Rockstar Award &  
Freelance Flame  
The Freelance Exchange of KC

Top 50 Social Media  
Influencers of KC  
Blogger Local

ADDY Awards  
American Adv. Federation of KC



## BOOK JULIE TODAY!

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