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# *Justine Lackey*

## *Media Kit*

BOOKKEEPING EXPERT, VIRTUAL BUSINESS  
PIONEER, WRITER, MONEY EDUCATOR

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## JUSTINE LACKEY

### QUICK FACTS

- 20+years experience as an entrepreneur
- Founded Good Cents Bookkeeping in 2007 as a 100% virtual firm based out of New York
- Specializes in serving creatives, artists, digital marketers and service based businesses.
- Has given workshops, lectures, and hosted panels at The Penn Club, Savor the Success, In Good Company, Mom Gets a Business Conference, and on Women's Money Radio



#### BACKGROUND

As Chief Wealth Officer of Good Cents Bookkeeping, Justine has had the privilege to work with many talented people across a wide spectrum of industries. Her clients include artists & art dealers, social media and digital marketing stars, designers, fashion royalty, coaches, consultants, creative agencies, midwives, nonprofits, and even hedge funds. The variety and depth of Justine's experiences as an entrepreneur have granted her an incredible array of business acumen--skills which she now uses as a money educator, consultant, and media contributor.

#### ABOUT HER COMPANY

Good Cents Bookkeeping is America's leading virtual bookkeeping firm servicing clients across the country. Good Cents' entire staff are QuickBooks Online Certified ProAdvisors - a remarkable feat. Intuit, the makers of QuickBooks Online, have named Good Cents a "Firm of the Future" for their innovative use of technology in virtual business solutions.

#### JUSTINE'S MEDIA MENU

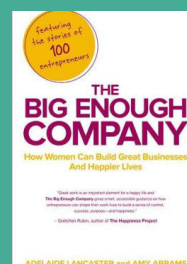
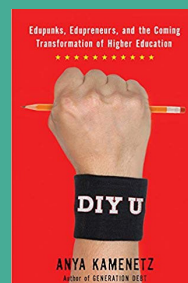
- Contributing Writer
- Money Educator (Podcasts, Radio)
- Interview Subject (Books, Articles)
- Webinars
- Social Media Collaborations / Promotions

#### SPEAKING TOPICS

- Starting a Virtual Business
- Entrepreneurship 101
- Money Management for Creatives
- Being Your Own Chief Wealth Officer
- Financial Management for Millennials
- Small Business Technology
- Women's Empowerment in Business

#### MEDIA FEATURES

##### INTERVIEWS



##### WRITING



Entrepreneur