

JUSTINE CLAY



Speaker
for Creative
Entrepreneurs
& Freelancers

"Justine combines first-hand industry knowledge with a coaching skill set to deliver practical and transformative advice - empowering creative professionals to navigate real-world industry challenges"
- Emily McGuire, producer at Mastered.

Justine Clay is a speaker, writer, and business coach who has been helping creative entrepreneurs and freelancers build thriving businesses and careers for more than 15 years.

With speaking engagements that include Business of Home, Freelancer's Union, Mastered, Brooklyn Public Library, International Culinary Center, and NYNOW, Justine is in her element supporting entrepreneurs at the intersection of creativity, business, and personal growth.

With a fun, enthusiastic, and relatable style, Justine provides her audience with inspiration, motivation, and practical next steps to move their business or career forward.

Popular talks

For descriptions on each topic, please refer to the following pages. I'd be happy to develop a new talk or update an existing one based upon your needs.

Money & Business

3 Steps to Build a Profitable Creative Business

When I ask creative entrepreneurs to share their single biggest challenge, they tell me it's inconsistent income. Can you relate? One minute you're busy and flush, the next, you're hustling for a new project, willing to take the first thing that comes your way.

If this sounds familiar, you're not alone. In fact, until you learn otherwise, the feast or famine pattern is one that's destined to repeat itself. Luckily, we're here to break the cycle!

In this talk, I will share the 3 steps every creative professional need to master and implement to proactively and consistently land high-quality clients and build a profitable creative business.

“ Justine is such an asset to our curriculum of designer education. Her workshops are incredibly popular, due in large part to the infectious energy and positive attitude she brings to each course. Justine's coaching style helps creative professionals reflect on their business practices and implement changes that lead to growth and joy. Attendees always leave feeling inspired and energized—a testament to the kind-hearted, helpful spirit of Justine herself! - Kim Trepanier, Editor at Large, Business of Home

Popular talks

Money & Business continued

Boundaries: setting them, holding them, loving them!

If you've ever had a project or client relationship careen off the tracks through no discernible fault of your own, leaving you feeling confused, hurt, and doubting yourself, you're not alone.

Here's what I've learned - projects and relationships only go sideways when an expectation goes unmet. The answer - setting clear boundaries that communicate and establish expectations - ensuring everyone knows where they stand, what's expected of them, and how to behave.

In this game-changing talk, you will learn the magic of boundary setting freeing you up to focus on your work, show up as your most generous, talented, authentic self and deliver incredible results.

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Justine is one of our go-to coaches in the community, someone we trust to lead a workshop of 50 or a webinar of 5000k. Her advice to creative entrepreneurs is always strikingly clear and optimistic, ensuring participants walk away with a tangible plan for next-steps to expand their network, engage with new clients, or hone in one what makes them unique

-Sharon Bruce, Member Engagement Manager, Freelancer's Union

Popular talks

Money & Business continued

Navigating your creative business through uncharted territory

Entrepreneurs tend to be an optimistic lot. We overestimate the chances of a positive outcome and tend to underestimate risk and negative outcomes. Which is great, but can leave us woefully ill-prepared when the unexpected happens. And the unexpected ALWAYS happens. From recessions to pandemics, it's not a matter of IF you'll need to completely reinvent your business on the fly, but WHEN.

In this talk, I will guide you through a simple framework that supports a growth mindset, cultivate and harness paradigm shifting ideas, and come out of any challenge clearer, better, and stronger than ever.

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Justine was our keynote speaker for Brooklyn Public Library's 2019 'Celebrate Small Business' conference. Her talk, which focused on creating purposeful, profitable businesses, inspired our audience, and her personal story helped to uplift and motivate a group of creative entrepreneurs navigating what can be a challenging road to success.

-Natalie Cannestra, Sr Librarian/Business and Career Center

Brooklyn Public Library

Popular talks

Positioning & Marketing

How to find your ideal clients and keep them coming back

Hands up if you've ever had a nightmare client? We've ALL been there, and you could be forgiven for thinking it's an inevitable part of doing business. What if it didn't have to be that way? What if there were a way to identify exactly who wants and needs your services, where to find them, and how to build long-lasting and fulfilling relationships with them? Would you do it? Heck yeah, you would!

In this talk, I will walk you through a framework that will help you identify, find, and connect with your ideal clients AND keep them coming back. No sleazy sales techniques or hustling required!

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ByHand Consulting creates the educational program for Artisan Resource at NY NOW to offer design, marketing and promotion solutions to the artisan and handmade market. Justine has an enthusiastic style and truly engages her audience with her humor and experience working with creative businesses.

—Helen Joffe, ByHand Consulting

Popular talks

Positioning & Marketing continued

Use the power of storytelling to build your brand

What's the difference between a compelling, tell-me-more, business or brand and one that's perfectly fine, but utterly forgettable?

Stories.

Stories have the power to move, inspire, and make people feel understood. Stories build community and make us feel we belong to something. In business, stories help you stand out from the crowd and build connection and trust with your ideal clients.

And yet, knowing what story to tell, where, and how isn't an art most of us were born with. Luckily, it's an art we can all master. In this workshop, you will learn the three basic elements of every story, how to craft your compelling story, and start turning prospects into paying clients.

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We brought Justine in to work with the students in our Culinary Entrepreneurship program—to help them develop and refine the stories behind their business vision. Justine's concept of brand-building through well-crafted and compelling story telling resonated immediately with our students and the clarity and structure that she brought to her session allowed the students to improve their concept definitions considerably.

– Cathi Profitko, Director of Online Development, International Culinary Center

Popular talks

Positioning & Marketing continued

Marketing for creatives who hate marketing

There are two things creative business owners and freelancers tell me they hate doing most: marketing and sales. And as you've probably figure out, without marketing and sales, you don't have a business.

So, what's a creative who'd rather be doing the actual work to do? Take a step back and a deep breath. Contrary to what you may think, marketing isn't a popularity contest that requires you to be everywhere all the time. It's about connecting with the people who want and need your services, but just don't know you exist yet.

In this talk, I will take you through the "why" and "how" of finding the right marketing strategy and activities for your personality and business goals.

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Spark Design Professionals, a non-profit organization that helps design business owners learn how to successfully operate and grow their business. Justine's expertise and advice on how to market and grow your business is invaluable. Her methods work her presentations are engaging, fun and entertaining—which translates to learning and retaining what she shares and leveraging it all to be more successful.”

—Lou Leonardis, President, Spark Design Professionals

Popular talks

Goal Setting

Goal setting for creative business growth

Are you a creative business owner or freelancer who struggles with too many ideas and not enough follow-through (aka bright shiny object syndrome)? Do you need a clear path from where you are to where you're going? Does traditional goal setting feel restrictive to your creative soul? You're not alone! But not setting goals isn't an option if you want to grow your creative business.

Having worked with countless creative entrepreneurs (as well as being a creative business owner myself since 2006), I've learned there's no one size fits all for goals. But there is a creative approach that will help you identify what matters to you and help you chart a clear path towards your goals.

In this talk, I will take you through a process that will provide you with the structure and flexibility you need to focus on what matters and, most importantly, take action that gets RESULTS.

To book Justine for your next event please contact:
justine@justineclay.com