



THE BADASS ENTREPRENEUR

Joanna LaFleur

Business Coach & Keynote Speaker

Joanna LaFleur is a business coach, keynote speaker, and four-time founder who once turned a **\$1,000 investment into a business she sold for \$1.6 million**. After burning out and learning everything the hard way, she now teaches women how to build sustainable, profitable businesses and work smarter with AI. Her talks are honest, funny, and refreshingly free of fluff, and audiences leave with strategies they can use Monday morning.

SIGNATURE TALKS

My Brutifal Entrepreneur Journey

KEYNOTE

An honest look at failure, rebuilding from zero, and the resilience it takes to scale from scratch.

Do It Scared

How to take bold action when the stakes are high and use fear as fuel instead of a brake.

Becoming a Badass

Real strategy for leaders who want income and impact without sacrificing their sanity.

4

BUSINESSES BUILT

\$1K

STARTING INVESTMENT

\$1.6M

EXIT SALE

110/111

RATED HER EXPERT

WHAT PEOPLE SAY

"This was the BEST keynote speaker of the conference. I hope she makes a return at future events."

CONFERENCE ATTENDEE

"The impact on my business was immediate. Joanna is thoughtful, practical, and clearly knows this space."

DEE PETRY, CEO, OUR FAMILY FRIEND HOME CARE

PERFECT FOR

Women's conferences, entrepreneurship and small business events, leadership summits, associations, and any audience of owners who want practical strategy over theory.

Book Joanna to speak.

thebadassentrepreneur.com