

Jillian Verdun Transforms the Way Women Entrepreneurs Understand, Own, and Profit From Their Finances

Accountant, Best-Selling Author & Profit Strategist Jillian Verdun Aims to End Financial Shame & Help Business Owners Pay Themselves What They're Worth

FORT WORTH, TX, UNITED STATES, June 8, 2026 /EINPresswire.com/ -- For too many women entrepreneurs, money is the one area of their business they'd rather not look at. The spreadsheets pile up, the questions feel too embarrassing to ask, and the cycle of financial avoidance quietly chips away at the businesses they've worked so hard to build. [Jillian Verdun](#) knows this story intimately — and she has made it her life's work to rewrite it.



As the founder of [JMV Financial Services](#), Jillian is an Accountant, Financial Mentor, Speaker, and International Best-Selling Author who specializes in helping entrepreneurs stop avoiding their numbers and start leading their businesses with financial confidence. Her approach is equal parts technical precision and compassionate coaching — a combination that has made her one of the most trusted financial voices in the women's entrepreneurship space.

At a time when so many financial professionals focus purely on compliance and tax preparation, Jillian is doing something fundamentally different: she is building a movement of financially informed women who understand their money deeply enough to make decisions, set boundaries, and lead their businesses on their own terms.

"My mission is simple: help people control their money so they can confidently control their life. When a woman truly understands her finances, everything changes — her decisions, her confidence, and the trajectory of her business." — Jillian Verdun, Founder, JMV Financial Services

When clients first come to Jillian, they frequently arrive carrying years of avoidance, embarrassment, and confusion about their finances. Many have built thriving businesses on the outside while quietly struggling to understand what their money is doing on the inside. Some have never paid themselves a consistent salary. Others have no clear picture of where their revenue is actually going. Almost all of them share one thing in common: they feel ashamed to admit they don't know.

Jillian's first priority is to dismantle that shame. With a calm, judgment-free presence, she creates a space where clients feel safe enough to finally ask the questions they've been sitting with for years. What tends to surface from those conversations is a business owner who is far more capable than she ever gave herself credit for — she just needed someone to show her where to look.

"Many of my clients come to me feeling stuck, confused, or ashamed about their money — often after years of avoidance," says Jillian. "My role is to create a space where financial clarity feels accessible, not overwhelming. Once they actually see what's happening in their business, they realize the numbers aren't the enemy. They're the roadmap."

Where Accounting Meets Coaching: A Rare and Powerful Bridge

What sets Jillian apart from traditional accountants and financial advisors isn't just her credentials — it's the rare combination of disciplines she brings to the table. On one side is the structural rigor of accounting: systems, reports, and numbers that tell the true story of a business. On the other is the heart of coaching: the mindset work, the strategic thinking, and the deep listening that turn information into lasting action.

Her clients don't just receive a financial report — they receive an education. They learn to read their numbers, understand what those numbers are actually telling them, and build ongoing systems that keep them informed and in control long after the engagement ends. The outcome isn't just cleaner books. It's a business owner who walks into every financial decision with her eyes wide open.

"I do more than prepare numbers," Jillian explains. "I help women entrepreneurs understand their money, lead with confidence, and build profitable businesses with clarity and intention. There's a real gap between financial strategy and plain-language simplicity — and that's exactly where I work."

"Revenue tells you how busy you are. Profit tells you how sustainable you are. I want my clients building businesses that provide for them — not just businesses that look good on paper."—
Jillian Verdun

International Best-Selling Author and Sought-After Speaker

Jillian's reach extends well beyond one-on-one client work. As an International Best-Selling Author, she has brought her [financial clarity message](#) to a wider audience through writing that mirrors the same practical, straight-forward frameworks she uses in her coaching practice. Her core belief — that financial literacy is not a luxury for a select few but a skill every entrepreneur deserves to develop — runs through every page.

On stage, Jillian brings that same combination of warmth and authority. Whether she is keynoting an entrepreneurship conference, joining a women's business summit panel, or leading an intimate workshop, her message consistently lands: financial confidence is a skill, not a personality trait. It can be learned. It can be built. And when it is, it changes everything about how a woman leads her business.

Building Real Profit — Not Just Revenue

One of the most important distinctions Jillian makes with her clients is the difference between revenue and actual profit. In a culture that celebrates six- and seven-figure revenue milestones, she redirects the conversation to what truly matters: what remains after the expenses, what the owner is actually taking home, and whether the business is genuinely sustainable — or just busy.

Jillian helps clients identify the financial leaks, build systems around true profitability, and — critically — pay themselves a consistent, meaningful income. For many women she works with, it is the first time they have structured their business in a way that actually prioritizes their own financial wellbeing. The shift that follows is not just financial. It is personal.

"I want my clients to build businesses that not only serve their customers and support their team — but that genuinely provide for them and their families," she says. "That starts with knowing exactly what's happening with your money, and having the systems in place to make sure it's working for you."

Working with Jillian

Through JMV Financial Services, Jillian offers coaching, mentorship, and financial education for entrepreneurs who are ready to take real ownership of their numbers. Her work is designed for business owners at every stage — whether someone is confronting their finances for the very first time or is an established entrepreneur looking to optimize operations, scale strategically, and protect what they have built.

What sets the experience apart is the lasting shift in perspective her clients walk away with. The goal was never just better bookkeeping. It was a business owner who no longer dreads opening her financial reports — one who reads them with curiosity, acts on what she finds, and makes decisions from a place of knowledge rather than avoidance.

Entrepreneurs ready to take the next step can connect with Jillian through the links below.

About Jillian Verdun & JMV Financial Services

Jillian Verdun is an Accountant, Financial Mentor, Speaker, and International Best-Selling Author dedicated to helping entrepreneurs simplify their finances, stop avoiding their numbers, and confidently manage their money. As the founder of JMV Financial Services, she guides business owners through the process of breaking free from financial overwhelm, paying themselves what they are worth, and creating lasting financial stability. Jillian blends the structure of accounting with the heart of coaching — transforming financial chaos into clarity for women entrepreneurs across the country.

Connect with Jillian:

Website: www.jmvfinancialservices.com

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Instagram: <https://www.instagram.com/jmvfinancialsrv/>

LinkedIn: <https://www.linkedin.com/in/jillianverdun/>

Twitter/X: <https://x.com/JMVFinancialSrv>

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