

# Justin Forsett

## CEO & Co-Founder of Hustle Clean, NFL Pro Bowl Running Back

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### Topics

- Entrepreneur
- Inspiration / Achievement
- Leadership
- Motivation
- Overcoming Adversity
- Religion
- Sales
- Sports Related

### About Justin Forsett

Justin's personal journey is one of the best stories in the NFL.

Justin has a genuine desire to positively impact others with his message of perseverance through life's disappointments. His witty and down-to-earth personality engages audiences from corporate environments to youth groups as he shares his inspirational journey of hope, focus, determination, and the importance of legacy.

He played 9 years in the NFL with the Seattle Seahawks, Indianapolis Colts, Houston Texans, Jacksonville Jaguars, Baltimore Ravens, Detroit Lions, and Denver Broncos. His best season came in 2014 as a member of the Baltimore Ravens when he was selected to the Pro Bowl.

Now Forsett is an entrepreneur and the founder / CEO of Hustle Clean, a mission-driven, black-owned business committed to empowering the pursuit of greatness. Hustle Clean's Personal Protective Hygiene™ novel body wipes - proven to kill 99.9% of germs - are in over 6,000 stores nationwide including Target, Pharmaca and over 4,100 Walmart stores. They have been featured on Shark Tank, Fox, CBS, NBC and Cheddar. The company's mission is to inspire and empower people to live their best lives, believing that the cornerstone of this mission includes their commitment to give back. Hustle Clean has been on the ground to offer needed help during the crisis at Flint Michigan, Hurricane Harvey (Texas) and Puerto Rico for Hurricane Maria.

He is an expert on leadership, resilience, overcoming adversity, & perseverance.

### Select Keynotes

#### • Greatness Grows Best in The Shadows

You've heard the expression, "It's not how many times you get knocked down that count; it's how many times you get back up." Now imagine getting "knocked down," or in this case, fired, eight times in nine years...AND STILL coming out on the VERY TOP of your game. Justin Forsett is a product of persistence.

"Undersized and overmatched," Justin went from poverty to peak performance through hard work, grit, perseverance and hope.

In his riveting presentation, you'll learn the tools you need to not only overcome just about any obstacle, but also thrive through it and come out a winner.

#### • The Underdog Hustle to Entrepreneurial Success

*How one NFL Pro-Bowl player went from inventing a product in a locker room to serving people in the community, and how a simple body wipe became a brand on a mission.*

"Good things come to those who wait, but only the things left over by those who **hustle**." – Abraham Lincoln

Justin Forsett's journey to successful entrepreneur reads like a movie script, complete with the charismatic leader forging a career after nine years as a professional NFL player.

Justin always viewed himself as an underdog. As a seventh-round pick in the 2008 NFL Draft, the 5-8, 195 pound-running back was working out



multiple times a day just to be able to sustain his career.

With so many periods of the day allotted to training, he didn't always have time to shower before team meetings. Just as Gatorade helps with hydration and Muscle Milk helps with recovery, he sought something that would quickly treat hygiene.

*"I wanted to come up with a solution," said Forsett, the CEO and founder of Hustle Clean. "There was nothing in the personal care industry that speaks to the athlete."*

Justin Forsett's journey to successful entrepreneur reads like a movie script, complete with the charismatic leader forging a career after nine years as a professional NFL player. While still playing with the Seattle Seahawks, he conceptualized a body wipe - a disposable, anti-bacterial wash cloth that removed sweat and body odor.

He then commercially marketed it in 2014. Since the company landed on Shark Tank in 2018, Hustle Clean has been featured on Fox, CBS, ESPN, NBC and Cheddar. Products are now carried in over 6,000 stores nationwide including Target and over 4,100 Walmart stores.

Justin inspires the resilient and relentless to keep grinding. The thick skin he developed playing football has helped prepare him to enter a world where just 1% of venture-funded startup founders are Black.

## SELECT TAKEAWAYS

- Set yourself up for success. Investing in your dream starts with investing in yourself.
- Bet on yourself. Develop a lifelong determination to achieve, lead and continue in trying times.
- Surround yourself with the right people and unleash the full potential of your greatest resource: relationships.
- Invest in "social capital". Be kind to people, find ways to serve others and make others better around you.
- When the going gets tough, the tough keep hustling. You simply can't take 'no' for an answer.
- Focus on leaving a legacy, invest in things that matter, and set bigger goals ie: building generational wealth and closing racial wealth gaps.

CUSTOMIZED TO THESE THEMES\*: Leadership, Inspiration, Motivation, Diversity, Entrepreneurship, Teamwork, Resiliency, Goal Setting, Sports, Success, Breakthrough

## Select Articles

- [Former NFL Player Justin Forsett On His Hustle To Entrepreneurial Success After Football](#)

Justin Forsett credits his time in the NFL to helping prepare him for the entrepreneurial world. Justin Forsett, football player-turned-entrepreneur, knows what it feels like to have the odds stacked against him, from last-minute rejections during his college recruiting days to trying to find his fit with seven different teams since being selected in the seventh round of the 2008 NFL draft.

- [Former NFL Player Justin Forsett Tackling the Business World](#)

NFL Entrepreneur Justin Forsett joins Cheddar to discuss his product called ShowerPill, what lessons he took from the football field to the stage on Shark Tank, and advice for future entrepreneurs.

- [Side Hustle - Justin Forsett profile piece on CBS Sports with GoDaddy.](#)

May 1, 2019 Justin Forsett retired from the NFL in 2017, but his competitiveness and desire to be successful lives on through his entrepreneurial spirit. Shower Pill is Forsett's life after football, his Side Hustle presented by GoDaddy.

- [Justin Forsett's ShowerPill on ABC's Good Morning America! Apr 2018](#)

Checkout ShowerPill featured on Good Morning America with Tory Johnson. Smell as fresh as Michael Strahan with ShowerPill Body Wipes!

- [Justin Forsett interviewed on Yahoo! Finance](#)

Former NFL player on creating a new type of body wipe Dec 2018

## Select Testimonials

"WOW. WOW. WOW. I cannot begin to speak highly enough of Justin. What an incredible beacon of light! He inspired so many lives today."

— Ashley Hickson, Mutual of Omaha Insurance Company

"You'll learn he's a passionate, committed man, and I believe he'll continue to change the world through his influence, through his faith in God and through his wisdom that he applies both on and off the field."

— *LECRAE Hip-hop artist*

"I've been an event photographer and media specialist for over 30 years and have been to literally 100+ keynote sessions in my professional capacity; Mr. Forsett's was among the most powerful, enjoyable, and relatable I've ever attended— he was FANTASTIC! Much of what he shared will stay with me – 'if you're too big to serve, you're too small to lead.'"

— *Patrick Morris Manager, TASB Communications Media Services*