

100 Word Bio

Speaker and author Liz Goodgold is a fiery redhead with over 25 years of experience in marketing and branding. She is the author of *RED FIRE BRANDING: Create a Hot Personal Brand and Have Customers for Life* and *DUH! Marketing*.

Liz has worked for such major clients as Quaker Oats, Times Mirror, and Arco Oil as well as with small business owners and start-ups. Her specialized, one-on-one branding and coaching programs spark new ideas that deliver sure-fire results.

An often quoted expert, Liz has appeared in over 500 media outlets including ABC, NBC, CBS, PBS, CNBC, CNN, *The Wall Street Journal*, and *The New York Times*.

50 word Bio

Branding speaker and expert Liz Goodgold has over 25 years of experience working for huge clients as well as small business owners and start-ups. Her specialized, one-on-one branding and coaching programs spark new ideas that deliver sure-fire results. Her second book *RED FIRE BRANDING* will be published in September 2009.

For Blogs:

Branding speaker and expert Liz Goodgold has over 25 years of experience working for clients such as Quaker Oats, Times Mirror, and Arco Oil as well as with small business owners and start-up. Her specialized, one-on-one branding and coaching programs spark new ideas that deliver sure-fire results. To find out how Liz can help you, contact her at liz@redfirebranding.com

Liz is also the author of [*RED FIRE BRANDING: Create a Hot Personal Brand and Have Customers for Life*](#) and [*DUH! Marketing*](#).