Liz Goodgold

BRANDING EXPERT
RED-HOT RESULTS THAT GROW MINDSHARE AND MARKET SHARE

Liz Goodgold works with entrepreneurs and corporations to brand better and speak "gooder." Through consulting, coaching, training, and motivational speaking, she shares specific strategies on how to brand out, stand out, and cash in on your brand.

SPECIFICS ARE TERRIFIC!

Using her blue-chip background at Quaker Oats, Times Mirror, Arco Oil, and Macmillan Publishing, this fiery redhead creates compelling strategies, repositioning ideas, and new product launches to make money faster. And, she isn't afraid to challenge sacred assumptions to reach "aha" conclusions.

CREATES KILLER-GOOD NAMES AND TAGLINES
With a quick turn of a phrase, this "word girl" has created:

silenor
doxepin tablets

TransForce Health
Transforming the Face of HealthCare

singing gardens

PROMISES 2 KIDS

New Newtrition
FEED THE BODY. NOURISH THE SPIRIT.

ModMansions

PHI BETA KAPITAL
Your Goals. Your Path. Our Guidance.

AUTHOR AND CONTRIBUTOR WHO BREATHES BRANDING NON-STOP

Liz is the author of 3 books: How to Speak Gooder, Red Fire Branding, and DUH! Marketing.

Liz is also a contributor to 5 other books including the latest revision of Small Business Marketing for Dummies. She was the branding columnist for Entrepreneur magazine reaching over 1.1 million readers each month.

WIDELY QUOTED EXPERT CONSTANTLY ANALYZING TRENDS

Always ready with a sexy soundbite, Liz provides quips and quotes for a plethora of media channels.

Branding is for the bold; it takes courage, chutzpah, and cajones!

TURNING HO-HUM SPEECHES INTO GUNG-HO PRESENTATIONS! NON-STOP

Recognizing our digitally distracted world, Liz's talks and trainings are a sizzling combo of learning and laughing. Role play and interactive exercises are her best friends to ensure her message stays long after she has left the building.

She custom-creates workshops and trainings for Abbott Labs, Pfizer, Warner Bros, Edward Jones, and hundreds of other organizations. From Beijing to Boston, this firebrand brings down the house!

Ready for a firebrand? Contact Liz *today!*

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CONNECT WITH her on: FACEBOOK | TWITTER | LINKEDIN | YOUTUBE