

Say “Goodbye” to HO-HUM Speakers and “Hello” to a **GUNG-HO** Speaker

If you’re ready for a speaker to fire up your audience
with practical and tactical ideas on branding,
you’ve got to hire Liz Goodgold!

REDfire BRANDING

Ignite Your Brand & Fire Up Your Business Today!

The Need for Branding is Now!

We are drowning in a sea of similarity; competition is everywhere. The only way to stand out is to brand out. Branding is your secret weapon to growing your business and closing the business.

Liz’s sessions on branding are perfect for:

- Entrepreneurs
- Women’s groups
- Associations
- Sales representatives
- And professionals where the personal brand is of paramount importance



“Liz is entertaining and informative—full of powerful ideas you can use to create a killer brand.”
Brian Tracy, International author & speaker on sales & success

TOP 10 REASONS TO HIRE LIZ

- » **Big Brand Stellar Success**
- » **Interactive Hands-on Dialogue with Participants**
- » **Practical Ideas that Can Be Implemented Immediately**
- » **Ability to Translate Big Ideas for Small Business**
- » **Relevant, Amazing Stories**
- » **Media Expert with Over 500 Appearances**
- » **Impeccable Writing and Speaking Credentials**
- » **Customized With Examples Directly From Your Audience!**
- » **Up-To-The-Minute Lessons from Today's Headlines**
- » **Motivating and Awe Inspiring**

CORPORATE KEYNOTES

All programs are customized and can also be delivered as a breakout session, full-day seminar, or week-long training:

The 6 Secrets to Branding a Service Business for Success! Created specifically for service professionals who feel as if they are selling "air," this talk translates the intangible into the tangible for greater impact, sales, and results. Ideal for accountants, health practitioners, and consultants.

Employee Branding: The 7 Secrets to Attracting and Engaging Employees to Increase Your Bottom Line! Come discover the branding secrets that will lower employee turnover, kindle employee morale, and have a direct positive impact on your bottom line. Ideal for Human Resource Professionals and corporate marketing executives.

Creating a Hot Personal Brand So that Customers and Clients Choose You! Light the fire under your brand with this dynamic personal branding speech that gets you the results, rewards, and recognition you deserve. Ideal for real estate agents, insurance agents, entrepreneurs, and creative artists.

Winning Customer Loyalty: How to Create the Brand Experience To Keep Customers for Life! Liz unveils the secrets to creating a deep, emotional connection throughout every customer touch point using your senses, voice, greetings, and interactions. Ideal for retailers and restaurants.

Launching a New Brand with Explosive Results! Liz shares the steps to follow and the pitfalls to avoid in choosing a name, creating a tagline, understanding the fundamentals of intellectual property, and sending up a flare! Ideal for consumer product companies, high-tech professionals, and entrepreneurs.

***Bonus** One lucky participant will be selected for a live, interactive coaching session in which Liz brainstorms winning brand strategy with the group.



Ready for a
FIRECRACKER
talk on branding?
Call Liz today!
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