

# Liz Goodgold

PROFESSIONAL SPEAKER

LIZ GOODGOLD

BRANDING & MARKETING EXPERT • SPEAKER • AUTHOR

- When the *Wall Street Journal*, *New York Times*, *Los Angeles Times*, and *Business 2.0* look for an expert on branding, where do they turn?
- When respected trade journals such as *Brandweek*, *Brand Marketing*, *Sales & Marketing*, and *Marketing News* need insights into naming trends, what do they do?
- When CNN, ABC, CBS, and NBC search for examples of marketing magic and fatal errors, whom do they call?

THEY ALL CALL LIZ GOODGOLD!

## LAUGHING WHILE YOU LEARN

As an entertaining and engaging speaker, Liz has been called the "Jerry Seinfeld of marketing" for her uncanny ability to find humor in everyday communication. Without using PowerPoint, she translates abstract marketing ideas into easy-to-understand applications through the use of real-world examples and personal stories.

## PRESENTATIONS THAT DELIVER RESULTS

- You want to increase sales . . . Liz delivers proven tools and techniques.
- You need to harness the power of branding . . . Liz presents tactical and practical ideas.
- You want to launch a new service . . . Liz builds mindshare that translates into market share.

## STRATEGIES TODAY YOU CAN IMPLEMENT TOMORROW

Liz customizes her presentations by weaving in positive examples directly from your ranks. These interactive sessions create a "wow" effect: her messages linger long after she has left the stage. Enthusiastic and motivated, your audience walks away today with ideas that can be implemented tomorrow.

## RESPECTED CONSULTANT WITH MARKET-TESTED IDEAS

As CEO of The Nuancing® Group, a brand consulting firm that helps both consumer and business to business companies understand the nuances of naming and branding, Liz brings market-tested examples and ideas to her audience. Consumer and business companies such as Quaker Oats, Times Mirror, Sharp HealthCare, ProFlowers, and MusicMatch count on her to help them stand out from the sea of similarity.

For two years, this marketer was the branding columnist for *Entrepreneur* magazine, and is now a contributing editor.

## CREATOR OF THE DUH! MARKETING™ AWARDS

Liz is the creator and author of the wildly popular *Duh! Marketing Awards*. Each month, she highlights a major snafu and shares her insight on the valuable lesson to be learned. She then counterpoints with a "how-to-do-it right" marketing effort that earns praise and a Ta Da! Award.

These hysterical examples provide ample fodder for the thousands who have heard her speak or have read her book, *Duh! Marketing: 99 Monstrous Missteps You Can Use to Learn, Laugh, and Grow Your Business*.

### BOOK LIZ!

3755 Carmel View  
Suite 2

San Diego, CA 92130

866.ORDER.DUH

(866.673.3738)

[liz@duhmarketing.com](mailto:liz@duhmarketing.com)

[www.duhmarketing.com](http://www.duhmarketing.com)



# Liz Goodgold

PROFESSIONAL SPEAKER

## LIZ GOODGOLD

BRANDING & MARKETING EXPERT • SPEAKER • AUTHOR

- When the *Wall Street Journal*, *New York Times*, *Los Angeles Times*, and *Business 2.0* look for an expert on branding, where do they turn?
- When respected trade journals such as *Brandweek*, *Brand Marketing*, *Sales & Marketing*, and *Marketing News* need insights into naming trends, what do they do?
- When CNN, ABC, CBS, and NBC search for examples of marketing magic and fatal errors, whom do they call?

THEY ALL CALL LIZ GOODGOLD!

### LAUGHING WHILE YOU LEARN

As an entertaining and engaging speaker, Liz has been called the "Jerry Seinfeld of marketing" for her uncanny ability to find humor in everyday communication. Without using PowerPoint, she translates abstract marketing ideas into easy-to-understand applications through the use of real-world examples and personal stories.

### PRESENTATIONS THAT DELIVER RESULTS

- You want to increase sales . . . Liz delivers proven tools and techniques.
- You need to harness the power of branding . . . Liz presents tactical and practical ideas.
- You want to launch a new service . . . Liz builds mindshare that translates into market share.

### STRATEGIES TODAY YOU CAN IMPLEMENT TOMORROW

Liz customizes her presentations by weaving in positive examples directly from your ranks. These interactive sessions create a "wow" effect: her messages linger long after she has left the stage. Enthusiastic and motivated, your audience walks away today with ideas that can be implemented *tomorrow*.

### RESPECTED CONSULTANT WITH MARKET-TESTED IDEAS

As CEO of The Nuancing® Group, a brand consulting firm that helps both consumer and business to business companies understand the nuances of naming and branding, Liz brings market-tested examples and ideas to her audience. Consumer and business companies such as Quaker Oats, Times Mirror, Sharp HealthCare, ProFlowers, and MusicMatch count on her to help them stand out from the sea of similarity.

For two years, this marketer was the branding columnist for *Entrepreneur* magazine, and is now a contributing editor.

### CREATOR OF THE DUH! MARKETING™ AWARDS

Liz is the creator and author of the wildly popular *Duh! Marketing Awards*. Each month, she highlights a major snafu and shares her insight on the valuable lesson to be learned. She then counterpoints with a "how-to-do-it right" marketing effort that earns praise and a Ta Da! Award.

These hysterical examples provide ample fodder for the thousands who have heard her speak or have read her book, *Duh! Marketing: 99 Monstrous Missteps You Can Use to Learn, Laugh, and Grow Your Business*.

