



LIZ GOODGOLD

TESTIMONIALS

With over 500 appearances, interviews and columns on Branding and Brand Management, Liz has developed a wide fan base (to say the least).

Instead of the general quotes taken out of context, we have compiled some of the best quotes here, complete with who said it, why it should matter, and what company they represent.

"Liz is entertaining and informative, full of powerful ideas you can use to create a killer brand."

Brian Tracy, Author of *The Psychology of Selling* and *GOALS!*

"Our members felt that it was the best webinar ever!"

Dr. Drax, American Disc Jockey Association

"You were a true dynamo!"

Alicia Ashley, Author of *The Awakening Book: 7 Steps to Unlock the Secret Behind the Law of Attraction*

"Liz Goodgold sure knows the nuances of language, especially the language of marketing."

Richard Lederer, Author of 21 books including *Anguished English*, *Word Circus*, and *Presidential Trivia*

"What a pleasure it was to see you speak today! You are a very entertaining and educational speaker . . ."

Catherine Seda, Author of *Search Engine Advertising: Buying Your Way to The Top To Increase Sales*

"You did more for me in 2 days than speakers have done for me in two years."

Kelly Swanson, Professional Speaker

"I personally have experienced a dramatic increase in turning e-mail inquiries into signed contracts thanks to you!"

Michael Peoples, Mr. Tunes

"Liz Goodgold is brilliant, bold, hilarious, inspiring, full of practical ideas you can use to find success immediately... and an unstoppable miraculous force of nature you simply have to see to believe."

Michelle Hillman, Oracle

"Liz's presentations display her uncanny ability to think like the customer."

Diane Gage, Kaiser Permanente

"Liz is a wonderful speaker who presents valuable information in an entertaining, attention-getting manner. She knows her stuff and is able to get it across to a broad audience. I always come away from her presentations with insights and/or tools to use."

Peter James MacCracken, Principal, Strategic Communications

"Your personal touch is top notch, considering you took the time to meet and find out about everyone in the room and to top it off, you know your stuff!"

Carla Neal, Entrepreneur

"I loved your presentation....thank you for sharing your time and talents!"

Ursula Mentjes, Author of *Selling With Intention*

"Liz Goodgold has amassed an entertaining collection of real learning moments" that will help you build a better company."

Garry Ridge, President and CEO, WD-40

"Your talk was informative and humorous— a great combination!"

Vicki Redoble, FlashPops

"Many big mahalos to you for a fantastic presentation."

Leo Ardine, President and CEO, United Teletech Financial

"Every time I see people that participated in the symposium, they rave about how wonderful, simple, concise, entertaining and dynamic your presentation was. What I am most impressed by is that ALL participants have implemented the ideas that you have stated. This is what I call a result-driven presentation."

Norma Andrade, National Latina Business Women's Association

"Why waste time barking up the wrong tree when you have Liz Goodgold to point you in the right direction? The insight, clarity and focus that comes from listening to Liz's incredible wisdom will save you time, money and endless hours of frustration. It certainly worked for me!"

Colette Carlson, Communication Expert, Motivational Speaker and teach in *Pass It On*

"It was a pleasure to watch your presentation! What you had to say rings true and had me laughing out loud, literally."

Sharon Zwaagstra, The Print Experience

"You're one of the best speakers we've had ..."

Rémy Chaussé, Top Producer and Customer Service Award Winner
Regency Real Estate Brokers, Inc.

"I am loving your CD!"

Eric Lenning, Gelcomm

"Liz Goodgold was good before, now she is awesome! She balances laughter with good business sense."

Sheila McDonnell, Founder, Women In Business Symposium

"Your book *"DUH! Marketing"* and your CD, *"DUH! Branding"* are fabulous!!!!"

Zanya Biviano, Grief Support Kit

"You present with such a sparkle, humor, and dynamic energy."

Adrian S. Windsor, Ph.D, *Inside Edge*

"Liz Goodgold is brilliant, bold, hilarious, inspiring, full of practical ideas you can use to find success immediately... and an unstoppable miraculous force of nature you simply have to see to believe."

Michelle Hillman, Oracle

"The women are still abuzz about your presentation"

Gary L. Powers, President and CEO
Dahlonga-Lumpkin Country Chamber of Commerce and Visitors Center