



Liz Goodgold
International Branding Coach,
Author & Speaker



How To Make A Killer-Good First Impression

6 Strategies for Earning Flawless Recall

First impressions reside at the intersection of personal branding, networking, and executive presence. It's the powerhouse combination that determines whether you land your next job, make a new connection, or get tapped for a promotion.

Key Takeaways from This Program

In her trademarked fashion of fun mixed with rapid-fire information, Liz Goodgold unveils the surprising strategies that really work! Join her as she shares how to:

1. Establish a presence so that you immediately “own” the room
2. Keep a “quip in your hip” so that you always have something to say...and avoid those awkward moments in the hallway or at networking events.
3. Project a consistent visual brand that lets client and colleagues recognize you in an instant
4. Utilize all of your senses to create “flawless recall”
5. Read and mirror body language so you know if they're turning in or tuning out to your messages.
6. Master your 7-second hook so that you easily and quickly introduce yourself to others.

How to Make a First Impression

RedFire Branding