

Verbal introduction for Liz Goodgold

Today we have with us Liz Goodgold, a small business owner, motivational speaker, author, and branding guru who knows first-hand what it takes to create a brand strategy that sizzles.

You have seen Liz Goodgold, this fiery redhead, on every major news channel including CNN, NBC, ABC, CBS, PBS, and CNBC. She has also appeared on over 500 radio stations and is a frequent contributor to the media.

Liz has worked for HUGE companies such as Quaker Oats, Arco Oil, Sharp HealthCare, Times Mirror, Univision, and ProFlowers.com., but her passion lies in helping small business grow their business by building their brand.

Liz is the author of *RED FIRE BRANDING: Creating a Hot Personal Brand to Have Customers for Life!* and *DUH! Marketing: 99 Monstrous Missteps You Can Use to Learn, Laugh, and Grow Your Business.*

Let's welcome Liz as she shares with you all of the secrets you need to know to fire start your brand.