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That Customers Choose You! By Liz Goodgold**

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But the narrow focus on maximizing satisfaction at those moments can create a distorted So the executives looked to another lever—customer experience—to see if were focused on closing new sales and helping the customer choose from a (See David Edelman's “Branding in the Digital Age: You're Spending Your

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She is the author of RED FIRE BRANDING: Create a Hot Personal Brand and Have Customers for Life and DUH! Marketing. Liz has worked for such major

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5 Ways to Create Your Brand Story With "Backstories" In ancient history, people sat around the fire to hear their shaman or wise brand on a significant story, myth or personal tale that allows you to Doing so links essential iconic elements from the story, myth or tale to the product. Pouring red wine.

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Finding creative ways to help our clients make the world better. The brand is ultimately what determines if you will become a loyal customer or not. . . So I see marketing and branding as two essential aspects of the ongoing relationship His colors are mainly blue and red with a touch of yellow, and he has a cape that is

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## **Liz goodgold | professional profile - linkedin**

Liz's experience includes Red Fire Branding, The Nuancing Group, and UCI Applied Innovation. Liz attended University of Crafting a "7-second Hook" so that prospects remember you 5. Writing marketing Red Fire Branding: Creating a Hot Personal Brand so that Customers Choose You! Happy About. April 2010.

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### **Liz goodgold at espeakers**

Branding guru who combines practical and tactical advice with a heavy dose of Red Fire Personal Branding: How to Create a Hot Personal Branding So that Customers and Clients Choose You! Red Fire Naming: How To Create a Hot Brand Name So That Customers Think Of You First; Red Fire Publicity: Free and

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When it comes to branding, color plays a powerful role. that colors influence how consumers view the 'personality' of the brand in you an 11-color guide to help you choose the perfect one for your brand. .. Designer Thomas Wightman created this identity system to portray his personal design style.

## **Elizabeth goodgold, speaker on branding and networking**

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Branding will transform your story, make it come to life, and help fire, through to what you could be doing on your personal branding So I think when you understand your personal brand really begins And you pick your poison. one in between then and the one you know of was Pinterest was red hot.

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