

# ELIZABETH BARRY

STRATEGIC MARKETING CONSULTANT

What's your story?



A woman with dark hair, wearing a white blazer over a dark top, is smiling and looking down at her hands, which are clasped together. The background is dark and out of focus.

## MEET EB

Elizabeth Barry, affectionately known as EB, is described as "a force of nature". Having launched hundreds of brands and worked with leaders from across the U.S., her consulting programs attract passionate professionals with the desire to hone their communication skills and build engaging brand stories. And she does it all with a skip in her step and a breathe of fresh air.

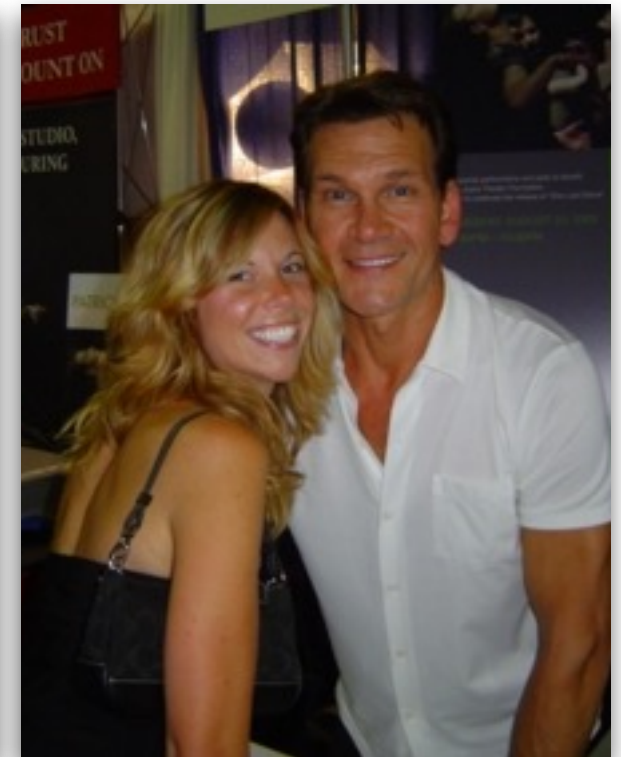
# HISTORY: 10 years of Marketing, Branding & Publicity

## '16: EB & A Becomes Elizabeth Barry

Elizabeth Barry launched her agency as the first strategic marketing firm for dance in 2006. With it came the first dance email magazine reaching over 20,000 global subscribers. She became a publicist for Broadway celebrities and she soon found herself on red carpets in NYC and LA.

She's a powerhouse at marketing brands and people, launching campaigns and fixing business obstacles that are often embarrassing for most (brand therapy). Over time, she grew her company from artists into a vast sea of wellness enthusiasts, c-suite level entrepreneurs, national non-profits, high profile personalities, organizations and national companies.

In 2016, she reinvents her agency to focus on brand coaching and consultation, combining her years of experience creating powerful connections and stories with the needs of today's top companies and leaders.





A person is shown from the chest down, sitting in a meditative pose (Padmasana) on a light-colored surface. They are wearing a dark, sleeveless top. Their hands are resting on their knees with palms facing up. The background is dark and out of focus. Overlaid on the center of the image is a quote in white, bold, sans-serif capital letters.

THE ACTIVITY YOU'RE MOST AVOIDING CONTAINS THE GREATEST OPPORTUNITY.  
**-ROBIN SHARMA**



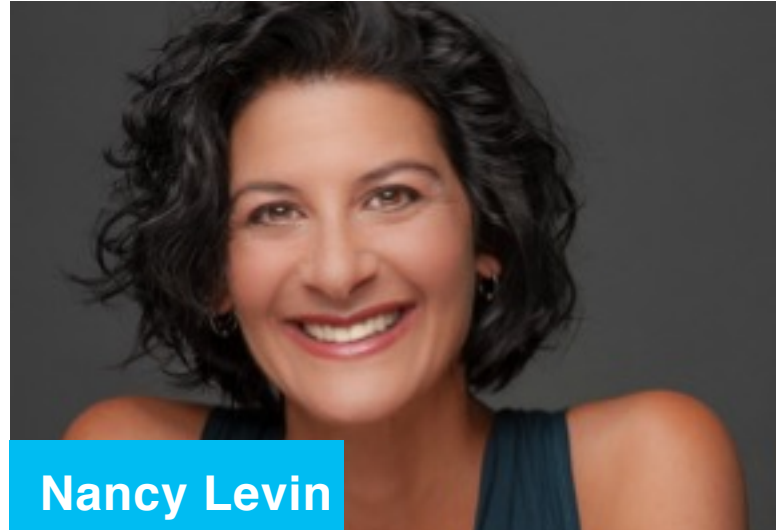
# EB'S TRIBE



**Gary Bishop**

"In the business world, where we are often exposed and alone, it has become increasingly important to surround yourself with the right expertise. Elizabeth is someone you want in your corner. Period."

Gary Bishop, Personal Development Coach, Mentor, Author



**Nancy Levin**

"Elizabeth's ability to market and curate events, people and brands is extremely powerful. The way she evokes attention and excitement, especially in women, is extraordinary. She truly has a gift of empowerment that must be shared with the world. All who benefit will carry a piece of her spirit on their journey."

*Nancy Levin, Author, Speaker, Certified Integrative Coach*



**John Bates**

"Elizabeth Barry is a go getter, trendsetter, brilliant, kind, committed, lovely woman who accomplishes what she sets out to do with grace and style. I've worked with her in the deep trenches of TEDx and know her as a friend. She is a woman of great ability and integrity and if she is on your team you will be blessed beyond measure by her ability and drive."

John Bates, CEO and Founder of Executive Speaking Success



“  
She is the master at giving  
direction on how to be clear and  
effective with your business message  
while making sure to respect  
and thoroughly understand your  
vision. She gets real with you and  
goes above and beyond with her  
stellar customer service and  
exceptional work ethic. I highly  
recommend her if you are looking to  
create immediate growth.

Jennifer Daure, TV host, Executive  
Coach

”





“

**She was great at complimenting my  
professional weaknesses.  
She held me accountable.**

**EB made sure that I knew that she  
cared about me as a person first and  
foremost. I highly recommend her to  
anyone who is looking to take their  
business skills to the next level."**

**Yahya Bakkar, Author,  
Motivational Speaker**

”





# IN THE WORDS OF MIKE MICHALOWICZ

Mike is a celebrated Author, Speaker and World-Renowned Entrepreneur





# BRANDING BRILLIANT WOMEN

Elizabeth has consulted hundreds of leading women from CEO roles to enterprise-level entrepreneurs. She's noted as one of the most empowering coaches for female reinvention.



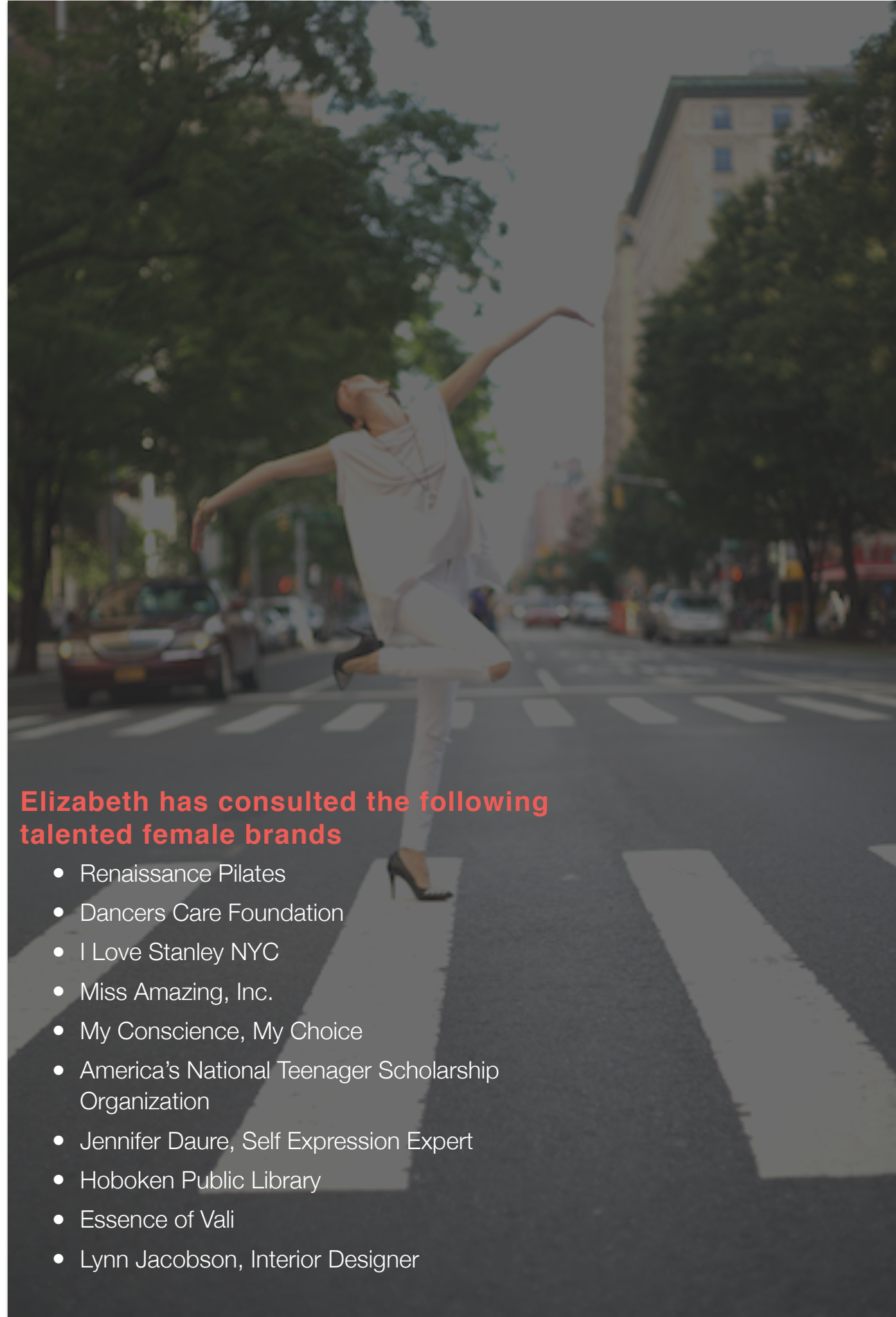
## “Elizabeth was a driving force

to help launch the Xtend Barre brand and separate us from the rest. Her diligence and passion for my business shined through in every project. It was wonderful to work with such a talented and motivated woman!" *Andrea Rogers, Xtend Barre founder*

*4 year working relationship*

### Elizabeth has consulted the following talented female brands

- Renaissance Pilates
- Dancers Care Foundation
- I Love Stanley NYC
- Miss Amazing, Inc.
- My Conscience, My Choice
- America's National Teenager Scholarship Organization
- Jennifer Daure, Self Expression Expert
- Hoboken Public Library
- Essence of Vali
- Lynn Jacobson, Interior Designer



# BRANDING BRILLIANT MEN

EB is a wise choice as a marketing consultant for men. She's branded men like Frank Marciano, Lawyer, financial clients, and organizations such as The Hoboken Chamber of Commerce. In fact, most of her clients are MEN.

"It's rare these days to meet someone like Elizabeth. I have been working in corporate sales and marketing for nearly 25 years. Elizabeth has a natural combination of relationship building, insight and perseverance while remaining grounded. Whether it's working together on designing a business solution, or having an intellectual conversation, Elizabeth is someone I always look forward to working and speaking with."

*Todd Sawyer, Mindray*





**A MAJORITY OF  
ORGANIZATIONS  
HAVE TROUBLE  
MARKETING  
THEMSELVES**

**(YOU'RE NOT ALONE)**

# ELIZABETH IS A MASTERMIND AT MARKETING

## Close Your Eyes, Smile and Get Ready to:

- Clarify the core of your message
- Feel confident and aligned in your business decisions
- Discover your inner power to bring new ideas to life
- Emotionally connect to what you're putting out there
- Get an effective, objective view about your marketing
- Learn to power-up your elevator pitch and own it
- Create ways to launch authentic, profitable campaigns
- Develop ways to encourage positive word of mouth
- Find balance in your work and life



# AFTER YOUR 1ST SESSION, YOU'RE HOOKED

Get ready to focus and become crystal clear on what you deserve and what you're willing to work for. Your challenges transform into opportunities and feelings of doubt and frustration will be replaced with confidence.

## **EB's Business Leadership Programs Include:**

**Brand Identity, Development**

**Brand Extension into New  
Categories**

**Launching a Business**

**Rebranding**

**Brand Storytelling, Campaigns**

**Personal Branding**

**Sales Tactics**

**Lead Generation**

**Public Speaking**

**Publicity Ideas**

**Social Media Content  
Development**

**Campaign Development**

**Web Design & Development**

**Event Marketing, Promotion**





# SUCCESS STORIES

10 years. Many Toasts...



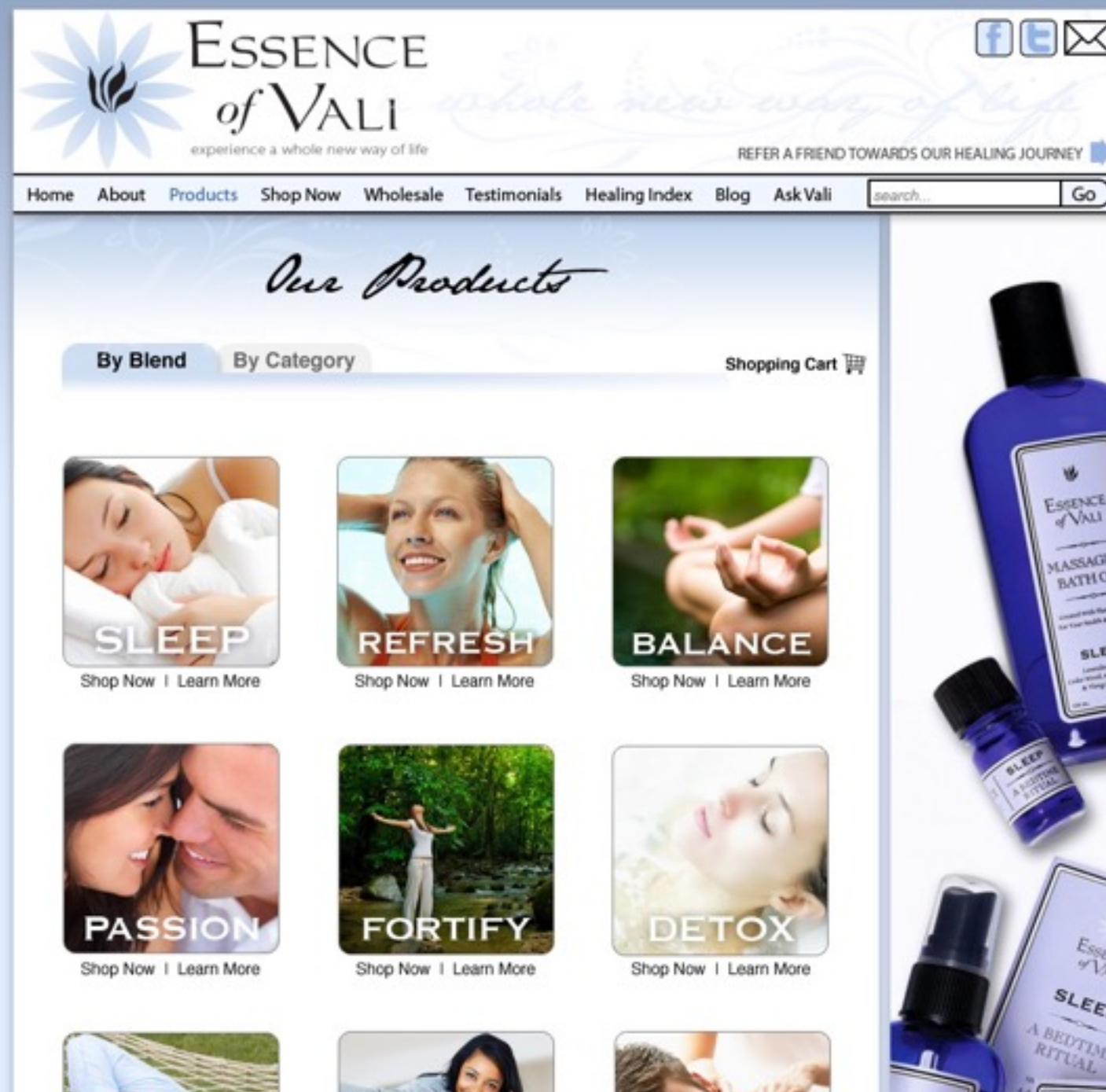


# ESSENCE OF VALI

## Website Redesign

EB has led this all natural aromatherapy company to rebrand its website twice, more than triple its holiday sales, create new ways to showcase products, introduce video and new revenue streams.

[EssenceofVali.com](http://EssenceofVali.com). 7 year working relationship. *\*Ask her about Aromatherapy with her coaching.*



# SEQUINS INTERNATIONAL

## The Power of Shine: Entering New Markets

EB was the queen of marketing sequins. Below, she covered fashion show chairs in her client's product as a publicity stunt. She also launched a first-ever direct-to-dance teacher sequins wholesale website and a wristband campaign raising over \$28,000 for cancer research.



*4 year working relationship and customers today still ask for the Power of SHINE wristband, nearly 8 years after its creation.*





# BOYS & GIRLS CLUBS MIDDLE TENNESSEE

## Digital Marketing Expertise

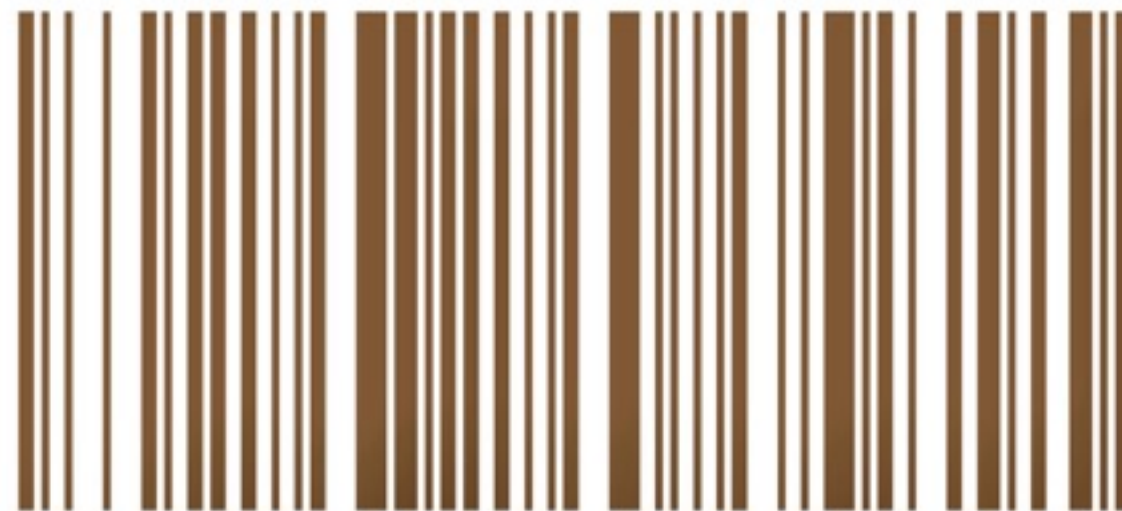


Elizabeth Barry's consultation resulted in an incredible new web presence, uplifted brand presentation, modern images, social interaction and video for the longest running Boys & Girls Club.

# MY CONSCIENCE MY CHOICE

## Business Launch

EB masterminded the launch of My Conscience, My Choice. She consulted founder, Dory, for 2 1/2 years through multi-platform design expertise- designing her logo & sub-logo, t-shirt ideas, website, copywriting, sponsorship, partnerships, brand identity, strategic plan and growth strategies. It's a bonus that EB is a huge fan of being conscious too! She believes in who she works with. [MYCONSCIENCEMYCHOICE.COM](http://MYCONSCIENCEMYCHOICE.COM).



I am aware.

# RENAISSANCE PILATES

## Business Expansion, Rebranding

Elizabeth Barry worked with Founder, Danielle, for 8 years. She designed three websites to match growing technology and brand needs, three new studios, new program offerings, the integration and addition of bodyART Americas and a multitude of annual events raising thousands of dollars for charity.

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

*8 year working relationship*





# ON A PERSONAL NOTE

## '16: EB & A Becomes Elizabeth Barry

Elizabeth Barry launched many firsts and continues to do so. From the first Hoboken Women in Business Council to curating more than 12 impressionable TEDx events, including her 2016 debut as curator of TEDxUpperWestSideWomen.

She's inspired by the great communicators of all time and believes that each new relationship brings possibility.

If you're hesitant to hire a consultant or coach, Meh! Nonsense... With her Vulnerability expertise, she's quick to inspire your decision.

Welcome to your greatest sense of self in business mastery and leadership. Welcome to the world of purpose- and the marketing mindset of EB.





# BECOME WORLD-CLASS

Raise your game and release as much talent as possible. It's much easier to do when you have a consultant by your side.

Somehow, you open up and live within your power-  
And inspire by example.



# CONTACT:

908.670.1998

[ebmarketing@yahoo.com](mailto:ebmarketing@yahoo.com)

Follow: <https://www.linkedin.com/in/elizabethannbarry>

Like: <https://www.facebook.com/elizabethbarryconsulting/>

Join: <https://www.facebook.com/groups/869465263116018/>

Buy EB's book, Own Your Vulnerability: [www.OwnYourVulnerabilitybook.com](http://www.OwnYourVulnerabilitybook.com)

# YOU'RE STILL HERE? Need more convincing?

**What is my X factor?** Hundreds of passionate executives ask this daily. It's not a mystery. We often plateau while trying to stay relevant.

**Charismatic storytelling** is Elizabeth's second nature. If you have trouble telling your brand story, let EB uncover your challenges and clearly differentiate who you are. If you've been in business for 20 years or if you're just starting out, it's never easy.

**The role of marketing has evolved.** Customers expect us to educate, entertain, inform and inspire without even selling them a thing. Modern storytelling has become a new art form.

**The Power Session** is Elizabeth's premiere program that gets clients pumped; believing in their brand again, *or for the first time*. It works wonders for road blocks, growth and next level reinvention. Her coaching experience results in transformation.

**Here's the kicker:** EB's clients; (Potentially you) are smart, successful and savvy. They're business moguls and they're already brilliant. She elevates them and finds their blind spots.

**The EB Difference:** Hire Elizabeth for trusted, world-class mastery. She'll tell it to you like it is- with a lotta love and a mindset that relaxes clients to a place where work-life balance feels achievable.

**And if you need to own your vulnerability a bit more >>>**



# OWN YOUR VULNERABILITY EB's Book & Essential Oil



**You're stronger than  
you think you are.**

A Woman's Guide to Renewal  
Through Life, Self-Love, Career  
and Sprituality



Self-love is a mere moment away. It's always at your heart's center and now it's at your fingertips.

Uncover your greatness by accepting what's come before you. You deserve to stand in your strength. I've been empowering women for more than 15 years and I notice the more work they do on themselves, the more it pays off in dividends.

Buy Elizabeth's book in digital or print at [www.OwnYourVulnerabilityBook.com](http://www.OwnYourVulnerabilityBook.com). *Men's book on Vulnerability coming Winter '17. She offers talks at Universities and Corporate Office across the U.S.*