

SCOTT GINGOLD: ELITE BRANDING CASE STUDY

Positioning Scott Gingold as a Leading Expert in Family Business Consulting

Cherry Lana Myers

Before

SCOTT GINGOLD
Family-Owned Business Therapist
770-3307
goldadvisors.com
goldadvisors.com

Scott Gingold Strategic Advisor for Family & SMBs | I Help Stressed-Out Founders & Execs Boost Revenue & Control Their Business | 7X Entrepreneur | Growth Expert
Orlando, Florida, United States · [Contact info](#)

After

www.gingoldadvisors.com

HELPING FAMILY BUSINESSES TACKLE
growth, transitions & tough decisions

Scott Gingold 2nd
Clients say, "He saved our business and family dinners." | Family Business Expert | Executive Coach | Trusted for Generations
Orlando, Florida, United States · [Contact info](#)
[Let's Talk About Your Business](#)
7,957 followers · 500+ connections

How I refined Scott's positioning and visual identity to help him attract premium clients and gain clarity in his brand presence.

CLIENT OVERVIEW

Scott Gingold **Family Business Therapist**

Specializing in legacy and succession planning for family-owned businesses. With decades of experience, Scott helps business owners navigate the complexities of family dynamics while maintaining business continuity.

Industry: Business Consulting
(Specializing in Family-Owned Businesses)

Experience:
60+ years in the field

Notable achievement:
Successfully built & exited 7 businesses.

Challenges: Struggling with an outdated brand and ineffective lead generation strategy.



THE PROBLEM

Scott's brand and online presence were not reflective of his deep expertise and the high-level value he brings to family businesses. Key issues included:

- **Low-Quality Leads:** Despite spending \$11K on lead generation, Scott was getting low-quality leads that were far from his target audience.
- **Outdated Visual Identity:** His LinkedIn banner looked like a \$5 Fiverr design, and his website was a generic WordPress template.
- **Misaligned Positioning:** The agency he worked with pushed him into focusing on “stressed founders,” which didn’t align with his core expertise.

THE SOLUTION: ELITE BRANDING PROCESS

We followed the **5-week Elite Branding framework** to completely rework Scott's brand, positioning, and assets, ensuring a high-quality presence that reflects his expertise and attracts premium clients.

WAVE 1: DISCOVERY & POSITIONING

- We conducted a deep dive into Scott's unique strengths, his target audience (family-owned businesses), and the specific services he provides.
- Refined his offer and value proposition to position him as a trusted consultant in family business continuity and legacy planning.

WAVE 2: VISUAL IDENTITY & SOCIAL MEDIA

- Reworked LinkedIn, Instagram, and X visuals to align with Scott's new positioning.
- Designed consistent templates for social media that would help him maintain a cohesive look across platforms.

VISUALS: WEEK 2

Banner/Header for LinkedIn, X & Meta:



VISUALS: WEEK 2

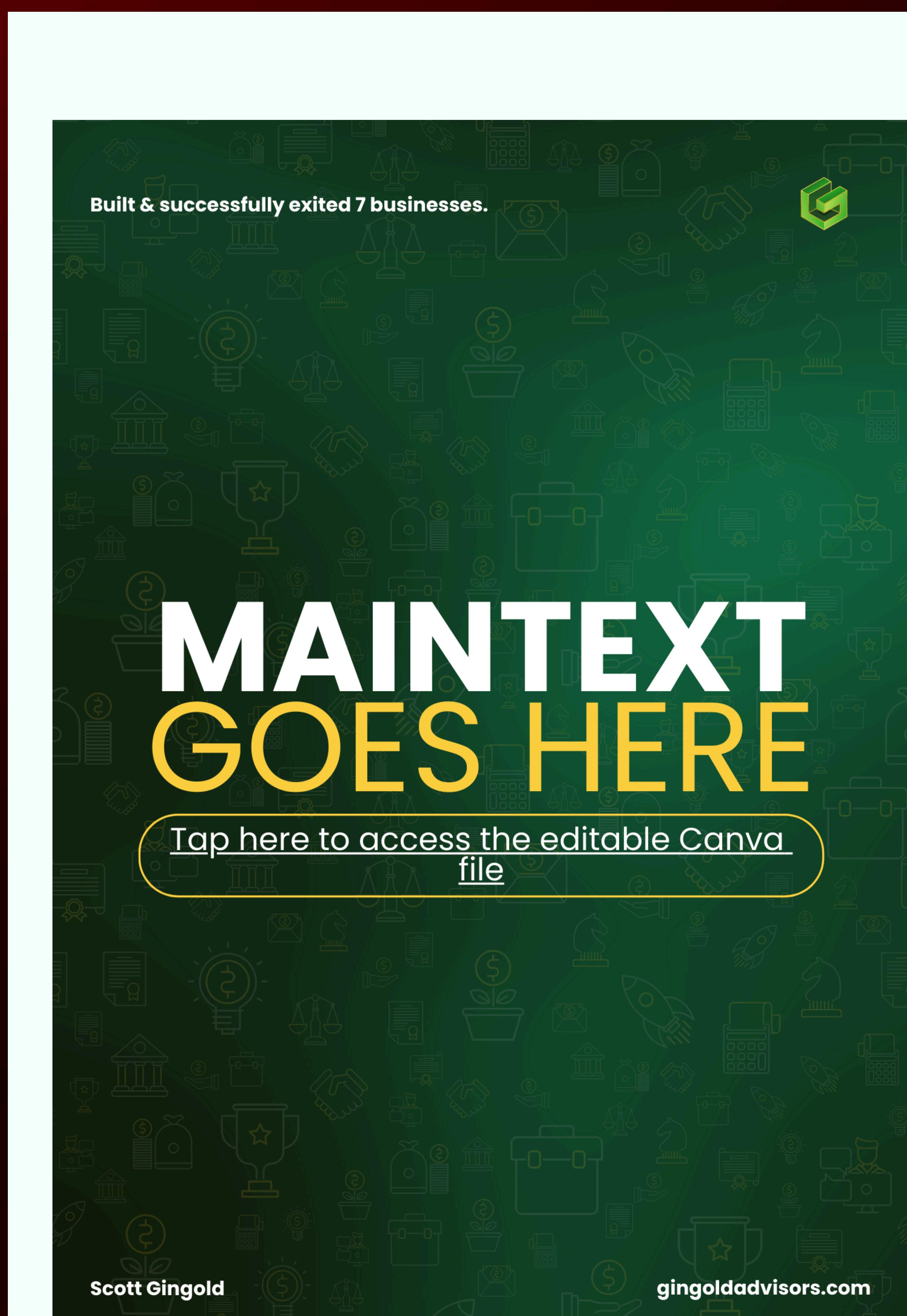
Carousel Template for LinkedIn:

The image displays five distinct LinkedIn carousel template designs, each with a unique layout and branding.

- Template 1 (Top):** A dark green template with a central white text area. It features the text "TAP ON IT FOR EDITABLE ACCESS" in bold, with a small hand cursor icon pointing at the word "TAP". Below this, it says "Built & successfully exited 7 businesses." and "gingoldadvisors.com". The bottom of the slide shows silhouettes of people at a table.
- Template 2 (Second from top):** A yellow template divided into three vertical sections. The left section contains the text "This is the intro to your carousel. Add info for what's about to come." and a wavy dashed line graphic. The middle section has a title "TITLE OF THIS" and placeholder text "You can add the body text here.". The right section also has a title "TITLE OF THIS" and placeholder text "You can add the body text here.", along with a circular graphic containing the text "Something imp".
- Template 3 (Third from top):** A yellow template with a red border. It features a large yellow arrow graphic pointing upwards and to the right. The central text area includes a title "TITLE OF THIS" and placeholder text "You can add the body text here.", followed by "Scott Gingold" and "gingoldadvisors.com".
- Template 4 (Fourth from top):** A white template with a red border. It includes a title "TITLE OF THIS" and placeholder text "You can add the body text here.", a small yellow starburst graphic, and the text "Conclude here". At the bottom, it says "Scott Gingold" and "gingoldadvisors.com".
- Template 5 (Bottom):** A dark green template with a central white text area. It features the text "HELPING FAMILY BUSINESSES TACKLE", "growth, transitions & tough decisions", and "Struggling? Drop a DM!". Below this, it says "Scott Gingold" and "gingoldadvisors.com". The bottom of the slide shows silhouettes of people at a table.

VISUALS: WEEK 2

Post Template for LinkedIn & Meta:



VISUALS: WEEK 2

Instagram Highlights & Cover



CLIENT REVIEW:

"Scott is an expert when it comes to business principles and concepts. He is a diligent leader and knows how to get results. He's one of the best business minds I know"

Darrell Proctor,
Founder DPro Enterprises

CLIENT REVIEW:

"Scott tackles sales, management, and logistics issues with alacrity and insight. His leadership helped the company return to profitability and profit"

Scott C. Pyfer,
Pyfer Law Group



THIS IS HOW WE CAN WORK TOGETHER

- Standard 3-months Commitment
- Intermediate 6-months Commitment
- Premium 12-months Commitment

STANDARD PACKAGE

For the founder who's stuck in the weeds and needs fast clarity, calm, and control.

- Two private coaching calls per month.
- On-call support for urgent decisions or stress points.
- Mission + values refresh to realign your vision.
- Leadership strengths + gaps discovery.

VISUALS: WEEK 2

Instagram Highlight Templates

**THIS IS A
TEMPLATE
FOR
STORIES**

tap this for editable
access

- you can list stuff here.
- and here
- and here



**H
EADI
NG**

Use this one for
Important alerts. You
can write an entire
paragraph here and it
will get attention
because of the
heading.

WAVE 3: BRAND ASSETS & WEBSITE:

- Completely rebranded his pitch deck, service PDFs, invoices, and other business documents.
- Redesigned his website (moved away from the old WordPress template) to a more professional, clean, and easy-to-navigate landing page that clearly communicates his services and expertise.

PDFS WEEK 2

Pitch Deck:

Scott Gingold, Family Business Therapist & Business Coach

**FAMILY BUSINESS
CONSULTANCY &
STRATEGIC COACHING**

Empowering Family Businesses
for Harmonious Success

**WHY FAMILY DYNAMICS
MATTER IN BUSINESS?**

At Gingold Advisors, also known as Family Business Therapists, we understand that the heart of every family business is not just its business model but the relationships that fuel it. Our unique approach combines deep business acumen with an understanding of family dynamics to resolve conflicts, improve communication, and drive business success.

OUR PROVEN PROCESS
Tailored consultancy & Coaching Process

Discovery & In-depth Assessment: We begin with an in-depth analysis of both your business structure and family roles to understand underlying issues and dynamics.

Evaluation & Family Dynamics Optimization: Regularly assess both business performance and family relationship health, making adjustments to foster long-term growth and harmony.

Holistic Strategic Planning: Develop plans that balance business objectives with family wellbeing, ensuring strategies are inclusive and supportive of all family members.

Implementation & Family Coaching: Provide ongoing support as you implement strategies, offering both business guidance and family consultancy to navigate changes smoothly.

PDFS WEEK 2

Pitch Deck:

WHAT OUR CLIENTS SAY

"Scott tackles sales, management, and logistics issues with alacrity and insight. His leadership helped the company return to profitability and profit"

Scott C. Pyfer, Pyfer Law Group

"Scott combines deep expertise, innovative thinking, and calm under pressure to solve complex challenges. His integrity and resilience make him a top-tier expert, consistently delivering high-quality results"

Nancy May, Board Consultant CareManity

"Scott is an expert when it comes to business principles and concepts. He is a diligent leader and knows how to get results. He's one of the best business minds I know"

Darrell Proctor, Founder DPro Enterprises

WHAT CAN WE DO FOR YOUR FAMILY BUSINESS?

- Conflict Resolution and Mediation for Family Members
- Succession Planning with a Focus on Fairness and Continuity
- Performance Coaching that Aligns Business Goals with Personal Values
- Customized Family Business Workshops and Retreats
- Leadership Coaching Tailored to Family-Operated Businesses

PICK THE PACKAGE BASED ON WHERE YOU STAND & WHAT YOU REALLY NEED.

- Standard 3-months Commitment
- Intermediate 6-months Commitment
- Premium 12-months Commitment

PDFS WEEK 2

Pitch Deck:



Standard Package – The Reset

For the founder who's stuck in the weeds and needs fast clarity, calm, and control.

What You'll Get:

- A clear plan to solve your top 3 business headaches.
- Renewed focus with quarterly goals that align personal + business direction.
- Awareness of your leadership strengths and blind spots
- More control over your time, your role, and your mental bandwidth.

Intermediate Package – The Rise

For the founder ready to stop being the bottleneck and lead the next phase of growth.

What You'll Get:

- A clear path to your ideal future role.
- Two quarters of aligned, strategic goals.
- Confidence in your leadership team's ability to scale with you.
- A real, actionable succession plan.

Premium Package – The Legacy

For the founder who wants to build a business that thrives without them and leave a legacy.

What You'll Get:

- A leadership team that steps up so you can step back.
- A continuity plan for your team, systems, and long-term vision.
- A personal role that energizes you instead of drains you.
- Confidence that your business will grow even when you're not in the room.

PDFS WEEK 2

Pitch Deck:

THE OFFER



STANDARD
\$2500/MO

- Two private coaching calls per month for 3 months (6 total)
- On-call support for urgent decisions or stress points
- Mission + values refresh to realign your vision
- Leadership strengths + gaps discovery

INTERMEDIATE
\$2000/MO

- Two private coaching calls per month for 6 months (12 total)
- On-call support throughout
- Energy Leadership Index Assessment
- In-depth succession strategy and leadership gap analysis
- Progress reviews every quarter to track wins and adjust

PREMIUM
\$1500/MO

- Two private coaching calls per month for 12 months (24 total)
- On-call support as needed
- Full Energy Leadership Index Assessment
- 1:1 coaching plus collaboration with key team members
- Company-wide continuity + succession planning
- Progress reviews every quarter
- Deep role redesign to transition from operator to visionary

WHY CHOOSE GINGOLD ADVISORS?

With over six decades of experience, I uniquely blend traditional business coaching with family mediation techniques to address the specific needs of family businesses. My approach resolves immediate business challenges and strengthens family bonds, ensuring sustainable success

READY TO TRANSFORM YOUR FAMILY BUSINESS?

Contact us today to schedule a consultation and start your journey to a more prosperous and harmonious family business.



WEBSITE WEEK 2

Website Re-design/re-structure

 GINGOLD ADVISORS

Solutions How I Work Meet Scott Success Stories FAQs Book a Call

Transform Your Family Business Without the Overwhelm

You've built something meaningful. Let's make it thrive without stress, without family tension, and without getting buried in the day-to-day.

[GET EXPERT HELP](#) [WHY I DO THIS](#)



Running a Family Business Shouldn't Feel Like a Burden

You're carrying the weight of legacy, people, and profit and yet, progress feels stuck.
I work with family-owned businesses to help you move forward without friction.

[LET'S GET STARTED](#)

About Scott Gingold

I didn't just study family business. I was raised in one. From an early age, I witnessed firsthand the complexities that arise when family, legacy, and business intersect. I've sat at the kitchen table during tough conversations, and I've been at the boardroom table navigating high stakes decisions.

Over the past six decades, I've founded, scaled, and exited 7 companies across a wide range of industries including Confidential Counselor, Mergers & Acquisitions, Powerfeedback, Greater Business Solutions LLC, Lehigh Valley Technology, and several others. I've experienced the highs of growth and the lows of uncertainty. That journey gave me an intimate understanding of what it really takes to lead a family business and where most leaders get stuck.

Today, I help family run and founder led businesses overcome internal roadblocks, navigate succession, resolve conflict, and unlock growth. Whether you're dealing with pressure behind the scenes, leadership misalignment, or simply feeling stuck in the weeds, I bring clarity, strategy, and calm to complex situations.

WEBSITE WEEK 2

Website Re-design/re-structure

My approach is direct, compassionate, and results oriented. I don't do fluff. I don't use jargon. What I bring to the table are real conversations, rooted in experience, that lead to practical solutions and fast.

If you're feeling the pressure of running a family business, especially one that involves legacy, expectations, and multiple voices, let's talk. Because it doesn't have to stay this hard.

Featured In:

As seen in U.S. Business News and awarded by Best of Best Review for excellence in family business transformation.

Let's grow together

Services

Standard Package

The Reset

Click to expand

Intermediate Package

The Rise

Click to expand

Premium Package

The Legacy

Click to expand

All packages are customizable. On-site support and public speaking engagements available upon request.

How We Work Together

- 1** Get the Full Picture
We audit your business and leadership to uncover where time, talent, and trust are breaking down.
Example: Spot where you're the bottleneck, where leadership gaps exist, and where systems need tightening.
- 2** Align Your Team Around One Vision
No more silos. We get your leaders rowing in the same direction with clarity, urgency, and shared accountability.
People know what they own. And what they don't.
- 3** Design the Plan
You don't need theory, you need moves. Together, we build a strategy you can implement now, not someday.
Focused on real goals: profitability, performance, and peace of mind.

WEBSITE WEEK 2

Website Re-design/re-structure

4

Fix What's Fuzzy
We clarify roles, responsibilities, and communication so your team can actually execute at a high level.
This kills drama and rework.. fast.

5

Grow the Leaders You Need
We coach your team (and you) into stronger decision-makers who solve problems before they hit your desk.
Confidence and capability up. Founder dependence down.

6

Optimize for Performance
We cut the clutter, fix inefficiencies, and streamline how your business runs without killing your culture.
Think smoother operations, better use of time, and faster execution.

7

Sustain and Scale
You get a rhythm of check-ins, progress tracking, and decision support to keep momentum long after we start.
You grow and stay grown.

8

Build for the Next Chapter
We design the business you don't have to carry forever whether you stay, scale, or step back.
Succession planning. Continuity. Real legacy.

Optional Add-On: Family Business Strategy
60+ years of family business wisdom built into every step. We help founders untangle legacy, next-gen transitions, and personal identity shifts with clarity and care.

What Results Look Like

+31% YoY Growth for a cybersecurity firm	26% Annual Savings in logistics optimization
200+ Leaders launched into new entrepreneurial ventures	Global Clients in M&A, consulting, coaching & beyond

WEBSITE WEEK 2

Website Re-design/re-structure

What Clients Say

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Darrell Proctor
Founder, DPro Enterprises

Frequently Asked Questions

How do I know if this coaching is right for me?

What's the difference between your packages?

How quickly will I see results?

Will my leadership team be involved?

Let's Unstick What's Holding You Back

No fluff. No corporate jargon. Just a straight-up conversation to get to the root of it.

[Book Your Free Discovery Call](#)

WAVE 4: REFINING & FEEDBACK

- Incorporated Scott's feedback on the deliverables, iterated on the design elements, and fine-tuned the messaging.
- Worked closely with Scott to ensure every aspect of his new brand truly represented his experience and values.

WAVE 5: OFFBOARDING & FUTURE STEPS

- Got his remarks on the overall process, the deliverables and his testimonial.
- Discussed how he will incorporate new branding with his already awesome content game.

THE RESULTS

- **Positioning Shift:** Scott now feels confident in his role as an expert in family business consulting, and his value proposition is clear and aligned with his expertise.
- **Visual Consistency:** His social media profiles now look cohesive, professional, and aligned with his authority in the space.
- **Brand Clarity:** Scott now has a fully rebranded set of assets (website, documents, templates, and visuals) that project professionalism and expertise.

SCOTT'S FINAL REMARKS



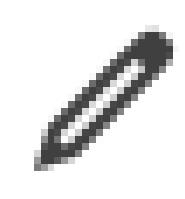
Scott Gingold · 1st

Family Business Therapist & Growth Strategist + Executive Coach | Helping Small Business Owners Navigate Conflict, Growth & Transition

April 28, 2025, Scott was Aleesha's client

All LinkedIn members

On



Working with Cherry Lana Myers has been an outstanding experience. She worked tirelessly on my LinkedIn branding and website to create a more cohesive, better-organized, and stronger presentation of Gingold Advisors. Cherry took the time to carefully examine our existing materials, thoughtfully discussed our needs and goals, and delivered a final product that met our expectations and made us truly proud. Her attention to detail, creativity, and commitment to getting it right are second to none. I highly recommend Cherry to anyone serious about elevating their brand.

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FINAL THOUGHTS

Scott's case illustrates the power of strategic **personal branding**. When your brand authentically reflects your experience, the right opportunities and clients will find you.

By focusing on a clear brand identity and consistent messaging, we were able to help Scott stand out in a competitive market and align his marketing with his true value.

PS. If your family business needs a helping hand, Scott Gingold is your guy.

www.gingoldadvisors.com
(I made the site btw)



I'm currently taking on 5 clients at founding rates. Let's create a brand that reflects your expertise and attracts premium clients.

DM me "Elite Branding" for a brand audit.

Cherry Lana Myers