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Authentic Messaging Strategies for Transitioning Businesses

> The focus of this talk: Applying the tone, tempo and tactics of your story and your authority to create or reinforce a foundation that will allow for the most amplification, optimization and awareness in today's business environment. Format A 60 minute talk.

The talk overview

Applying the tone, tempo and tactics of your story and your authority to create or reinforce a foundation that will allow for the most amplification, optimization and awareness in today's business environment.

In this time of so many transitions in the business world, the authenticity in the direction, ai, delivery, authorship and performance of a business or brand can create a greater path of awareness, presence and profit.

By considering a series of touch points and shifts online and off that have changed the landscape of how we share, how we market and how we connect with others, bringing it back to the foundation of the message can allow for a better build of content, marketing and compliance to allow for the highest levels of exposure for a business, while spending the least amount of money achieving that positioning.

The Authentic messaging strategies for transitioning businesses workshop is a 60 minute talk that focuses on the root brand messaging touch points that include:

Takeaways and touch points

- Looking at your brand, your business and your budget in a more personalized way.
- Understanding how your story is better than a story.
- The differences between messaging and marketing.

- The two sided understanding of your intention and the differing perception that may be an issue.
- Actionable strategic tactics you can apply and explore yourself.
- Connecting with elements and touch points that can be implemented into content.
- A demystifying and deconstructing of marketing methodologies that may not be working for you and how to personalize them for you.
- A foundational benchmark to either create, reset or redirect your messaging, marketing and advertising budgets to achieve a greater engagement and conversion.

Touch points

- Intention and the Perception
- Subjective and the Objective
- Compliance and the Security
- Authenticity and Authority
- Less Yell, Tell and Sell that is changed out for the share, educate and engage.

The messaging palette

Using a messaging palette anchor concept to assist in finding the root of the message while simultaneously protecting it, the result can deliver more effective and compounding:

- Titling, tag lines and bios
- Product and service descriptions
- Content that spans blogs, quotes, videos, audios, reviews and links
- Interview information lead sheets for earned media
- As well as subsidiary and vicarious stories for media and press

The strategic elements

The more strategic elements discussed in Authentic messaging strategies for transitioning

businesses include:

- Online legal aspects of dotting I's and crossing T's for website documentation.
- Social media optimization, compliance and continuity.
- Brand messaging audits and discovery using the C's: Competitive to Comparisons, Compliance to Continuity, Control to Contempt, and Cadence to Conviction.

Closing the talk

When the foundation of the brand messaging and story is your story and not a story.

When the content is developed as creatively as it is strategically.

When the hype, hearsay, half truths, expired truths, opinions and facts are vetted carefully.

When the strategy is personalized with authority, humility and integrity.

It can allow for a messaging strategy that can effectively span the array of engagement with existing customers, new customers, those that have heard of you in passing as well as earned media and press release placement.

Some of the concepts take a sharp turn from many of the hype and guru style coaching that is often associated with branding and marketing. The goal is to step out of someone else's box to see what path, tone, message and direction is suited and tailored for you.

Speaker and presenter bio

Loren Weisman is a Brand Communications and Optics Strategist based in Orlando, Florida, working worldwide. He helps businesses and individuals build authentic and authoritative brands by aligning messaging, optics and communication.

He works with established experts, and with people who hold real knowledge and experience but lack a clear brand presence. The approach emphasizes transparency and truth, amplifying genuine expertise over hype.

His background includes work as a drummer and producer on 700+ albums, television production credits with ABC, NBC, FOX, CBS and TLC, and consulting roles across a range of industries. He has written five books. Four are published under his own name, including Music Business For Dummies from John Wiley and Sons, The Artist's Guide to Success in the Music Business from Greenleaf Book Group, and Alphabet Animal Adventures Across America, written with his daughter. The fifth is a 2026 book released under a pen name.

As a speaker he delivers down to earth, educational and applicable presentations. Every talk is tailored to the level of understanding and the size of the audience, from small board rooms to full capacity convention centers. There are no locked in slide decks and no one size fits all presentations.

Booking and contact

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The full talk outline

Overview, touch points and booking details in full at
lorenweisman.com/authentic-messaging-strategies/