Loren Weisman
Brand Communications and Optics Strategist
Orlando, Florida · Working worldwide

Creating and Publishing Art With Your Family

> The focus of this talk: Creating and publishing art with your family, and positive ways that can help you be heard. A talk for kids that mixes the idea of art and communication.

The talk overview

I am a girl dad first, then a brand communications and optics strategist, and lastly, an author of five and a half books. My daughter Olivia and I wrote and published a children's book together, Alphabet Animal Adventures Across America. I will share how kids can do that, alongside good communication concepts tailored for kids to consider.

The communication part of the talk is the core work I do with adults. I've found that kids are often able to figure some of this out quicker. It touches on the ideas of Intention and Perception Viewpoints, Subjective and Objective Communication, and Comparative to Connotative Considerations.

What I share is our experience and my opinion, and I mark the opinions as opinions.

Takeaways and touch points

- Creating, publishing, and distributing music, a book, or your art with a family member.
- Positive ways to listen, share, hear, and be heard by your friends or your family.
- Intention and Perception Viewpoints, Subjective and Objective Communication, and Comparative to Connotative Considerations.

What kids do in this talk

- Hear how my daughter came to me and said, "I want to write a book with you," and how we made it, from one spreadsheet to a published book.
- Hear about creating, publishing, and distributing music, a book, or your art with a family member.

- Hear about Intention and Perception Viewpoints, Subjective and Objective Communication, and Comparative to Connotative Considerations, with messaging designed to suit a fifth grader.

Creating, publishing, and distributing music, a book, or your art with a family member

She came in and said, "I want to write a book." The same day, she came back in and said, "I want to write a book with you."

Is it a book? Is it a song? Is it some art? What could you create?

Positive ways to listen, share, hear, and be heard by your friends or your family

Intention and Perception Viewpoints

I believe your intention may not be everyone's perception.

Subjective and Objective Communication

Clarify your opinions and facts online by stating your views clearly and backing up the facts with proof.

Comparative to Connotative Considerations

To me, it is being able to look at the competitive, the comparative, the connotations that are out there.

Hear and be heard

In Mary Poppins, at the end, the father is able to understand a little more about the children, and the children are able to understand a little more about the father.

Instead of the mindset of be seen, be seen, be seen, I think about authentically being heard.

Loren Weisman · Brand Communications and Optics Strategist
Orlando, Florida · LorenWeisman.com · speaking@lorenweisman.com · +1-850-391-8053

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. Separate from those five, he also put out the satire Wordy Worded Words as Wordy Worderson, a pen name he uses openly.

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

Phone	+1-850-391-8053
Email	speaking@lorenweisman.com
Web	LorenWeisman.com

The full talk outline

The talk overview, the two topics, the concepts and booking details in full at lorenweisman.com/creating-and-publishing-art-with-your-family/