

Brand Messaging Strategist Loren Weisman

Focused on the authenticity, authority, security & psychology of a brand.

LOREN WEISMAN TALK TITLES & SPEAKING INFO

LOREN SPEAKING OVERVIEW:

As a speaker Loren Weisman delivers down to earth talks, fun presentations and humorous lectures tailored for audiences ranging from small board rooms full capacity convention centers. The aim is to always create an engaging, educating and sharing experience with people. The concepts, tactics, strategies and stories surrounding brand messaging and optics are delivered in conversational style that adjusts to the individual audience.

No preset PowerPoints or presentations that are locked in stone, ever. Loren makes sure opinions are clearly defined as opinions, while facts are backed up with vetted sources. The call to action is exactly that, in these talks, action. Loren is not a motivational speaker that is only telling stories to inspire. He shares information, intelligence and approaches that can be shaped into strategies for application and execution.

Loren can deliver talks that range from 30 minutes 2.5 hour presentations. He also can present half day and full seminars.

The core foundation of any talk is focused on best practice approaches that are rooted in the brand messaging and optics, then related themes that carry across the subjects of compliance, organization, process and practice.

Mixing humor with audience engagement, cold hard facts with simple fun truths and opening up conversations that connect with the audience instead of talking down to them, allows for talks with a better flow, tempo and recollection of the information shared. These talks aren't coming from a place of how it should be.

These presentations aren't about life coaching or oversaturated you can do it hype. These seminars aren't built off of hearsay, rumors or outdated approaches.

These talks are coming from the experiences and proof of concepts of someone that has navigated many different waters of messaging, optics and organization. These presentations supply up to date real world and real-time applications that can be put in to practice immediately with a focused approach on how to do it. These seminars are built on proven facts, methods and practices that applicable and effective for today, tomorrow, next month & next year.

LOREN WEISMAN BRAND STRATEGY/FSG 207 W. PLANT ST., 770991, WINTER GARDEN, FL., 34777-0991

PHONE: 206.280.3890

EMAIL: WEISMANLOREN@GMAIL.COM

URL: [HTTPS://LORENWEISMAN.COM/](https://lorenweisman.com/)

LOREN WEISMAN TALK TITLES & SPEAKING INFO

20 OF LOREN'S TALK TITLES 1-10

Protecting & Promoting your Creative Brand, Persona or Product.

Going through a Brand Discovery and Brand Messaging Audit.

Objective vs subjective messaging intel for your brand & business

Understanding, applying and communicating the intention Vs perception differential in your brand.

Choosing what to listen to, how it applies to you, where it relates to and when to change.

How to vet a strategist, consultant, coach, trainer or “expert” before you pay and before you listen.

Investor Confidence and exit planning before you enter the market.

Brand Compliance for legalities, liabilities and the new Internet ambulance chasing lawyers

The difference between brand messaging and branding.

Perception Intelligence for your brand. Less focus on the intentional intel.

LOREN WEISMAN TALK TITLES & SPEAKING INFO

20 OF LOREN'S TALK TITLES 11-20

Authoring the brand of your book and whether you should write one at all.

The words, messaging, spam themes and marketing to avoid like the plague now.

What to legally, technically, ethically and morally stop doing with your brand now.

Delving in to the details before you go to graphics, web, legal, branding and everywhere else.

Watching out for the 75 to 25 hype stories from people that are not lying, but leaving out a lot of the truth.

Content to engage your three audiences simultaneously and authentic array engagement

True optimization tactics that build Organic Authority over buying Keywords

Branding your videos and your video channel for greater conversions

Vetting the marketing fools and advertising scams for your business

The a la Carte Talk Title or tell me what you want me to talk about.

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LOREN SPEAKING DETAILS:

Below are the links to:
Loren's Speaker Contract
Loren's One Sheet
Loren's 8 x 10

These are also available as links on the

lorenweisman.com website on the bottom of the front page.

<https://www.lorenweisman.com/wp-content/uploads/2020/03/WEISMAN-SPEAKER-CONTRACT.pdf>

<https://www.lorenweisman.com/wp-content/uploads/2020/02/LOREN-WEISMAN-ONE-SHEET-.pdf>

<https://www.lorenweisman.com/wp-content/uploads/2020/02/WEISMAN-8x10-SPEAKER-PROMO.pdf>

For Driving or events with in a three hour radius:

Mileage rate is 57.5 Cents a Mile for the Full round trip as per the IRS 2020 Mileage Standards.

All hotel, parking, tolls, and food costs are to be provided if venue is over two hours away.

For Flying Events

If you are bringing me to you, here is the info to book flights. Please add stipend for baggage check as well as agreed upon handling of food, location transportation, hotels and miscellaneous.

All overseas flights must be business or first class.

For domestic, if you can get me an exit row, my knees will love you.

Stops are FINE!!!! I do not require non-stop and like to get up and stretch. Do not waste the money on a direct if it costs too much!

My Two Closest Airports

Orlando International Airport (MCO)

Orlando Sanford International Airport (SFB)

My Booking Information for tickets

Mr. Loren Taylor Weisman

4325 Blue Major Drive Windermere, Florida, 34786, USA

DOB: 07-07-1974

Ph: 206-280-3890

Em: weismanloren@gmail.com

Please add to budget:

- A checked bag for flights and exit row, preferably isle when possible
A card for incidentals at the hotel.

(as per speaker contract, I will not charge anything to the hotel)

Transportation from home to airport, airport to hotel, hotel to airport and airport to home. I do door step to door step with transportation.

Above costs can be prepaid and pre-booked by me if chosen as well.

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