

TALK TITLE



BRAND MESSAGING BLUEPRINT STRATEGIES FOR CREATIVE CAREERS.

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LOREN WEISMAN
BRAND COMMUNICATIONS & OPTICS STRATEGIST

This talk is presented by:
Brand Communications
& Optics Strategist
Loren Weisman

Talk Overview

Brand Messaging Blueprint Strategies

This talk cuts through the noise for creatives in arts and entertainment. I dive into crafting brand messaging that stands out. Think tactics, optics, and metrics you can apply right now. Creatives often blend in when they think they're different. Fans, investors, and media might feel they've seen it all. I'll show you how to build a messaging blueprint to make your voice cut through. We'll cover creating authentic messages. I'll touch on protecting your brand and content. Plus, you'll get steps to present your story to customers, fans, and pros in and out of your field. This isn't about blending with the crowd. It's about building a melody that gets heard.

Many creatives and creative entrepreneurs can lose sight at times of how many others, while sharing their art or their creativity which may be worlds different, can look the exact same to others. As many artists and creatives request support, create and share content, reach out to market and promote, there is often a disconnect with the fact that their audience has perceived that they have heard it all before. This goes for fans, customers, investors, media and so on.

By taking that into account and setting up a series of strategies in a messaging blueprint format, it can allow for that voice to be heard in melody over sounding off in harmony and unison with the masses.

This talk's touch points include the creation of authentic messaging, the protection of the messaging, the brand and the subsidiary content elements as well as some steps to consider in promoting and presenting to customers, fans, professionals and investors inside and outside of the specific creative field.

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- Tools for creating authentic messaging while keeping perceptions, AI abuse and over saturation in mind.
- Tactics to grow engagement by aligning your story to indirect elements that are still connected to you.
- Strategies for blueprinting messages to be a substitution, replacement or backup to gain greater opportunities.
- Core directions for enhancing the online security of your core brand and primary messaging elements.
- Actionable solutions to reinforce your content as well as the products, videos and images of your brand.
- Deconstructing and vetting the hearsay, half-truths, expired truths, un-relatable truths and overnight expert hype for your path and debunking the false AI approaches.
- Outlining a performance plan for handling the subjective to the objective messaging elements online and off.
- Connecting and differentiating the elements of intention and perception in your content for audience clarity.
- Steps to becoming a more secure investment or better sponsor to those you are pitching.



Speaker and Presenter Bio

Brand Messaging Blueprint Strategies

Loren Weisman is a Brand Communications and Optics Strategist specializing in helping businesses and individuals build authentic and authoritative brands. He focuses on aligning messaging, optics, and communication to ensure clients stand out in competitive markets.

Weisman works with established experts or those with strong knowledge and experience who lack a clear brand presence. His approach emphasizes transparency and truth, aiming to amplify genuine expertise over hype.

He provides strategies that unify content, messaging, and perception to create a cohesive and impactful presence. His methods help clients communicate authentically, fostering trust and credibility.

Weisman's background includes work as a drummer and producer on over 700 albums, TV production credits for major networks, and consulting roles across various industries.

He has authored books on the music business and transitioned into strategy by combining production insights with psychological elements.

Through his guidance, clients can craft clear, transparent foundations for their brands that highlight their authority and expertise effectively.

As a speaker, Weisman delivers down to earth talks, educational and applicable presentations as well as informative, up to date and humorous lectures. Every talk is specifically tailored to the level of understanding of an audience along with the size of the audience ranging from small board rooms to full capacity convention centers.

The aim is to always create and execute an engaging, educating and beneficial experience each audience in a personalized fashion.

The concepts, tactics, strategies and stories surrounding messaging and optics are always delivered in conversational style that is adjusted to the exact audience, their level of learning, understanding and experience.

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