

**TALK TITLE**



# **STABILITY AND SECURITY TACTICS FOR YOUR PRODUCT MESSAGING**



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**LOREN WEISMAN**  
BRAND COMMUNICATIONS & OPTICS STRATEGIST

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



## The focus of this talk is about:

**Securing and stabilizing your product messaging and its communication to allow for greater reach, authority and protection while it is moving to market.**

Securing and stabilizing the foundation of your brands communication and messaging strategy may allow for greater steps to be made at a faster pace, while amplifying awareness and reducing risk to your business, your investors, your products and your partnerships.

By looking across the noise online that is filled with hearsay, assumptions, half truths and expired truths, following many of these directions, can end up doing more harm and disarm the power of a brand and its messaging.

Consider looking into a series of factors that range from the subjective to the objective messaging statements as well as the consideration of intention vs perception when it comes to how your audience is perceiving what you are sharing can help you hone the message.

In the clarity, stability, security and transparency of your communication and messaging foundation, it is possible to reduce the risk for investors, while amplifying your message to potential clients and customers while protecting your vision.

When you preserve, protect and defend your brand authentically...  
and it's messaging with the pillars of security and stability, your communication, mission and business can have a better chance to stand out in a time when so many are sounding, looking and sharing like so many others.

From a title to a tag line, to the videos, audios, blogs, branding quotes and images, when the stability and security from a messaging standpoint to the compliance as well as liability and transparency is in place, the brand and its messaging can stand out that much more.

This talk's touch points run across an array of security and stability tactics including your core messaging, brand content, media communication, crisis management as well as humility and personalization aspects that are often skipped over.

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# TAKEAWAYS AND TOUCHPOINTS

## Stability and Security Tactics For Your Product Messaging

- Differentiating the objective from the subjective in your message and content
- Considering Intention vs the perception in the message for audience identification.
- Applying authenticity and authority tactics as more than just buzz words.
- Vetting and verifying who and what you listen to for your brand messaging.
- Creating messaging that educates and engages beyond the yell, tell, sell.
- Protecting yourself, your story, your content with on and offline compliance measures.
- Organizing the endurance of your brand, its messaging and its continuity.
- Learning how to adjust the message for amplification while staying on your message.
- Telling your story and not a story or another story that's already been told.
- Recognizing the hearsay, half truth, expired truth, call to action truth and false truth.

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# SPEAKER & PRESENTER BIO

## Stability and Security Tactics For Your Product Messaging

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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