



**LOREN WEISMAN**  
BRAND COMMUNICATIONS & OPTICS STRATEGIST

## Interview Information Sheet

*For media professionals, public relations, and content creators, producers, journalists, publicists, editors, on air talent, bloggers, reporters, podcasters, influencers, and researchers looking for an individual for an interview, commentary, opinion or differing views.*

*This includes but is not limited to TV, Radio, Print, Podcasts, Blogs and other earned and no fee media placement opportunities.*

### **This Sheet includes:**

Introduction  
Short Bio / Interview Views  
Core Links for Loren Weisman  
Topics for Interview and Commentary  
10 Top Tier Topics  
10 Second Tier Topics  
10 Tertiary Tier Topics  
Technical Interview Information Bullet points  
Contacting Loren

### **Short Bio**

Loren Weisman is a Brand Communications and Optics Strategist who specializes in illuminating authoritative intelligence and amplifying authentic experts. With a keen eye, ear and nose for detail as well as a passion for transparency, Loren is able to help authentic and authoritative businesses and individuals build robust brand and communication foundations that resonate in truth, transparency and professionalism.

### **Interview Views**

In interviews, Loren shares authentic, humble subjective and insult free viewpoints mixed with his authority and experience, in order to cover an array of topics in an inviting and engaging style that is media friendly.

Loren is happy to comment and discuss other topics as well, but will only accept interviews where he is sure that he can lend authenticity and authority to a conversation.

Loren will also happily recommend others that might suit a topic request that he is not completely clear on.

### **Core Links**

**Websites:** <https://www.lorenweisman.com/>  
**Social Sites:** @EnzoLor777  
**Speaker Page:** <https://www.lorenweisman.com/messaging-and-optics-speaker/>

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### Topics for Interview and Commentary

*Below are the top tier, secondary tier and tertiary tier topics that Loren Weisman engages on with the most strength from substantiated opinions to educating to explaining to commentary.*

### 10 Top Tier Messaging and Optics Topics

True and False Messaging Methods in Arts, Entertainment, books, TV and Media.  
Negative, Penalizing and Claim Messaging in Sales.  
The New Prompting Culture and the AI/plagiarism problems.  
Comparison, Competition, Compliance and Connotations in Messaging.  
Narrative, Brand and Storytelling Foundations.  
Intention vs Perception in Messaging and Advertising.  
Optics and Compliance of Subjective and Objective messaging.  
Internet Messaging and differentiating popularity from authority.  
The stability, security and oversaturation of words in publicity and promotion.  
Pre-packaged, Prompted, Templated and False brands causing problems.

### 10 Second Tier Messaging and Optics Topics

Understanding messaging and how many are missing the mark.  
How thinking politically in communication can help your business messaging.  
Online compliance, the changes coming our way and what to do now.  
Intention vs perception communication with customers and clients.  
Humble Opinion vs Forced Claim Communication in your messaging and marketing.  
Why it's more expensive to promote when a brand doesn't have correct messaging.  
How messaging and marketing works for some and does not work for others.  
Understanding the oversaturated and under accountable messaging in media today.  
The problem with listening to the life coach and motivational types.  
Building a transparent authority foundation instead of the expert/guru ego proclamations.

### Tertiary Tier Messaging and Optics Topics

Differentiating steps and actions to separate those with authority from those with none.  
How endurance content communication can create authentic engagement.  
How do you execute a three-audience concept messaging style.  
How the 25% to 75% missing story hype can harm your business.  
How humility can beat hype, AI prompts, claims and reach farther today.  
Learning to audit, revise and reset your messaging to individually suit you.  
Identifying the expired experts, self professed experts and the one-time success coaches.  
Basic and foundational formats and formulas of online messaging.  
Building a sound and secure foundation for a brand, its story and its authority  
Online reputation management and preventative maintenance actions for 2024.

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### Technical Interview Information Bullet Points

Loren has over 25 years of experience in the media and has an understanding of how interviews work.

Simply put, he knows the cues to stop, understands you do not wear green and knows that the focus is always on the story and the host, not him.

Loren frames all answers with subjectivity, not use any bad language or raise his voice. Loren does not interrupt hosts or other guests.

Loren will clearly differentiate subjective opinions from objective and proven facts.

He is there to help add authority and expertise, and not use an interview for self-promotion.

For video, he is available in full suit and tie, down to relaxed casual.  
*(Please request the look you are looking for in advance of the interview.)*

For home video interviews, Loren has access to a green screen, quiet room and lights.

Loren never self-promotes during interviews and stays on topic and discussion.

Unless asked to share, Loren does not take pictures or film himself being interviewed or exploit and share any interviewing situation in any way, shape or form.

Loren will follow the promotional guidelines or standards requested of an interview and not discuss the interview topic, interviewer or media outlet unless asked to do so.

He has an understanding about holding on to a story and making sure it's not shared till the chosen news cycle.

For higher echelon and larger interviews and media opportunities, Loren is happy to discuss and agree to exclusivity with a given source as well as a fair wait time to appear or be interviewed by a competitive media group. *(These are on a case by case basis.)*

Loren retains the right to share or not share interviews after they have aired on his website and social media if he chooses.

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