

TALK TITLE



AUTHENTIC MESSAGING STRATEGIES FOR TRANSITIONING BUSINESSES.

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LOREN WEISMAN
BRAND COMMUNICATIONS & OPTICS STRATEGIST

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

Talk Overview

Authentic Messaging Strategies

Applying the tone, tempo and tactics of your story and your authority to create or reinforce a foundation that will allow for the most amplification, optimization and awareness in today's business environment.

In this time of so many transitions in the business world, the authenticity in the direction, ai, delivery, authorship and performance of a business or brand can create a greater path of awareness, presence and profit.

By considering a series of touch points and shifts online and off that have changed the landscape of how we share, how we market and how we connect with others, bringing it back to the foundation of the message can allow for a better build of content, marketing and compliance to allow for the highest levels of exposure for a business, while spending the least amount of money achieving that positioning.

The Authentic messaging strategies for transitioning businesses workshop is a 60 minute talk that focuses on the root brand messaging touch points that include:

- Intention and the Perception
- Subjective and the Objective
- Compliance and the Security
- Authenticity and Authority
- Less Yell, Tell and Sell that is changed out for **the share, educate and engage.**

When the foundation of the brand messaging and story is your story and not a story...

When the content is developed as creatively as it is strategically...

When the hype, hearsay, half-truths, expired truths, opinions and facts are vetted carefully...

When the strategy is personalized with authority, humility and integrity...

It can allow for a messaging strategy that can effectively span the array of engagement with existing customers, new customers, those that have heard of you in passing as well as earned media and press release placement.

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Authentic Messaging Strategies

Using a messaging palette anchor concept to assist in finding the root of the message while simultaneously protecting it, the result can deliver more effective and compounding:

Titling – Tag lines – Bios
Product and Service Descriptions
Content that spans blogs, quotes, videos, audios, reviews, and links
Interview Information Lead Sheets for Earned Media
As well as subsidiary and vicarious stories for media and press.

The more strategic elements discussed in Authentic messaging strategies for transitioning businesses include:

- Online legal aspects of dotting I's and crossing T's for website documentation.**
- Social Media optimization, compliance and continuity.**
- Brand Messaging Audits and Discovery using the C's**
 - Competitive to Comparisons**
 - Compliance to Continuity**
 - Control to Contempt**
 - And Cadence to Conviction**

Some of the concepts take a sharp turn from many of the hype and guru style coaching that is often associated with branding and marketing. The goal is to step out of someone else's box to see what path, tone, message and direction is suited and tailored for you.

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Takeaways and Touchpoints

Authentic Messaging Strategies

- **Looking at your brand, your business and your budget in a more personalized way.**
- **Understanding how your story is better than a story.**
- **A realization of how messaging before marketing can save thousands of dollars and hours.**
- **The two-sided understanding of your intention and the differing perception that may be an issue.**
- **Actionable Strategic Tactics you can apply and explore yourself.**
- **Connecting with elements and touch points that can be implemented into content.**
- **A demystifying and deconstructing of marketing methodologies that may not be working for you and how to personalize them for you.**
- **A foundational benchmark to either create, reset or redirect your messaging, , and advertising budgets to achieve a greater engagement and conversion.**

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Speaker and Presenter Bio

Authentic Messaging 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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