Loren Weisman
Brand Communications and Optics Strategist
Orlando, Florida · Working worldwide

Brand Messaging Blueprint Strategies

> The focus of this talk: Crafting brand messaging that stands out for creatives in arts and entertainment, with tactics, optics and metrics that apply right now.

The talk overview

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.

Takeaways and touch points

- 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

Loren Weisman is a Brand Communications and Optics Strategist based in Orlando, Florida, working worldwide. He helps businesses and individuals build authentic and authoritative brands by aligning messaging, optics and communication.

He works with established experts, and with people who hold real knowledge and experience but lack a clear brand presence. The approach emphasizes transparency and truth, amplifying genuine expertise over hype.

His background includes work as a drummer and producer on over 700 albums, television production credits with ABC, NBC, FOX, CBS and TLC, and consulting roles across a range of industries. He has authored four books. Three are published under his own name, including Music Business For Dummies from John Wiley and Sons, and The Artist's Guide to Success in

the Music Business from Greenleaf Book Group. The fourth is published under a pen name, a separation of author identity from subject matter that he discloses rather than hides.

As a speaker he delivers down to earth, educational and applicable presentations. Every talk is tailored to the level of understanding and the size of the audience, from small board rooms to full capacity convention centers. There are no locked in slide decks and no one size fits all presentations.

Booking and contact

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The full talk outline

Overview, touch points and booking details in full at
lorenweisman.com/brand-messaging-blueprint/