Loren Weisman
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Compliant and Amplified Messaging Strategies for the Health and Wellness Sector

> The focus of this talk: Sharing a strategic approach with applicable tips to amplify presence while not being penalized or flagged.

The talk overview

Sharing a strategic approach with applicable tips to amplify presence while not being penalized or flagged.

Vetted concepts and directions for standing out with stability, security and greater visibility online in order to differentiate in the sea of false claims, false experts and false products in the health and wellness sphere.

Securing and strategizing the messaging foundation of your health and wellness brand, product or authority in the field, may allow for greater steps to be made at a faster pace to reach more people. When a sound blueprint is created with an array of modern considerations, it can help to amplify awareness and reduce the risk to your business, your investors, your products and yourselves. By looking past the noise online that is filled with hearsay, assumptions, half truths and expired truths, while following objectively true, compliant and compounding methods, the results may stand stronger and reach wider.

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 desired audience is perceiving what you are sharing can help you hone the message.

In the clarity, stability, security and transparency of your messaging foundation, it is possible to reduce the risk for investors and being flagged by algorithms and social media sites. At the same time, these methods can amplify your message while protecting your vision.

When you preserve, protect and defend the messaging and optics of your health and wellness brand with the pillars of clarity, liability, security and stability, your messaging,

mission and business has a better chance to stand out in a time when so many are sounding like and looking like each other.

This talk's touch points run across an array of compliant, amplifying and strategic tactics including core messaging, content, media communication, crisis management, penalizations, subjective tones and personalization aspects that are often skipped over.

Takeaways and touch points

- Differentiating the objective from the subjective in your message and how it can promote and lift you.
- Considering intention vs the perception in the message for audience and algorithm optimization.
- Applying authenticity and authority tactics as more than just buzz words while avoiding claims and liability flags.
- Vetting and verifying who and what you listen to for your messaging. Many marketers are using illegal tactics.
- Creating educating, engaging, transparent and accountable messaging for web, content and marketing.
- Protecting yourself, your story, your products and content with on and offline compliance measures.
- Organizing the endurance of your brand, its messaging and its continuity for larger audiences, investors and white labels.
- Messaging adjustments to meet your standards and not false standards that can flag, penalize and get you reported.
- Telling your story and not a story or another story that's already been told. Staying away from duplicate messaging.
- Recognizing the hearsay, half truth, expired truth and staying secure and stable online with preventative maintenance.

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/compliant-and-amplified-messaging/