



Loren Weisman

Brand Communications and Optics Strategist

Orlando, Florida · Working worldwide

Interview Information Sheet, Authors and Creatives

One of seven sheets in the interview information set of Loren Weisman, brand communications and optics strategist, Orlando, Florida. This one covers authorship and publishing, and messaging for artists and creative careers. For producers, journalists, editors, researchers and podcast hosts at books, publishing, arts, music and creative industry outlets.

The set

Seven sheets. Take the one that fits the segment, or the full sheet if that is easier. All seven sit on one page at lorenweisman.com/interview-information-sheet/ and the bio, the subjects and the contact details are identical on every one, so nothing is lost by taking only one. Six of them cover his business communications work. High conflict is a separate body of work and suits interviews on family, law, faith and personal resilience as readily as business ones.

Short version	Bio, what he covers, six questions for any outlet
Full sheet	All of it, questions grouped by kind of outlet
Business communication	Inside the organization and outside it. Crisis
Authors and creatives	Publishing, authorship and creative careers (this sheet)
Capital and vetting	Raising it, reviewing it, and who is behind it
AI and authenticity	Authorship, disclosure, generated or written
High conflict	Contested narratives, records, holding ground

Bio, cleared for use as written

One line, for a rundown or a lower third

Loren Weisman is a brand communications and optics strategist in Orlando, Florida, and the host of the Wait What Really OK podcast.

Short bio, word for word as it appears on his own site

Loren Weisman is a brand communications and optics strategist working from Orlando, Florida. He works with authoritative businesses and individuals to build brand and communication foundations that hold up under scrutiny, highlighting real experience rather than manufactured hype. He hosts the brand communications and optics podcast Wait What Really OK and speaks at conferences and events on authentic messaging, marketing perceptions and audience optics.

His background includes participation on 700+ albums as a drummer and producer, TV production credits with ABC, NBC, FOX, CBS and TLC, and four books: the first and second editions of The Artist's Guide to Success in the Music Business, Music Business For Dummies, and a 2026 book released under a pen name.

He is taking client work and speaking bookings again as of August 2026. The longer version of the bio is on his about page and can be cut to length. For the foot of a release, the first of the two paragraphs above, followed by lorenweisman.com, works as a boilerplate.

Background

He has put books out four ways, one of each: an indie press, a hybrid publisher, a major publisher, and an independent publisher. Music Business For Dummies was published by John Wiley and Sons. The Artist's Guide to Success in the Music Business was published by Greenleaf Book Group and is in its second edition. Three of his books run over 400 pages and none of them used artificial intelligence in any form.

On the artist side he took part in 700+ albums as a session drummer, ghost drummer and producer with major and independent labels, then moved into television production with credits at ABC, NBC, FOX, CBS and TLC. That is where the communication work started rather than where it stopped. The questions are the same ones: what is being sold, what is being claimed, and what can be shown.

He works with authors at the blueprint stage and before a book is out, and with artists on messaging that separates them from a field where everyone sounds the same.

Ways he can help, including on a story he is not quoted in

- Background for a story he is not quoted in. If a piece needs a hand on the wording, a definition, a framing or a pattern, he will work on it and stay out of the front of it. He has done that for stories that ran without him, and he prefers it that way.
- A read of a draft before it runs, on accuracy and on any wording that could be turned back on the outlet later.
- A check on a source, a claim or a credential when something in it does not hold up.
- An interview on the record, on any question in this set or on one written for the segment.
- A referral to someone better suited, with no fee attached, when he is not the right person for the story.

Hear him on these subjects before booking him

Each subject below is published in his own voice, dated, with a written transcript, so a producer can hear how he handles it before the call.

- More than 200 videos at youtube.com/@lorenweismanvideos, and a podcast with a written transcript of every episode, carried on Spotify, Apple Podcasts and iHeartRadio. Telling a written voice from a generated one, false authorship and the disclosure a reader is owed. Vetting a source, bought reviews, bestseller claims and expired experts. Separating an objective fact from an opinion out loud, and messaging before marketing. Each has its own episode and transcript.
- His statement on how he uses artificial intelligence, up since 2023, naming what he permits and what he prohibits rather than speaking in general terms, at lorenweisman.com/my-ai-usage-statement/
- The background, the books, the Library of Congress entry and every agreement he works under are published on his site for anyone who wants to check before booking, at lorenweisman.com/about-loren-weisman/

Questions

The questions are grouped by subject. Inside a group they run from the broad opening question to the narrower ones under it, so a group can be worked straight down or cut anywhere. Use them as written, reword them, or send them ahead of the booking. No approval needed and no credit wanted on the questions.

Authorship and publishing

- What does an author have to be able to show now that they did not have to show five years ago?
- You publish four checks that take five minutes. What are they, and why do so many author coaches fail them?
- What is in a complete book release plan that a reader, a bookstore or a librarian can check for themselves?
- Why do the numbers a book is registered under matter, who should hold them, and who ends up holding them instead?
- What does an audiobook read by the author rather than by a synthetic voice signal to a listener?
- What is the difference between a book that is everywhere and a book that is advertised everywhere?
- What are authors being sold in this market that they already have?
- You have put books out four ways. What does each one cost an author?
- What should a writer understand about raising capital, publisher deals and literary agents before signing?
- Where does artificial intelligence belong in a book, and where does it become false authorship?
- How does a bestseller badge get made, and what does it prove?

Artists and creative careers

- Creatives blend in when they are certain they are different. Why does that keep happening?

- What does it mean when an audience feels it has heard it all before, and how does an artist get past that?
- How does an artist protect the brand, the content and everything built around the work?
- What should an artist do before spending anything on promotion?
- How does an artist tell a real offer from a pitch dressed up as one?
- What does the music business sell an artist that does not exist?
- What has changed for a new artist since Music Business For Dummies, and what has not?
- What does artificial intelligence in music change for a human player, and what does it not?

Credit, and working without your name on it

- You could not take credit for close to eighty percent of the recordings you played on. What did ghost drumming teach you about credit and authorship?
- Your first ghosting session was in 1993. How does that compare to what people are doing with artificial intelligence now?
- What happens to a band when the parts on the record cannot be played live by the people whose names are on it?
- You have read books describing sessions you sat in that never happened as written. What does that do to a reader who has no way of knowing?
- What does playing for the song rather than for your own chops mean, and where does it apply outside a studio?
- Most of your consulting work carries no credit either. Why do you prefer it that way?

Current angles

Subjects in the news that sit inside what he covers, for a segment that needs a hook.

- What an author or a publisher has to disclose about artificial intelligence, and where the line sits between assisted and generated.
- Digital replicas of a voice or a likeness, consent, and what that means for an author whose brand is built around a person.

- The federal rule on fake reviews and testimonials, and what it means for a book that has been buying its social proof.
- Audiobooks read by a synthetic voice, and what a listener is owed in the way of disclosure.

Read the positions before the call

Published in his own voice, dated, with a written transcript, so a position can be read before the call rather than taken on this document's word.

Author strategy	lorenweisman.com/author-strategy/
Fake authors using AI	lorenweisman.com/2025/08/09/fake-authors-using-ai/
Bestseller claims	lorenweisman.com/2025/01/01/amazon-best-selling-transcription/
Creative careers	lorenweisman.com/brand-messaging-blueprint/
Ghost drumming	lorenweisman.com/2025/01/01/ghost-drummer-transcription/
Music Business For Dummies	lorenweisman.com/music-business-for-dummies/
Quotes, free to use	lorenweisman.com/quotes/

Access, permissions and assets

- Billing as he uses it: Loren Weisman, brand communications and optics strategist, Orlando, Florida. Eastern time, remote or in person. No honorific, no award line and no bestseller line, because there is none to print.
- How the name is said: Loren rhymes with Lauren, and Weisman is said Wise-man. Written out for a read, LAUREN WISE-man.
- To see and hear how he presents before booking him: every podcast episode, with a written transcript of each one and the link to his video channel, sits on one page at lorenweisman.com/wait-what-really-ok/
- Social: x.com/lorenweisman, instagram.com/lorenweisman and facebook.com/profile.php?id=61594052673065. No follower count is quoted on any of them and none is claimed. What is worth listening to is the channel and the podcast, both above.
- Email and phone replies come within 24 to 48 hours. There is a booking link on his contact page for a set time.

- He works as a backup and last minute speaker, so he is set up to move on short notice. He flies out of Orlando or Sanford and can be with you the same day or the next day.
- Standing permission on his quotes. Quote him, attribute it to Loren Weisman, and link back to the page it came from. Six quote collections are published on his site, including one hundred sorted into ten themes.
- Press photographs are on his site with the credit line and the captioning rules beside them. Square files at 1600 pixels for a profile or a directory, and 8 by 10 files at 1600 by 2000 for print. Real photographs taken in 2026, not generated, not enhanced and not altered, with no contact details printed on them, so a file downloaded today does not go out of date.
- His podcast carries no ask. No like, no share, no follow, no download, no comment, no review. He takes the same position into an interview and will not use the slot to sell anything.

Contact

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Email	speaking@lorenweisman.com
The whole set	lorenweisman.com/interview-information-sheet/
Press photos	lorenweisman.com/2025/03/20/8x10-promo-photo/
Booking a time	lorenweisman.com/contacting-me/
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