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

Speaker One Sheet

When you take advice, are you listening to a person with real experience and authority, or to a prompt, or to a profile built to look professional?

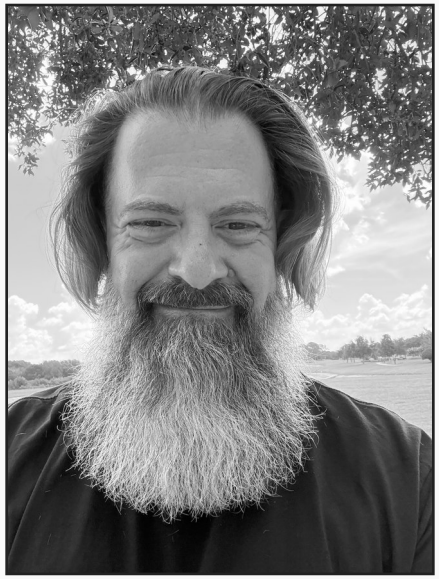
Loren shares how he tells the difference, where his information comes from, and how a room can decide for itself.

Featured talk titles

- Stability and Security Tactics for Product Messaging
  Securing and stabilizing product messaging for greater reach, authority and protection.
- Compliant and Amplified Messaging
  Amplifying presence without being penalized or flagged.
- Authentic Messaging Strategies
  Applying the tone, tempo and tactics of your story and your authority.
- Brand Messaging Blueprint Strategies for Creative Careers
  Messaging that stands out for creatives in arts and entertainment.
- Strategizing a Book Creation Plan with a Sound Blueprint
  A writing, organizing and promotion plan for a book, before the marketing starts.

Twenty-three more talk titles and the a la carte talk at LorenWeisman.com/speaking

What these talks are, and are not: Actionable strategies, not empty motivation, hype or inspiration. No preset PowerPoints and nothing locked in stone, ever. Opinions are defined as opinions and facts are backed with vetted sources. Not a lead generator, a call to action or a funnel to work with Loren.



Instead of claiming to be the answer, consider stating that you may be an answer.

Loren Weisman

Background: 700+ albums as a drummer and producer · TV credits with ABC, NBC, FOX, CBS and TLC · Four books, including Music Business For Dummies from Wiley · Host of the podcast Wait What Really OK

How to book: Directly, through a referral partner, or through All American Speakers, SpeakerHub, PDA Speakers or Speakerpedia.

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What the room needs: 30 minute to 2 hour presentations, half and full day seminars. No slide deck, projector, clicker or technical rehearsal. Based in Orlando, Florida, available regionally, nationally and internationally, in person or virtual. Back on the calendar as of August 2026.
On the public record: Library of Congress name authority record no2014035350, held since 2014. Books and quotes indexed on Goodreads and Quotes.net.