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Stability and Security Tactics For Your Product Messaging

> The focus of this talk: Securing and stabilizing your product messaging and its communication to allow for greater reach, authority and protection while it is moving to market.

The talk overview

Securing and stabilizing the foundation of your brand's communication and messaging strategy may allow for greater steps to be made at a faster pace, while amplifying awareness and reducing risk to your business, your investors, your products and your partnerships.

By looking across the noise online that is filled with hearsay, assumptions, half truths and expired truths, following many of these directions, can end up doing more harm and disarm the power of a brand and its messaging.

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

In the clarity, stability, security and transparency of your communication and messaging foundation, it is possible to reduce the risk for investors, while amplifying your message to potential clients and customers while protecting your vision.

When you preserve, protect and defend your brand authentically, and its messaging with the pillars of security and stability, your communication, mission and business can have a better chance to stand out in a time when so many are sounding, looking and sharing like so many others.

From a title to a tag line, to the videos, audios, blogs, branding quotes and images, when the stability and security from a messaging standpoint to the compliance as well as liability and transparency is in place, the brand and its messaging can stand out that much more.

This talk's touch points run across an array of security and stability tactics including your core messaging, brand content, media communication, crisis management as well as humility and personalization aspects that are often skipped over.

Takeaways and touch points

- Differentiating the objective from the subjective in your message and content
- Considering Intention vs the perception in the message for audience identification.
- Applying authenticity and authority tactics as more than just buzz words.
- Vetting and verifying who and what you listen to for your brand messaging.
- Creating messaging that educates and engages beyond the yell, tell, sell.
- Protecting yourself, your story, your content with on and offline compliance measures.
- Organizing the endurance of your brand, its messaging and its continuity.
- Learning how to adjust the message for amplification while staying on your message.
- Telling your story and not a story or another story that's already been told.
- Recognizing the hearsay, half truth, expired truth, call to action truth and false truth.

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.

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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/stability-and-security-tactics/