Loren Weisman
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Strategizing a Book Creation Plan with a Sound Blueprint

> The focus of this talk: Creating a continuity writing, organizing and promotion plan for a book released in today's market.

The talk overview

Strategizing a book creation plan with a sound blueprint is a talk focused on preparing the foundation of a strategy for creating a book from the first steps while considering the navigational elements and pinpoints throughout the entire process.

These concepts can be used for the aspiring author that hasn't written before, the author that has not penned or typed the first word, the author that is unhappy with previous books, all the way to those that have a manuscript in the can that is ready to go, but might be worth being put on hold. From the first word to the last promotion phase, those that choose to work from a realistic, sustaining blueprint can find books that have a greater chance in the oversaturated and AI market of overnight books.

In a day when it seems we are seeing more fake authors, putting out fake books, with fake reviews as well as fake accolades and the fake best seller claims, it has made the authentic and authoritative publishing of a book a greater challenge these days. However, with a sound idea, an authentic person behind that idea as well as a plan to amplify a book and the concept of a book, the chances can increase for reach, sales and secondary profits as well as exposure. This talk discusses how authors, literary agents, and publishers can take a more protective and proactive approach to forming the brand and the messaging of a book prior to its release to help launch it and maintain a promotional endurance by building through honest, transparent and organic exposure.

Creating a continuity writing, organizing and release plan for a book in today's market can streamline the writing process, as well as the choice to take the book through self, independent, hybrid or major publisher channels. From initial decisions ranging from cover art to logos, quotes to chapter titles and layouts that align with the marketing content, this

first stage of organizing can make later stages flow with a momentum that can reach a wider range of people with a lot less effort and expense. Many of the core touchpoints go well beyond the book itself and tie to the author and the supporting content for promotion, publicity and long term marketing.

Having a book that is aligned with an organized brand messaging strategy and a sound content plan can offer better marketing and promotional opportunities including sales, exposure, and organic media awareness.

This talk is for authors at any level with a focus on the realistic methods of today and not the industry of the past.

Takeaways and touch points

- What is in a name or chapter title? More than you might realize.
- Preset H1s, H2s and advanced pagination concepts before writing.
- Writing plans that work for the individual and not just some template.
- You write your way, using guidance in a blueprint, but keeping your creativity moving for you.
- Investment, raising capital and the realities of deals with publishers and literary agents.
- The graphic and branding continuity beyond a cover.
- Why are pull quotes so effective for marketing? And using GoodReads, OwnQuotes, IMDB and more.
- An approach to the three audience marketing plan.
- Not everyone has a book in them, and why.
- Expanding the stories to cross market the book.
- An editorial calendar approach to messaging.
- Easter eggs in paper, ebook and audio aspects, and how useful they can become.
- Preemptive marketing with a fun foreplay style of hype that connects.
- Plagiarism or close call adjustments before publishing steps.
- Video, image, and audio supplemental messaging applications.
- Audiobook extensions and expansions, and getting your ISBNs in order.
- Multiplying the products and the presence to tie to the given expertise.
- Maintain messaging endurance and engagement with people that already have the book.

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- AI, assistance and transparency in the day of AI as well as disclaimers of truth of your process.
- Marketing and review requests without the hounding and harassing.
- A laundry list to consider which pieces will go into your menu.

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/strategizing-a-book/