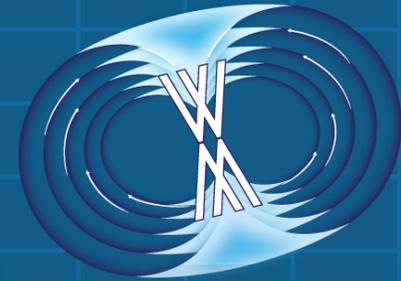


LOREN T. WEISMAN

Brand Precision Marketing Counselor & Strategist
Organizing, Developing & Sequencing for Conversions



TALK TITLES AND SPEAKING MENU

As a keynote speaker Loren Weisman delivers down to earth talks, fun presentations and humorous lectures with an audience to create engagement & enjoyment while sharing experience, knowledge & direction for those in the mailroom to the boardroom and everywhere in between. Always keeping a rooted focus on the fundamental ideas of organizing, developing & sequencing for conversions.

From musicians to authors, restaurants to real estate and entertainment companies to insurance agencies, Loren works with everyone, from CEO's to administrative assistants to help solidify and demystify the fundamentals of content branding, promotion, and marketing, to create higher engagements that convert to sales, profits and customer retention.

Speaking, Lectures, Classes & Seminars

Applying a down to earth, conversational approach, Brand Precision Marketing Strategist and Counselor, Loren Weisman is available for speaking engagements, seminars, keynotes, lectures and presentations that are personalized and individualized to the exact business or audience. Key talking points include a focus on product creation to branding, marketing to promotion and distribution to sales.

These presentations from Loren also puts an emphasis on the importance and the best practices of engagement, conversations, and conversions with the buying public, the professionals using the service or products, the sales teams selling the products and the connections to allow the products, messages, and businesses to reach the widest array of people possible.

Mixing humor with audience engagement, cold hard facts with simple fun truths and opening up conversations that connect with the audience instead of talking down to them, allows for the best platforms for the best flow, tempo and retaining of the information shared. These talks aren't coming from a place of how it should be.

These presentations aren't about life coaching or you can do it hype. These seminars aren't built off of hearsay, rumors or outdated approaches. These talks are coming from the experiences and proof of concepts of someone that has navigated many different waters of business. These presentations supply real world and real-time applications that can be put in to practice immediately with a focus on how to do it.

These seminars are built on proven facts, methods and practices that applicable and effective for today, tomorrow, next month & next year!



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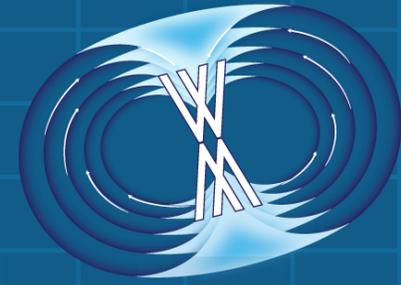


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TALK TITLES AND SPEAKING MENU

1. Brand Penetration, Redirection, and Differentiation For Real Estate Agents Large and Small

Bringing branding into the buying and selling of homes.

The missing piece in many real estate businesses and for many agents is the engagement of the brand message in its delivery along with the marketing and promotion of it. Mixed with an oversaturation of the market and thousands of people saying the exact same thing, penetration and engagement become a major challenge. By internally creating inspiring pieces of content for engagement, the results of that content create a better sell and a better message online that achieves better connections and conversions.

Download this Talk Title PDF Packet at <https://lorenweisman.com/wp-content/uploads/2017/11/BRAND-PENETRATION-FOR-REAL-ESTATE.pdf>

2. Authoring the brand of your book.

Building the brand of your book for the best organic exposure and promotion.

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 is a must. By creating the larger brand picture as the picture of the book is coming together, it assists any book in any genre with greater exposure. Download this Talk Title PDF Packet at <https://lorenweisman.com/wp-content/uploads/2017/10/Authoring-the-Brand-of-your-brand-Talk-Title.pdf>

3. Creating content to engage your 3 audiences simultaneously

Setting up the foundation of your Branding to reach all three audiences at the same time.

How you lead the discussions of marketing and branding can inspire the creation of the best content that will result in the highest level of engagement and conversion. By thinking about gearing the message to the existing customer, the familiar with you but hasn't converted person and the individual that has no idea who you are... (your three audiences) with the same content, you build a greater bond, better relationships, and an endurance audience.

Download this Talk Title PDF Packet at <https://lorenweisman.com/wp-content/uploads/2017/11/Creating-Content-to-Engage-your-3-audiences.pdf>



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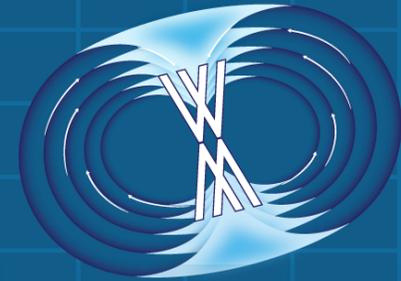


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TALK TITLES AND SPEAKING MENU

4. Branding your videos and your video channel for greater conversions to revenue.

The authenticity and authority of your video delivery will help you stand out.

Video marketing is often overlooked, simplified and not given the due attention it deserves. Businesses tend to jump to one spectrum or the other of either spending way too much on videos and putting up well-produced videos that do not convert or they don't put up any because they think it takes a professional video to convert.

Download this Talk Title PDF Packet at <https://lorenweisman.com/wp-content/uploads/2017/10/Branding-your-videos-and-your-video-channel-for-greater-conversions-to-revenue..pdf>

5. Vetting The Marketing Fools and Advertising Scams for Your Business

Look up, Look around and look out for those not looking out for you.

This discussion goes into the ways to vet your ad reps as well as taking a more systematic approach to advertising your business. From designing fresh content to change up frequently to applying different tracking methods and even pausing to get a better sense of true conversions or results, this talk focuses on getting you into the smartest mindset to make the smartest decisions to create the best results with your advertising.

Download this Talk Title PDF Packet at <https://lorenweisman.com/wp-content/uploads/2017/11/Vetting-the-Marketing-Fools-Talk.pdf>

6. Outlining and Organizing the Order and Output of Marketing Content

Designing, developing and distributing content creation and content marketing effectively.

The core of the discussion comes down to creating a plan that outlines and organizes content before its created. Then by activating an order to how it is created and distributed mixed with a scheduled output of content that is set to engage while not overwhelming, the final system flows easily. This allows each business to save time, money and strain as content can be created well in advance in many cases and be applied to individualized templates that work for that company or business.

Download this Talk Title PDF Packet at <https://lorenweisman.com/wp-content/uploads/2017/12/Outline-and-organizing-Talk-Title-for-Loren-Weisman.pdf>

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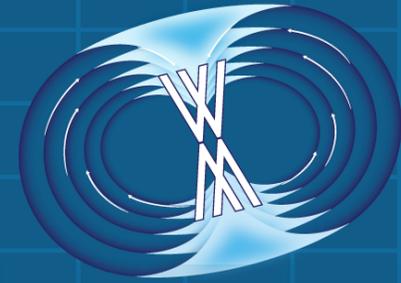
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TALK TITLES AND SPEAKING MENU

7. Creating one of your very own talk titles

Whatever you want to be covered! The buffet talk!

Loren can customize, individualize and personalize any of the talk titles as well as personalize any presentation or seminar to the exact needs of what you are may need for your event, class or presentation needs.

Booking Loren Weisman

Connect with Loren and give him an idea of what you want or what you are looking for.

He is happy to individualize, personalize and organize any of the talk titles to fit your event, lecture, conference or engagement.

Airports Loren Flies From Vero Beach, FL

(VRB / KVRB) Vero Beach Municipal Airport Melbourne, FL

(MLB / KMLB) Melbourne International Airport West Palm Beach, FL

(PBI / KPBI) Palm Beach International Airport Orlando, FL

(MCO / KMCO) Orlando International Airport

Payments & Cost

All speaking fees can be negotiated for the specific event and situation. 50% upon booking and contract signing 50% on the day of the event Contact to discuss pricing options. Discounts available for full upfront payments, and final payments made on the day of the event.

Brand Precision Marketing Strategist and Counselor Loren Weisman aligns, defines and designs individualized branding, marketing & content planning for start-up and established businesses.

Loren is based in Florida on the Treasure Coast and is available to clients over phone, Skype or in person.

For more on Loren's consulting, hiring him for speaking, his books and podcast, visit:

<https://lorenweisman.com/>

<https://instagram.com/lorenweisman/>

<https://facebook.com/lorenweisman/>

<https://youtube.com/lorenweisman/>

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