



BRAND MESSAGING PODCAST WELCOME AND INTEL REQUEST SHEET

Welcome to the show.... well, soon at least.

This is my Brand Messaging Podcast welcome and intel request sheet for Wait What Really OK. Also, I am adding a few thoughts on how we can make the show go well from both a creative and strategic element.

The pre interview is really a conversation to make sure we fit well and that we can have a good flow to the show. I do not story board or script it, but feel that the outline we can build in an initial conversation can be helpful. Here are a couple of my requests from techy to talky...

Techy Type Requests

- Please set up as strong as possible for what you have to work with equipment wise.
- If you are zooming in, please close other windows and apps
- Please have no music or TV going on in the background. (for both sound and licensing reasons)
- If you are sick and can not make a solid minute with out coughing, let's reschedule.
- Please mute yourself for the occasional cough, sneeze, bark or other noises.
- Please turn off phones, close other windows on computers and try to make it so the only signal coming from you, is your voice.
- You don't have to be perfect, have a perfect mic or be in a perfect sounding room.
- My focus in on the authenticity of the conversation, not the perfection of the sound.
- However, really like it when the wifi is strong. Please try to be in the best place or space for great wifi.

Talky Type Requests

This is a show for a conversation, not a production for an infomercial.

- Please stay away from insults, passive aggressive talk and sarcasm.

Let's keep the tone in love and not in fear, anger or insult.

This is a free flow, one take style show. I do not want to be told, "oh, edit that out" or can I retake that answer?" If we have a moment where we are going fully off the rails, I will stop recording and start again. But, the authenticity in mistakes and those little nuances make for greater connection over something that is too polished.

I like those that create conversations with the audience and are not trying to talk down to them.

I prefer guests that differentiate clearly between opinion and fact. If it is a fact, share where it can be backed up by reputable sources. If it is an opinion, preface and or close with how it is your view and why.

I like conversations where no one is told what they will feel, experience or some kind of wild claim. I prefer the audience, experiences and decides for themselves.



BRAND MESSAGING STRATEGIST LOREN WEISMAN

FISH STEWARDING GROUP / FSG MESSAGING AND OPTICS



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Please share the info asked for below so I can create the best supporting content to highlight you, your messaging and your links. (share in an email if you like)

RECORDING DATE: _____

NAME: _____

TITLE: _____

TAGLINE: _____

3 HASHTAGS YOU USE: _____

ANY QUESTION OR QUESTIONS YOU WOULD LIKE TO BE ASKED?: _____

ANY QUESTION OR QUESTIONS YOU WOULD NOT LIKE TO BE ASKED? or are tired of being asked? _____

SHORT BIO: _____

Please supply full address as well as the @ address for easy updating.

WEBSITE: _____

LINKEDIN: _____

TWITTER: _____

INSTAGRAM: _____

FACEBOOK: _____

YOUTUBE: _____

PINTEREST: _____

IMDB PAGE: _____

PODCAST NAME: _____ (If you have one)

PODCAST PAGE: _____ (If you have one)

BOOK TITLE: _____ (If you have one)

BOOK TAGLINE/SUBTITLE: _____ (If you have one)

AMAZON PAGE FOR BOOK: _____ (If you have one)

ISBN: _____ PAGE COUNT: _____ PUBLISHER: _____



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You do not have to share the show!

If you want to, by all means, share it with your audience, your friends, and whoever else you like. But, I believe having someone on a show just for them to share it does not fit the messaging I like to represent.

The show will be uploaded then shared across a wide array of sites and apps. Once it goes up, it does not come down. Just a note for what you choose to share on it.
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I will decide on titles, plot summaries and descriptors. If you have any words you would prefer not being used, please mention prior to the release.

Unless discussed in pre-interview and with a selected group, the show goes up. If approval is required from a third party, please make mention prior to the recording.

The three forms below are the release and waivers for the podcast, images or any associated video or photos used with the show. Please download, sign and return.

PODCAST RELEASE FORM

<https://www.lorenweisman.com/wp-content/uploads/2020/10/Photo-and-Video-Release-for-For-Loren-Weisman.pdf>

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PHOTO AND VIDEO RELEASE FORM

<https://www.lorenweisman.com/wp-content/uploads/2020/10/Photo-and-Video-Release-for-For-Loren-Weisman.pdf>

More about the show, links to where it can be found and other miscellaneous information is available at this link:

<https://www.lorenweisman.com/brand-messaging-podcast/>

Looking forward to the conversation.

Loren