
TALK TITLE

PRESENTED BY LOREN WEISMAN

Authentic messaging strategies for transitioning businesses.



BRAND MESSAGING STRATEGIST
LOREN WEISMAN

FISH STEWARDING GROUP / FSG MESSAGING AND OPTICS

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TALK OVERVIEW

AUTHENTIC MESSAGING STRATEGIES FOR TRANSITIONING BUSINESSES W/ LOREN WEISMAN

Applying the tone, tempo and tactics of your story and your authority to create or reinforce a foundation that will allow for the most amplification, optimization and awareness in today's business environment.

In this time of so many transitions in the business world, the authenticity in the direction, delivery, authorship and performance of a business or brand can create a greater path of awareness, presence and profit.

By considering a series of touch points and shifts online and off that have changed the landscape of how we share, how we market and how we connect with others, bringing it back to the foundation of the message can allow for a better build of content, marketing and compliance to allow for the highest levels of exposure for a business, while spending the least amount of money achieving that positioning.

The Authentic messaging strategies for transitioning businesses workshop is a 60 minute talk that focuses on the root brand messaging touch points that include:

- Intention and the Perception
- Subjective and the Objective
- Compliance and the Security
- Authenticity and Authority
- Less Yell, Tell and Sell that is changed out for
the share, educate and engage.

When the foundation of the brand messaging and story is your story and not a story...

When the content is developed as creatively as it is strategically...

When the hype, hearsay, half-truths, expired truths, opinions and facts are vetted carefully...

When the strategy is personalized with authority, humility and integrity...

It can allow for a messaging strategy that can effectively span the array of engagement with existing customers, new customers, those that have heard of you in passing as well as earned media and press release placement.

Using a messaging palette anchor concept to assist in finding the root of the message while simultaneously protecting it, the result can deliver more effective and compounding:

Titling
Tag lines
Bios
Product and Service Descriptions
Content that spans blogs, quotes, videos, audios, reviews, and links
Interview Information Lead Sheets for Earned Media
As well as subsidiary and vicarious stories for media and press.

The more strategic elements discussed in Authentic messaging strategies for transitioning businesses include:

- Online legal aspects of dotting I's and crossing T's for website documentation.
- Social Media optimization, compliance and continuity.
- Brand Messaging Audits and Discovery using the C's
 - Competitive to Comparisons
 - Compliance to Continuity
 - Control to Contempt
 - And Cadence to Conviction

Some of the concepts take a sharp turn from many of the hype and guru style coaching that is often associated with branding and marketing. The goal is to step out of someone else's box to see what path, tone, message and direction is suited and tailored for you.

TAKEAWAYS FROM AUTHENTIC MESSAGING STRATEGIES FOR TRANSITIONING BUSINESSES INCLUDE:

Takeaways

- Looking at your brand, your business and your budget in a more personalized way.
- Understanding how your story is better than a story.
- A realization of how messaging before marketing can save thousands of dollars and hours.
- The two-sided understanding of your intention and the differing perception that may be an issue.
- Actionable Strategic Tactics you can apply and explore yourself.
- Connecting with elements and touch points that can be implemented into content.
- A demystifying and deconstructing of marketing methodologies that may not be working for you and how to personalize them for you.
- A foundational benchmark to either create, reset or redirect your messaging, , and advertising budgets to achieve a greater engagement and conversion.

PRESENTER: LOREN WEISMAN

Loren Weisman is a brand messaging strategist with a focus on the authenticity, authority, optics, psychology and perceptions of a brand, persona or product for FSG Messaging and Optics. He also the host of the brand messaging podcast; Wait What Really OK.

Weisman has stayed up to date with the constant changes inside and outside of the entertainment industries over the past three decades as well as keeping up with the pulse and optics of content creation, marketing, promotion, and social media trends, allowing for the most effective, and up to date consideration when applying the individualized and personalize methods, approaches and plans.

Starting his career in music and behind the scenes as a drummer and then music producer, Weisman got to see the ins, outs, ups and downs of music. He wrote both “The Artists Guide to Success in the Music Business” (Greenleaf Book Group) and “Music Business for Dummies” (Wiley & Sons).

Shifting to TV production as well as authoring a few books on the music business, Loren gravitated toward the strategic production elements as much as he did the psychological ones. From speaking and counseling on brand messaging to brand discovery, analyzing the two sides of artistic vision while igniting the investor confidence, as well as brand protection and amplifications approaches for marketing, sales and retention, Weisman helps across the array of the story and the messaging experience.



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