
TALK TITLE

PRESENTED BY LOREN WEISMAN

BRAND MESSAGING BLUEPRINT STRATEGIES FOR CREATIVE CAREERS.

BRAND MESSAGING STRATEGIST
LOREN WEISMAN

FISH STEWARDING GROUP/ FSG MESSAGING AND OPTICS

LORENWEISMAN.COM



TAKEAWAYS

- Tools for creating authentic messaging with perception and over saturation in mind.
- Tactics to grow engagement by aligning your story to indirect elements.
- Strategies for blueprinting messages to be a substitution, replacement or backup to gain greater opportunities.
- Core directions for enhancing the online security of your core brand and primary messaging elements.
- Actionable solutions to reinforce to content, the products and the pictures of your brand.
- Deconstructing and vetting the hearsay, half-truths, expired truths, un-relatable truths and overnight expert hype for your path.
- A performance plan for handling the subjective to the objective messaging online and off.
- Connecting and differentiating the elements of intention and perception in your content.
- Steps to becoming a more secure investment or better sponsor.

BRAND MESSAGING BLUEPRINT STRATEGIES FOR CREATIVE CAREERS.

Creativity mixed with strategy, security and humility may bring greater opportunity for those in and out of the more creative arts and entertainment fields when it comes to brand messaging.

This talk focuses on an array of the tactics, optics and metrics for application across the production, protection and performance of your messaging. When the messaging, strategy, products, security and story come together correctly, they create a melody that can be heard over the same old harmonies sung by everyone else.

Many creatives and creative entrepreneurs can lose sight at times of how many others, while sharing their art or their creativity which may be worlds different, can look the exact same to others. As many artists and creatives request support, create and share content, reach out to market and promote, there is often a disconnect with the fact that their audience has perceived that they have heard it all before. This goes for fans, customers, investors, media and so on. By taking that into account and setting up a series of strategies in a messaging blueprint format, it can allow for that voice to be heard in melody over sounding off in harmony and unison with the masses.

This talk's touch points include the creation of authentic messaging, the protection of the messaging, the brand and the subsidiary content elements as well as some steps to consider in promoting and presenting to customers, fans, professionals and investors inside and outside of the specific creative field.

TALK OVERVIEW



BIO

LOREN WEISMAN

Speaker and Presenter

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.