



## Messaging And Optics Speaker Loren Weisman Overview and Talk Titles

### Messaging and Optics Speaker Overview:

As a speaker, Loren Weisman delivers down to earth talks, fun presentations and humorous lectures tailored for audiences ranging from small board rooms to full capacity convention centers.

The aim is to always create an engaging, educating and sharing experience with people.

The concepts, tactics, strategies and stories surrounding messaging and optics are delivered in conversational style that adjusts to the individual audience.

Unfortunately or fortunately, there are no preset PowerPoints or presentations that are locked in stone, ever.

Loren makes sure opinions are clearly defined as opinions, while facts are backed up with vetted sources.

The call to action is exactly that, in these talks, action when it is time to take action over just talk.

Loren **is not a motivational speaker** that tells stories to only inspire with no action following them.

He shares information, intelligence and approaches that can be shaped into strategies for application and execution.

Loren Weisman can deliver talks that range from 30 minutes to 2-hour presentations.

He also can present half day and full seminars alone, with Douglas P. Fish from Fish Stewarding Group or other speakers.

The core foundation of any talk is focused on **best practice approaches** that are **rooted in the authentic and authoritative messaging** and optics, then related themes that carry across the subjects of compliance, organization, process and practice.

### **Mixing:**

Humor with audience engagement,

Cold hard facts with simple fun truths, a

Amplified authentic opinions that are differentiated from the objective facts

and

opening up conversations that connect with the audience instead of talking down to them...

...allows for talks with a better flow, tempo and recollection of the information shared.





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### **Some “are nots” for the talks...**

These talks aren't coming from a place of “how it should be”.

These presentations aren't about life coaching or oversaturated you can do it hype.

These seminars aren't built off of hearsay, rumors or outdated approaches.

### **Then some are's ...**

These talks are coming from the experiences and proof of concepts of someone that has navigated many different waters of messaging, optics and organization.

These presentations are filled with up to date real world and real-time applications that can be put in to practice immediately with a focused approach 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.

Also, the subjective and objective elements are clearly differentiated accordingly.

### **TALK TITLES FOR MESSAGING AND OPTICS SPEAKER LOREN WEISMAN**

#### **Messaging and Optics Speaker Top Talk Titles**

Authoring the Brand of Your Book. Branding an Authentic Book Outline

Authentic messaging strategies for transitioning businesses

Brand messaging blueprint strategies for creative careers

Stability and security considerations for messaging and optics

Authentic Authority Messaging with a client and media focus for finance professionals.

Protecting & Promoting your Creative Brand, Persona or Product.

Going through a Discovery and Messaging Audit.





## **Messaging And Optics Speaker Loren Weisman Overview and Talk Titles**

Objective vs subjective messaging intel for your brand & business

Understanding, applying and communicating the intention Vs perception differential in your brand.

Choosing what to listen to, how it applies to you, where it relates to and when to change.

How to vet a strategist, consultant, coach, trainer or “expert” before you pay and before you listen.

Investor Confidence and exit planning before you enter the market.

Brand Compliance for legalities, liabilities and the new Internet ambulance chasing lawyers

The difference between brand messaging and branding as well as messaging and marketing

Perception Intelligence for your brand. Less focus on the intentional intel.

### **Messaging and Optics Speaker Secondary Talk Titles**

The words, messaging, spam themes and marketing to avoid like the plague now.

What to legally, technically, ethically and morally stop doing with your brand now.

Delving in to the details before you go to graphics, web, legal, branding and everywhere else.

Watching out for the 75 to 25 hype stories from people that are not lying, but leaving out a lot of the truth.

Content to engage your three audiences simultaneously and authentic array engagement

True optimization tactics that build Organic Authority over buying Keywords

Branding your videos and your video channel for greater conversions

Vetting the marketing fools and advertising scams for your business.

**And Last but not least...**

**The a la Carte Talk Title or tell me what you want me to talk about.**

Choose your own adventure or tell me what you are looking for in regards to the topics I provide and touch on.

