



Interview Information Sheet

FSG Messaging and Optics Strategist Loren Weisman

Loren Weisman Interview Information Lead Sheet

For media professionals, public relations, and content creators, producers, journalists, publicists, editors, on air talent, bloggers, reporters, podcasters, influencers, and researchers looking for an individual for an interview, commentary, opinion or differing views. This includes but is not limited to TV, Radio, Print, Podcasts, Blogs and other earned and no fee media placement opportunities.

This Sheet includes:

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Introduction Short Bio:

Loren Weisman is a Messaging and Optics Strategist for the Fish Stewarding Group (FSG). Weisman keeps a focus on the communication, connotations, engagement, compliance and stability of each brand, persona or product.

Loren Weisman’s speaking and talks focus on authentic and authoritative messaging strategies, marketing perceptions, audience optics and humble personalized engagement methods. Weisman is able to help authentically sound people seed their visions in good soil. In interviews, Loren shares authentic, humble subjective and insult free viewpoints mixed with his authority and experience, in order to cover an array of topics in an inviting and engaging style that is media friendly.

Loren is happy to comment and discuss other topics as well, but will only accept interviews where he is sure that he can lend authenticity and authority to a conversation. Loren will also happily recommend others that might suit a topic request that he is not completely clear on.

Core Links for Loren Weisman

Websites:

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

Most Social Sites:

@lorenweisman @fishstewarding

Speaker Page:

<https://lorenweisman.com/messaging-and-optics-speaker/>





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Topics for Interview and Commentary

Below are the top tier, secondary tier and tertiary tier topics that he engages on with the most strength from substantiated opinions to educating to explaining to commentary.

10 Top Tier Messaging and Optics Topics

Messaging in Arts and Entertainment
Negative Messaging in Sales Culture and the AI/plagiarism problems
Comparison, Competition, Compliance and Connotations in Messaging
Narrative, Brand and Storytelling Foundations
Intention vs Perception in Messaging and Advertising
Optics and Compliance of Subjective and Objective messaging
Internet Messaging and differentiating popularity from authority
The stability and security of words, publicity and promotion
Pre-packaged brands and messaging that is causing problems

10 Second Tier Messaging and Optics Topics

Understanding messaging and how many are missing the mark.
How thinking politically in communication can help your business messaging.
Online compliance, the changes coming our way and what to do now.
Intention vs perception communication with customers and clients.
Subjective vs Objective Communication in your messaging and marketing.
Why it's more expensive to promote when a brand doesn't have correct messaging.
How messaging and marketing works for some and does not work for others.
Understanding the oversaturated messaging in media today.
The problem with listening to the life coach and motivational types.
Building an authority foundation instead of the expert and guru ego proclamations.

Tertiary Tier Messaging and Optics Topics

Differentiating steps and tips to separate those with authority from those with none.
How endurance content communication can create authentic engagement.
How do you execute a three-audience concept messaging style.
How the 25% to 75% missing story hype can harm your business.
How humility can beat hype and reach farther today
Learning to audit, revise and reset your messaging
Identifying the expired experts and the one-time success coaches
Basic Formats and formulas of online messaging. Nothing to do with numbers.
How to build a sound foundation for a brand, its story and its authority
Online reputation management and preventative maintenance actions for 2023.





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Technical Interview Information Bullet Points

Loren has over 20 years of experience in the media and has an understanding of how interviews work.

Simply put, he knows the cues to stop, understands you do not wear green and knows that the focus is always on the story and the host, not him.

Loren frames all answers with subjectivity, not use any bad language or raise his voice. Loren does not interrupt hosts or other guests.

Loren will clearly differentiate subjective opinions from objective and proven facts.

He is there to help add authority and expertise, and not use an interview for self-promotion.

For video, he is available in full suit and tie, down to relaxed casual.

Please request the look you are looking for in advance of the interview.

For home video interviews, Loren has a green screen as well as a full lighting system if needed. Loren never self-promotes during interviews. He stays to the topic and if asked, will share a website.

Unless asked to share, Loren does not take pictures or film himself being interviewed or exploit any interviewing situation in any way, shape or form.

Loren will follow the promotional guidelines or standards requested of an interview and not discuss the interview topic, interviewer or media outlet until asked to do so.

He has an understanding about holding on to a story and making sure it's not shared till the chosen news cycle.

For higher echelon and larger interviews and media opportunities, Loren is happy to discuss and agree to exclusivity with a given source as well as a fair wait time to appear or be interviewed by a competitive media group. These are on a case by case basis.

Loren retains the right to share or not share interviews on his website and social media if he chooses. Contact:

Contacting Loren/ FSG

Email: Loren @ FishStewarding.com

Phone: 321-217-5024

Texas Address:

Fish Stewarding Group / FSG Living / FSG Development
6586 East Interstate 20, Abilene Texas 79601, USA

Florida Address:

4325 Blue Major Drive
Windermere, Florida 34786

