

**FSG**

**TALK TITLE**



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# STABILITY AND SECURITY CONSIDERATIONS FOR BRAND MESSAGING



[lorenweisman.com](http://lorenweisman.com)



**Fish Stewarding Group**  
MESSAGING, STRATEGY, FINANCE & DEVELOPMENT  
[www.fishstewarding.com](http://www.fishstewarding.com)

Presenting this talk is  
FSG Messaging & Optics  
Strategist  
Loren Weisman

# TALK OVERVIEW

# Stability and security considerations for brand messaging

**The focus of this talk is about: Securing and stabilizing your brand, its messaging and optics to allow for greater authority and protection while it is being built or rebuilt.**

Securing and stabilizing the foundation of your brand, messaging and strategy may allow for greater steps to be made at a faster pace, while amplifying awareness and reducing risk to your business, your investors, your products and yourselves. By looking across the noise online that is filled with hearsay, assumptions, half truths and expired truths, following many of these directions, can end up doing more harm and disarm the power of a brand and its messaging.

Looking into a series of factors that range from the subjective to the objective messaging statements as well as the consideration of intention vs perception when it comes to how your audience is perceiving what you are sharing can help you hone the message.

In the clarity, stability, security and transparency of your brand messaging foundation, it is possible to reduce the risk for investors, while amplifying your message to potential clients and customers while protecting your vision.

When you preserve, protect and defend the messaging and optics of your brand... with the pillars of security and stability; your messaging, mission and business has a better chance to stand out in a time when so many are sounding like and looking like each other.

From a title to a tag line, to the videos, audios, blogs, quotes and images; when the stability and security from a messaging standpoint to the compliance as well as liability and transparency is in place, the brand and its messaging can stand out that much more.

This talk's touch points run across an array of security and stability tactics including your core messaging, content, media communication, crisis management as well as humility and personalization aspects that are often skipped over.

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# TAKEAWAYS AND TOUCHPOINTS

# Stability and security considerations for brand messaging

- Differentiating the objective from the subjective in your message and content
- Considering Intention vs the perception in the message for audience identification.
- Applying authenticity and authority tactics as more than just buzz words.
- Vetting and verifying who and what you listen to for your brand messaging.
- Creating messaging that educates and engages beyond the yell, tell, sell.
- Protecting yourself, your story, your content with on and offline compliance measures.
- Organizing the endurance of your brand, its messaging and its continuity.
- Learning how to adjust the message for amplification while staying on your message.
- Telling your story and not a story or another story that's already been told.
- Recognizing the hearsay, half truth, expired truth, call to action truth and false truth.

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# SPEAKER & PRESENTER BIO

## Stability and security considerations for brand messaging

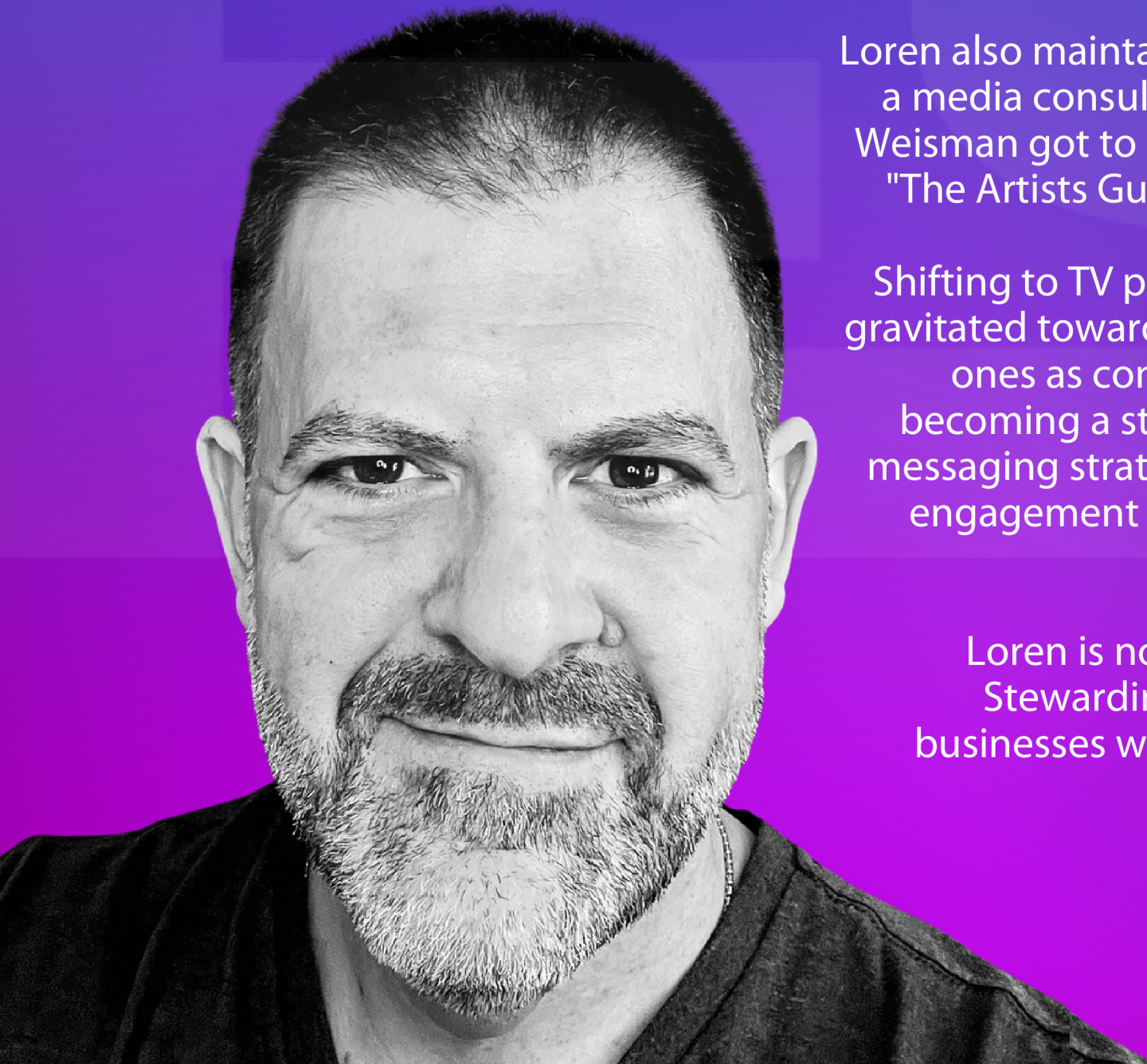
**Loren Weisman is a Messaging and Optics Strategist for the Fish Stewarding Group (FSG).**

Weisman keeps a focus on the communication, connotations, engagement, compliance and stability of each brand, persona or product. 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. This allows for the most authentically effective, and up to date consideration when applying the individualized and personalized methods, approaches and plans. He has been a part of over 700 albums as a drummer and music producer.

Loren also maintains TV productions credits for three major networks as well as serving as a media consultant for many businesses in and out of the arts and entertainment fields. Weisman got to see an array of the ins, outs, ups and downs of music, which he shared in "The Artists Guide to Success in the Music Business" and "Music Business for Dummies".

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 as continued a path leading him in the direction of leaving entertainment and becoming a strategist. Loren'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.

Loren is now completely focused on his work with the Fish Stewarding Group. Fish Stewarding Group is stewarding strategic solutions by only building authoritative businesses with authentically sound people. FSG is bearing the weight of messaging, strategy, finance and development by coming along side.



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## Fish Stewarding Group

Fish Stewarding Group is stewarding strategic solutions by only building authoritative businesses with authentically sound people. The FSG branches include FSG Messaging and Optics, FSG Development, FSG Living Homes, FSG Living Buildings, FSG Living Panels, FSG Living Roads, FSG Realty, as well as FSG Africa. FSG is bearing the weight of messaging, strategy, finance and development by coming along side.

To arrive at clarity for building responsible visions and executing business processes, FSG aims to do more than just consult or coach. To us, stewarding is a comprehensive concept that is based on coming along side for the benefit of another. With Fish Stewarding Group's focus on Teaching To Fish, our role also includes the experience of consulting and coaching with information, knowledge, education and key strategies.

With the FSG stewarding methodology of coming along side, Fish Stewarding Group focuses not only on the giving but most importantly on the teaching of what it takes to move every touchpoint forward. Give a Fish or Teach to Fish is not just for not-for-profits. We believe it is for business as well. When something is given for free or without development, the hand is usually soon to be back for more. What is the alternative? We believe that when you Teach To Fish, the opportunity given creates the ability to grow and do for one's self while also learning to lead others in doing the same.

Fish Stewarding Group is bearing the weight of messaging, strategy, finance and development by coming along side. For purposes such as education and stability, FSG generally has a more intensive front-end involvement. The overall objective is that after executing with FSG the long term sustainability and business endurance are then carried forward by the owner and their team.

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