

## LOREN WEISMAN SPEAKER OVERVIEW AND TALK TITLES

As a speaker, Messaging and Optics Strategist Loren Weisman delivers down to earth talks, educational and applicable presentations as well as informative, up to date and humorous lectures. Every talk is specifically tailored to the level of understanding of an audience along with the size of the audience ranging from small board rooms to full capacity convention centers.

The aim is to always create and execute an engaging, educating and beneficial experience each audience in a personalized fashion.

The concepts, tactics, strategies and stories surrounding messaging and optics are always delivered in conversational style that is adjusted to the exact audience, their level of learning, understanding and experience.

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

These talks move, breathe and adjust according to the audience, the questions and the direction that is taken.

Loren ensures that the opinions are clearly defined as opinions, while facts are backed up with vetted sources, proof and substantiated evidence.

These talks are intended for the audience to take action for themselves.

These talks are not a lead generator, a call to action or a funnel to work with Loren.

While some may choose to explore that option, these talks are focused the actions and directions that can be applied without Loren.

The talks are focused on the tactics to apply, not some expanded call to action trying to get consulting clients. Loren does not believe in that approach.

Loren is not a motivational speaker that is only telling stories to inspire.

Messaging and Optics Speaker Loren Weisman shares information, intelligence and approaches that can be shaped into strategies for application and execution for those that choose to apply these ideas for themselves.

These talks share actionable strategies and do NOT focus on empty motivation, hype or inspiration. Loren is NOT a motivational speaker, and he is NOT an inspirational speaker.

While some stories are used and the information can motivate, the foundation of every talk is based on intelligence, strategy, information and education.

Loren Weisman delivers talks that range from 30 minutes to 2 hour presentations. He also can present half day and full seminars alone, or other speakers.



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The core foundation of most of the talks are focused on best practice approaches that are rooted in authentic and authoritative messaging and optics as well as related themes that carry across the subjects of compliance, organization, process, stability, security and practice.

These concepts are shared with up to date, present and forecasted opinions... not old stories of old methods that are outdated and expired.

Mixing humor with audience engagement,  
cold hard facts with simple fun truths,  
simplified 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 each talk to maintain a better flow, tempo and  
make it easier to retain the information.

### Some are nots...

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.

### 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, strategy 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 a how to do it with what you have, where you are and what you know angle.

These seminars are built on proven facts, methods and practices that applicable and effective for today, tomorrow, next month and next year.

These lectures are clearly differentiating the subjective and objective elements accordingly.

These stories are shared in a way to reveal the truth behind the hype with humility, and a call to action that asks each audience member to take into account where they are, what they know, what they are ready to do and not ready to do.

In the end, the actionable strategies of every talk, should be applied to a personalized blueprint for every person to obtain the desired results and effect.



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### Messaging and Optics Speaker Primary Talk Titles

- Authoring the Brand of Your Book. Branding an Authentic Book
- Outlining and organizing the order and output of marketing content
- Authentic messaging strategies for transitioning businesses
- Brand messaging blueprint strategies for creative careers
- Stability and Security Considerations For Messaging and Performance

### Other Frequently Requested Talk Titles

- Authentic Authority Messaging with a client and media focus for Finance Professionals.
- Persevering Protection Measures: Protecting & Promoting your Brand, Persona or Product
- Going through a Discovery and Messaging Audit for yourself or with another
- 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.)*
- Examining the claims. Vetting a consultant, coach, trainer or "expert" before you pay and listen.
- Investor Confidence and exit planning before you enter the market.
- Brand Compliance for legalities, liabilities and the new Internet ambulance chasing lawyers
- The differences between brand messaging and branding - Messaging vs Marketing
- Perception Intelligence for your business and brand. Less focus on the intentional intel.

### Additional 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.
- Identifying the 75/25 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.
- The authenticity of AI and the careful road of authenticity, truth and enabling.
- The protection, stability, security and rights to the content you share.

### 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....

Create a recipe from other topics or talk titles...

or tell me what you are looking for in regards to the event you would like me at.

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

Speaker One Sheet Page: <https://lorenweisman.com/speaker-one-sheet/>

Speaking Contract Page: <https://lorenweisman.com/speaking-contract/>

About the Speaker Page: <https://lorenweisman.com/messaging-and-optics-strategist/>

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