

**Loren Weisman**

**Talk Title**

# **COMPLIANT AND AMPLIFIED MESSAGING STRATEGIES FOR THE HEALTH AND WELLNESS SECTOR.**



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



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

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

Presenting this talk is  
FSG Messaging & Optics  
Strategist  
Loren Weisman



# Talk Overview

# Compliant and Amplified Messaging Strategies

**Sharing a strategic approach with straightforward and applicable tips  
to amplify presence while not being penalized or flagged.**

**Vetted concepts and directions for standing out with stability, security and greater visibility online in order to differentiate  
in the sea of false claims, false experts and false products in the health and wellness sphere.**

Securing and strategizing the messaging foundation of your health and wellness brand, product or authority in the field, may allow for greater steps to be made at a faster pace to reach more people. When a sound blueprint is created with an array of modern considerations, it can help to amplify awareness and reduce the risk to your business, your investors, your products and yourselves. By looking past the noise online that is filled with hearsay, assumptions, half truths and expired truths, while following objectively true, compliant and compounding methods, the results may stand stronger and reach wider.

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 desired audience is perceiving what you are sharing can help you hone the message.

In the clarity, stability, security and transparency of your messaging foundation, it is possible to reduce the risk for investors and being flagged by algorithms and social media sites. At the same time, these methods can amplify your message while protecting your vision.

When you preserve, protect and defend the messaging and optics of your health and wellness brand with the pillars of clarity, liability, 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.

This talk's touch points run across an array of compliant, amplifying and strategic tactics including core messaging, content, media communication, crisis management, penalizations, subjective tones and personalization aspects that are often skipped over.



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# Takeaways and Touchpoints

# Compliant and Amplified Messaging Strategies

- Differentiating the objective from the subjective in your message and how it can promote and lift you.
- Considering Intention vs the perception in the message for audience and algorithm optimization
- Applying authenticity and authority tactics as more than just buzz words while avoiding claims and liability flags.
- Vetting and verifying who and what you listen to for your messaging. (Many marketers are using illegal tactics.)
- Creating educating, engaging, transparent and accountable messaging for web, content and marketing.
- Protecting yourself, your story, your products and content with on and offline compliance measures.
- Organizing the endurance of your brand, its messaging and its continuity for larger audiences, investors and white labels
- Messaging adjustments to meet your standards and not false standards that can flag, penalize and get you reported.
- Telling your story and not a story or another story that's already been told. Staying away from duplicate messaging.
- Recognizing the hearsay, half truth, expired truth and staying secure and stable online with preventative maintenance.



# Speaker and Presenter Bio

# Compliant and Amplified Messaging Strategies

## Messaging and Optics Strategist and Speaker Loren Weisman

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.

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.

- 700 album credits across major and indie labels as drummer and producer.
- TV production credits for ABC, NBC, FOX, CBS, TLC and more.
- Speaking engagements across the US and Canada at many expos, conferences and summits.
- 3 internationally published and distributed books, including Wiley and Sons, Music Business for Dummies, as well as GreenLeaf's The Artists Guide to Success in the Music Business.
- Private Corporate Sessions for business ranging from health to hospitals, legal groups to lobbyists, business development teams to real estate and construction.



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# Fish Stewarding Group Bio/ Speaker Links

# Compliant and Amplified Messaging Strategies



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 Realty, as well as FSG Africa. FSG is bearing the weight of messaging, strategy, finance and development by coming along side.

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.

## Contact Loren to Speak

Loren Weisman Web: <https://lorenweisman.com/>

Fish Stewarding Group Web: <https://fishstewarding.com/>

Speaker One Sheet Page:

<https://lorenweisman.com/speaker-one-sheet/>

Speaking Overview & Talk Titles Page:

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

About the Speaker Page:

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

Speaking Contract Page:

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