

# **STRATEGIZING A BOOK CREATION PLAN WITH A SOUND BLUEPRINT**

**CREATING A CONTINUITY WRITING,  
ORGANIZING AND PROMOTION PLAN FOR A  
BOOK RELEASED IN TODAY'S MARKET.**

### **Strategizing a book creation plan with a sound blueprint.**

Creating a continuity writing, organizing and promotion plan for a book released in today's market.

Strategizing a book creation plan with a sound blueprint is a talk focused on preparing the foundation of a strategy for creating a book from the first steps while considering the navigational elements and pinpoints through out the entire process.

These concepts can be used for the aspiring author that hasn't written before, the author that hasn't not penned or typed the first word, the author that is unhappy with previous books, all the way to those that have a manuscript in the can that is ready to go, but might worth being put on hold. From the first word to the last promotion phase, those that choose to work from a realistic, sustaining blueprint can find books that have a greater chance in the oversaturated and AI market of overnight books.

In a day when it seems we are seeing more fake authors, putting out fake books, with fake reviews as well as fake accolades and the fake best seller claims, it has made the authentic and authoritative publishing of a book a greater challenge these days. However, with a sound idea, an authentic person behind that idea as well as a plan to amplify a book and the concept of a book, the chances can increase for reach, sales and secondary profits as well as exposure. This talk discusses how authors, literary agents, and publishers can take a more protective and proactive approaches to forming the brand and the messaging of a book prior to its release to help launch it and maintain a promotional endurance by building through honest, transparent and organic exposure.

Creating a continuity writing, organizing and release plan for a book in today's market can streamline the writing process, as well as the choice to take the book through self, independent, hybrid or major publisher channels. From initial decisions ranging from cover art to logos, quotes to chapter titles and layouts that align with the marketing content, this first stage of organizing can make later stages flow with a momentum that can reach a wider range of people with a lot less effort and expense. Many of the core touchpoint go well beyond the book itself and tie to the author and the supporting content for promotion, publicity and long term marketing.

Having a book that is aligned with an organized brand messaging strategy and a sound content plan can offer better marketing and promotional opportunities including sales, exposure, and organic media awareness.

This talk is for authors at any level with a focus on the realistic methods of today and not the industry of the past.

### Strategizing a book creation plan with a sound blueprint. Takeaways and Touchpoints

- What is in a name or chapter title? More than you might realize.
- Preset H1's H2's and advanced Pagenation concepts before writing.
- Writing plans that work for the individual and not just some template.
- YOU WRITE YOUR WAY... using guidance in a blueprint, but keeping your creativity moving for you.
- Investment, raising capital and the realities of deals with publishers and literary agents
- The graphic and branding continuity beyond a cover.
- Why are pull quotes so effective for marketing? And using GoodReads, OwnQuotes, IMDB, ect.
- An approach to the three-audience marketing plan.
- "Not everyone has a book in them." and why
- Expanding the stories to cross-market the book.
- An editorial calendar approach ot messaging.
- Easter eggs in paper, ebook and audio aspects... and how useful they can become.
- Preemptive marketing with a fun foreplay style of hype that connects.
- Plagiarism or close call adjustments before publishing steps.
- Video, image, and audio supplemental messaging applications
- Audiobook extensions and expansions. Lolly, Lolly, Lolly, get your ISBN's here!
- Multiplying the products and the presence to tie to the given expertise.
- Maintain messaging endurance and engagement with people that already have the book.
- Transparency in the day of AI as well as disclaimers of truth of your process.
- Marketing and review requests with out the hounding and harassing.
- A laundry list to consider which pieces will go in to your menu.

## **Messaging and Optics Strategist Loren Weisman**

Weisman is a messaging and optics strategist that 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.

Starting as a session drummer and then music producer, Loren then shifted 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 & Canada at many expos, conferences & summits.
- 3 internationally published and distributed books, including Wiley and Sons, "Music Business for Dummies", as well as GreenLeaf Book Group'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, real estate, construction and more.

### Messaging and Optics Speaker Loren Weisman

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.

### Categories

Business, Messaging, Strategy, Marketing, Communication, Optics, Brand Psychology, Accountability and honor in content, Business Development, Leadership, Culture, College, Faith, Entrepreneur, Exit Strategies, Strategic Development, Ai Accountability, Crisis Management...

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