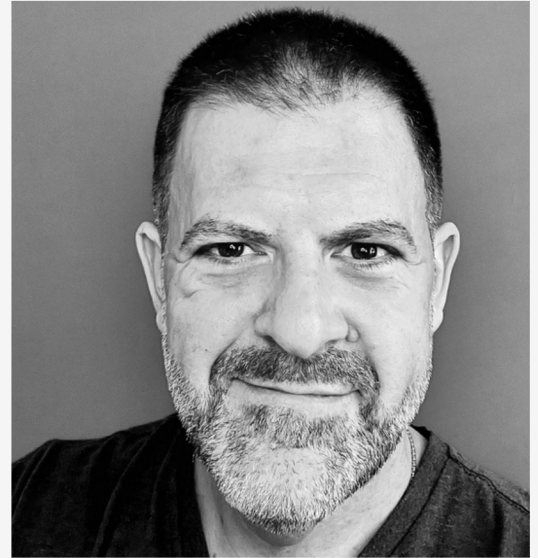


# FSG SPEAKER ONE SHEET



## FSG MESSAGING AND OPTICS STRATEGIST LOREN WEISMAN

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

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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