

INTRODUCTION TO PERSONAL BRANDING WITH PHIL PALLEN



Any writer wanting to sell their work in today's market must have a personal brand.

But what is a personal brand? For a writer, your personal brand is your unique "writer's voice." And in today's market, agents, managers, and studios want writers that have a personal brand because they know that a writer with a personal brand translates into major box office receipts and solid TV ratings.

In this workshop, our writers learned why it's crucial for every writer to have a brand to gain career momentum, how the right personal brand and social media strategy can help book more meetings, improve the chances of selling a script and expand their network of influencers. Topics of discussion included:

- How you can position your brand to write, produce, or both
- Why you must be active on social media
- Which social media channels are most important for writers
- How to gain more followers
- How to monetize web and video content

***Phil Pallen** is an LA-based brand strategist who builds brands for media personalities, professionals and entrepreneurs, with clients appearing on shows like Shark Tank, Dancing with the Stars, The X Factor, Project Runway, The Doctors, and many others. His book "Shut Up and Tweet" contains game-changing strategies to become a Twitter rockstar.*