

CREATING YOUR SOCIAL MEDIA STRATEGY WITH PHIL PALLEN



In this hands-on series of events, Phil Pallen demonstrated the power of a social media strategy by using some of our writers as case studies. He assessed their online presence in the room and outlined a plan of action on how to improve their online brand and strategy. They returned after three months to reassess their branding strategies.

Phil knows how the right personal brand and social media strategy will help our writers book more meetings, improve the chances of selling their scripts and expand their network of influencers.

***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.*