



Winn Claybaugh's MASTERS Audio Club Home Play May 2015: Phil Pallen

1. Listen to this month's featured MASTERS interview by going to the MASTERS tab on Plugged In. You can listen online or download it to your favorite audio player.
2. Select and answer 7 of the 9 questions below.
3. Fill in the answers (or use a separate piece of paper), staple the answers to your worksheet, and show them to a Learning Leader.
4. Have the Learning Leader sign off the MASTERS box on your worksheet.

Why does Phil believe a bio should be short?

Why is Phil passionate about social media, and why does he prefer Twitter over the other social media platforms?

According to Phil, which three platforms should people in the beauty industry use? Why does he suggest those specifically and why does he recommend focusing on only three platforms?

What is Phil's "formula" for a personal brand, and what is the difference between a personal brand and a hobby?

Phil explains the three phases of personal branding. List the three phases he discusses.

1. _____
2. _____
3. _____

Why does Phil believe it is important to have structure when using social media?

List and describe the four types of Twitter tweets Phil recommends.

1. _____
2. _____
3. _____
4. _____

Describe Phil's tips for writing an effective Twitter bio. (How long should it be? What should it include?)

What is Phil's final message to listeners?
