

10 ONLINE **BRANDING** TIPS FOR SCREENWRITERS

1. BUILD A WEBSITE.



A website makes it easier for people to find you, follow you, and hire you. [Wordpress](#) and [Squarespace](#) are cost-effective options to build your own site without code. At minimum, include links to previous work, a bio, and a contact page.

3. BLOG.



Blogging serves as a portfolio and a platform. Add a blog to your website to showcase your work or share thoughts on screenwriting. Start with a small goal, like one post every other week.

5. ADD A NEWSLETTER.



If a reader visits and likes your blog but sees no way to receive updates, it's unlikely he or she will return for more. Add a newsletter feature to your website and put the signup call-to-action in an obvious place like the sidebar, header, or footer.

7. USE SOCIAL MEDIA.



Be **active** on social media - post frequently to stay engaged with your audience and peers. [Hootsuite](#) and [Buffer](#) are great tools for scheduling posts in advance. Don't forget to clearly display links to your social profiles on your website!

9. ENGAGE ONLINE.



Connect with other writers and people you admire - as well as potential clients and news outlets - by leaving thoughtful comments on their blogs and responding to their social media posts.

2. CRAFT A KILLER BIO.



Your bio - whether on social media or your website - is your first impression on potential readers, fans, and clients. Make it concise and engaging, and be clear about what your skills and services are. See [this guide](#) for some tips and inspiration.

4. BE CONSISTENT.



Use the same picture and logo across all websites and profiles to make it obvious that each channel is a distinct part of your brand. Then, establish a blogging or posting schedule -and stick to it!

6. USE HASHTAGS.



Hashtags help grow your following by making content easily searchable. To avoid clutter, use no more than three or four hashtags per post. See [this guide](#) for more hashtag best practices.

8. STUDY OTHER PEOPLE.



Find other screenwriters with a strong online presence and identify what it is about their voice or content that draws you to their sites and social channels. Pick a favorite technique and set a goal to give it a try with your own brand.

10. BE YOURSELF.



Not every technique or tip is right for every person. Implement the ideas that reflect your voice and personality, and let your talent shine through!

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