



PROJECT

YOUTH BUSINESS ALLIANCE

LOS ANGELES, CA

YEAR

2018

DIRECTOR

PHILLIP ANDREW ~ @PHILLIPANDREWLA



PHILLIP ANDREW
@PHILLIPANDREWLA

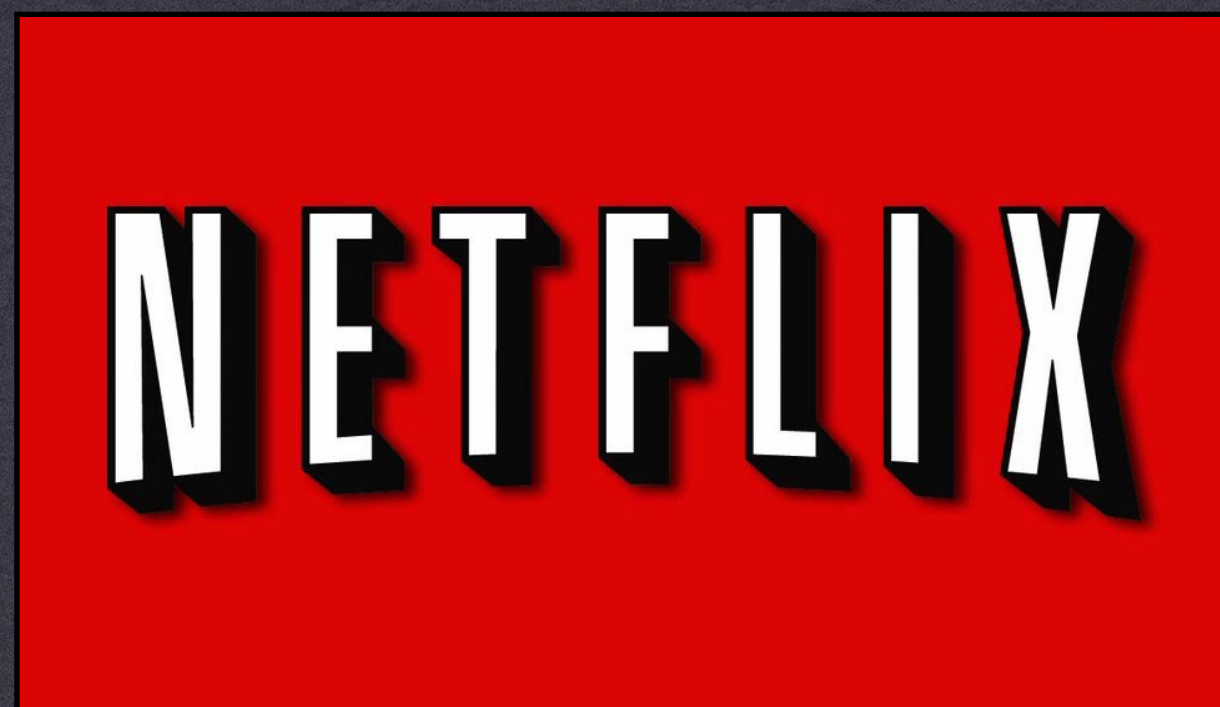
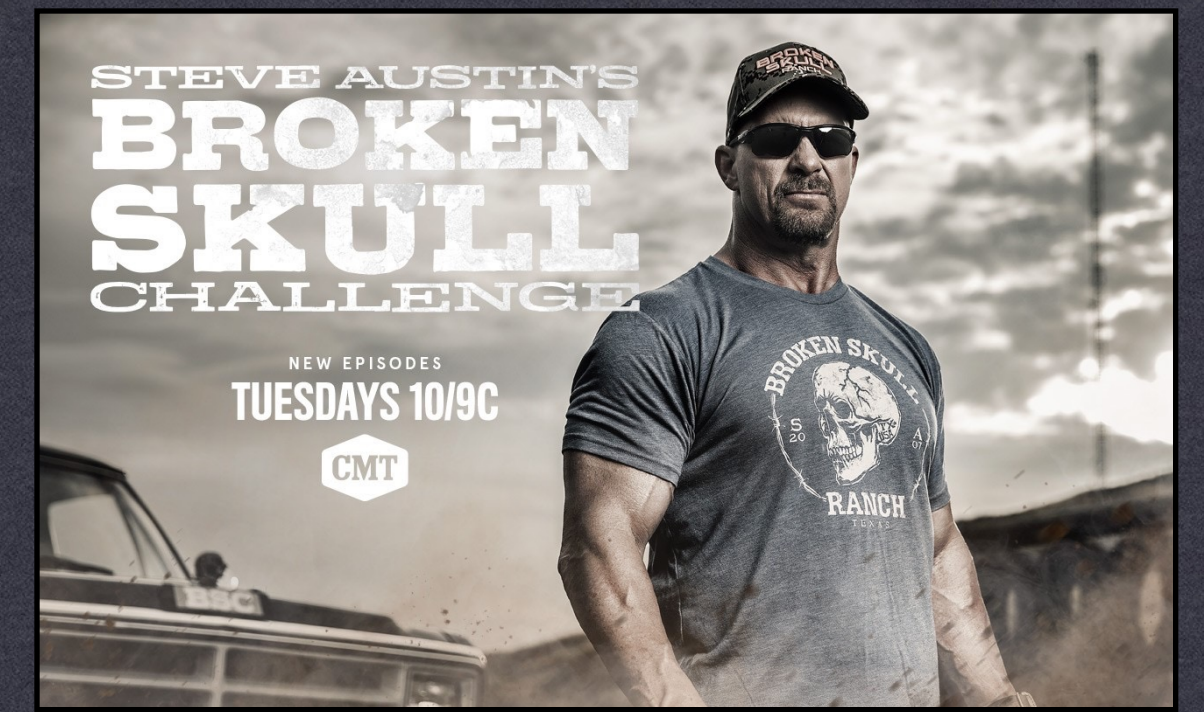
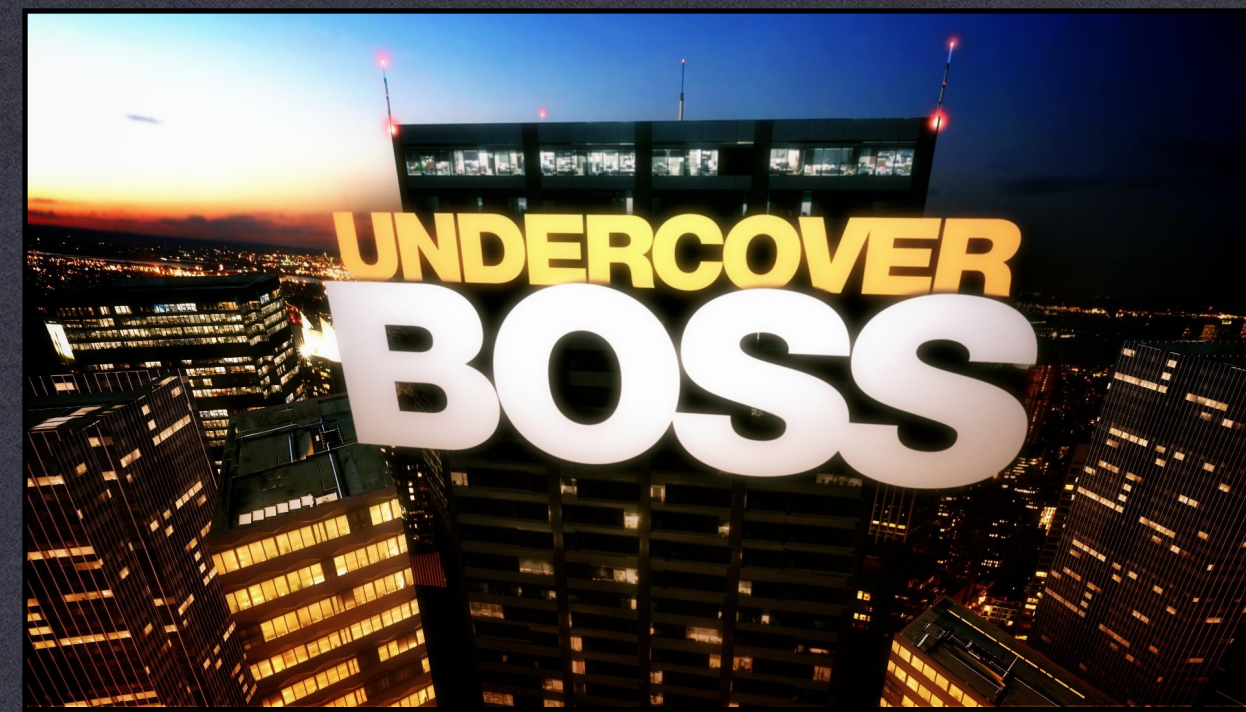
TV PRODUCER + DIGITAL CONTENT CREATOR

MEDIA COACH

INTERNATIONAL DJ + MC



TV PRODUCER + DIGITAL CONTENT CREATOR



MEDIA COACH

- * Actors *
- * Authors *
- * Athletes *
- * Analysts *
- * Experts *
- * CEOs *
- * Doctors *
- * Lawyers *
- * Hosts *
- * Producers *
- * Business Owners *
- * Public Relations *



HQ?
Klay Thompson
Von Miller
Brock Lesnar
Is this brave?
Sharks / Penguins
Mountain Men
Naked & Afraid
@HQonESPN

COULD YOU SHARE HOW UNHAPPY YOU WERE BEING A STAR?



INTERNATIONAL DJ + MC



INTERNATIONAL DJ + MC





PROJECT

WHERE IT ALL BEGAN

DETROIT, MI

HIGH SCHOOL **2000 - 2004**

MICHIGAN STATE **2004-2007**



BEING A TV PRODUCER

GETTING STARTED * NETWORKING * EDUCATION

"Fluffy Off the Menu" | Episode 4
Posted by Gabriel Iglesias
78,750 Views



PROJECT

WHAT DO PRODUCERS DO?

CASTING * STORY * DEVELOPMENT * DIRECTING * TALENT

HOURS

12 HOUR DAYS

FUN LEVEL

EXTREME

YOUTUBE
VS
VINE

RAP BATTLE

TOP 10
YOUTUBERS



CREATING CONTENT

**WHAT MAKES A
SUCCESSFUL VIDEO?**

YOUTUBE
VS
VINE

RAP BATTLE



THE 1-2 PUNCH

POWER OF STORY

+

CALL TO ACTION

YOUTUBE VS VINE

RAP BATTLE



TEAM ACTIVITY CREATING YOUR CONCEPT

- ❄️ BREAK INTO GROUPS OF 3-4 PEOPLE FOR 10 MINUTES
- ❄️ COLLABORATE + BRAINSTORM

- WHO IS YOUR TARGET?
- HOW LONG SHOULD IT BE?
- WHAT WOULD THE STYLE BE?
- WHERE TO FIND PEOPLE TO WORK ON IT?
- WHAT WOULD BE A CALL TO ACTION?

FEELING STUCK ON TOPIC???

INSIDER TIP: JUMP TO THE END...



10 MINUTES

**WHO IS YOUR TARGET?
HOW LONG SHOULD IT BE?
WHAT WOULD THE STYLE BE?
WHERE TO FIND PEOPLE TO WORK ON IT?
WHAT WOULD BE A CALL TO ACTION?**

THINGS I WISH I KNEW WHEN I WAS 17.

THERE IS A DIFFERENCE BETWEEN
FUN AND HAPPINESS.

DON'T CHASE HAPPINESS, TAP INTO
IT.

GRATITUDE IS KEY. PRACTICE IT
OFTEN.





PROJECT

Q + A

@PHILLIPANDREWLA

DATE

“LIVE LIFE IN THE BONUS”

CLIENT

“DONE IS BETTER THAN PERFECT”



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