

# More **Work** Better **Work** Different **Work**

For the Entertainment  
Industry and Beyond...

Jessica Sitomer

THE  
GREENLIGHT  
COACH

## TALKS

### NETWORKING MADE FUN AND EASY

-Design a success strategy to overcome personal networking event obstacles.

-Discover the biggest mistake you can make when meeting someone new (it's a doozy and so many people do it).

-Establish a follow-up plan for new contacts.

### SOCIAL MEDIA CAN GET YOU WORK

-Discover why your social media numbers can be the difference between you getting a job or losing it.

-Learn techniques for determining and conveying a hireable brand, creating follow-up, and developing strategies to create buzz about projects, scripts, or yourself.

-Get resources to manage your time. In only 15 minutes, a few days a week, you can maintain a presence on all of your social media sites.

### GET IN THE DOOR AND GET A JOB

- Learn how to get to anyone and how to make a great first impression.

-Discover the how-tos of getting influential industry mentors.

-Receive letter-writing templates.

JESSICA SITOMER IS A FUNNY, DYNAMIC SPEAKER WHOSE TALKS ARE ENTERTAINING, UPLIFTING, AND EDUCATIONAL. SHE HAS WORKED IN THE ENTERTAINMENT INDUSTRY FOR 20 YEARS. SHE PRODUCED A SITCOM PILOT AND TWO TELEVISION SERIES; *PRESCRIPTIONS*, A SHOW WITHIN A SHOW FOR MTV, AND *LIGHTS, CAMERA, ACTION*, A REALITY SHOW THAT IS CURRENTLY IN POST-PRODUCTION. WHILE WORKING IN DEVELOPMENT SHE WAS INVOLVED IN THE PRODUCTION OF *CRAZY IN ALABAMA*, ANTONIO BANDERAS' DIRECTORIAL DEBUT. AND YES, HE IS AS CHARMING IN PERSON AS HE IS ON SCREEN. SHE IS AN INTERNATIONAL SPEAKER AND AUTHOR OF TWO BOOKS, INCLUDING, *AND.. ACTION, POWERFUL, PROVEN, PROACTIVE STRATEGIES TO ACHIEVE SUCCESS IN THE ENTERTAINMENT INDUSTRY*. A RECENT HIGHLIGHT WAS IMPROVING WITH COLIN FARRELL WHILE HOSTING THE SOC LIFETIME ACHIEVEMENT AWARDS.

### Some Clients Include:

Unions: AFTRA, DGC,  
669, 600, 700, 891,

Film Schools: AFI, USC,  
OCC

Organizations: SOC, AofA

Conferences: ITLMA,

Great American Pitchfest,  
Cinegear



Jessica has a flair for turning business tools and techniques, which can be intimidating to people who make their living in a creative field, into terminology and practices they can easily relate to and apply day to day.



-Louise Baker-Griffiths

Membership/Training Coordinator  
ICG, Local 669

speaking  
consulting