

THE
THEATERMAKERS
STUDIO
GET
PRODUCED!

**How To Get A Producer
For Your Show
(Even In A Pandemic!)**

Ken Davenport
August 12, 2020





Your
Face
Here

JUST LIKE YOU.

What you have in common with
all Tony Award winners . . .

There was a time when they
were NOT a Tony Award
winner.

OFFICIAL LEGAL DISCLAIMER:

You will NOT win a Tony Award by the end of this webinar.



OFFICIAL LEGAL DISCLAIMER:

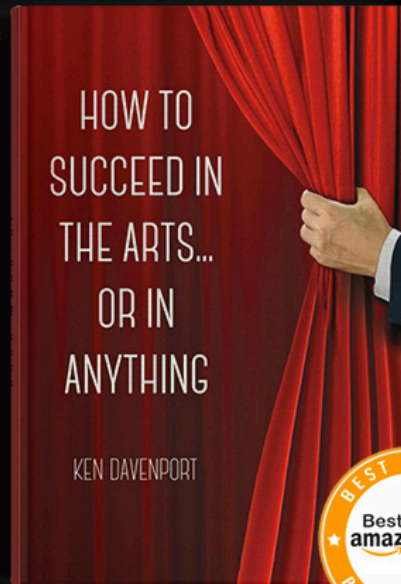
You will NOT win a Tony Award by the end of this webinar.

But you WILL be on your way.

YES!

I am committed to taking action towards my goal.

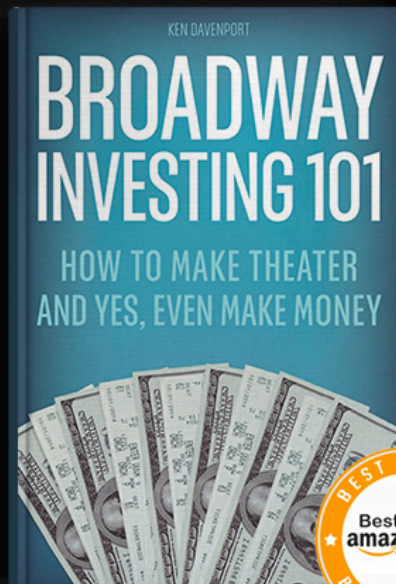
My gift to you.



amazon



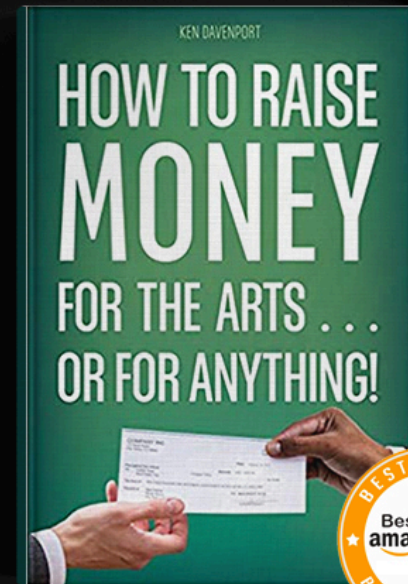
"Highly recommended!
This book will make you
want to go out and
make theater."



amazon



"It is so incredibly
clear, concise
and actionable."



amazon



"A God-send for
anyone fundraising for
their upcoming
theater project."



I need to be honest
with you.

And it's about why
you haven't been
produced.

It's Not Your Fault.



Ken's Mission

To Help get 5,000 shows
produced by 2025

#5000By2025



Your
Face
Here



To get a Producer
you have to learn to
“ACT”
like a Producer.

ABOUT KEN



2x Tony Award-winning Broadway Producer and Award-Winning Author
of Broadway and Off-Broadway Musicals and Plays



Produced 25 Broadway & Off Broadway shows in
over 25 countries grossing over \$750M



Executive Producer of North America for
Andrew Lloyd Webber's Really Useful Group



Davenport Theatrical is an Inc. 5000 Company.



Act.



THIS
AWESOME
80s
PRIM

THE THEATERMAKERS STUDIO



Rich Roy

"After 1 year with The TheaterMakers Studio my play is up and running. Going into my fourth month running continuously. **I came here to get my play up. Well 15 to 20 rave reviews later, things are coming along.**"

The 3 Secrets To Get Around The Gatekeepers And Get You Produced

SECRET #1 – The strategy three Tony Award winners used to go from unknowns to getting produced.

SECRET #2 – How to get Producers to chase you instead of you chasing Producers.

SECRET #3 – How to NOT spend a dime and still get produced.

Write down your questions along the way
for the Q&A at the end of this webinar
(and how to get my three free books).

SECRET #1

How three Tony Award winners
When from unknowns to
getting produced.



THE
AWESOME
80S
PRIM

What Producers Will Never Tell You.

1. They don't read scripts.
2. They have NO imagination.





SECRET #1

How three "SHOW" winners
When DON'T get to
getting produced.



THE THEATERMAKERS STUDIO



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Michael Merritt

"I'm using the #30dayscriptchallenge to write a new play and the book to a new musical. It's really helpful so I would highly recommend it! Oh, and I'm using it to write a talk as well so it's not only for stage plays/musicals."



Lynn Byrne

"The TheaterMakers Studio was my source for everything when I first decided to get my play produced. I took advantage of everything offered, and received a comprehensive education about this business!"



Ed Miller

"In every way The TheaterMakers Studio has been outstanding — you, your staff, and your online materials — and I have recommended it to all my playwright friends."



Scott Werntz

"Being a part of The TheaterMakers Studio has been the best decision we could have made in regards to writing and developing our projects for the stage."



Jonathan Hogue

"The TheaterMakers Studio has **given me the confidence to succeed** in this industry, and to know that it is possible after seeing so many other members succeed in their own journeys to produce their works."

SECRET #1

“SHOW”
DON'T TELL.

SECRET #2

EVERYTHING, INCLUDING YOU,
MUST BE MARKED FOR DESTRUCTION.
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MUST BE MARKED FOR DESTRUCTION.

Most TheaterMakers don't market.

Which is why you **MUST** should.

What's In A Successful TheaterMaker's Marketing Tool Box

Website Video
Logos
Photos Actors
Social Media
Direct Mail
Invitation Sequence
Email Lists
Creative Team
Networking

SECRET #2

EVERYTHING, INCLUDING YOU,
MUST BE MARKETING.

SECRET #3

How to NOT spend a dime
YOU CAN RAISE ANY AMOUNT
and still get produced.
OF MONEY YOU NEED.



“Players with a 10.0 handicap
comprise **4.6 percent** of the
golf population.”

- Golf Digest

Ken Davenport

Manhattan Woods Golf Club

Handicap Index[®]

9.4

Low H.I.: 9.2

POST SCORE

HANDICAP CALCULATOR

Recent Scores

View All Stats >



Like golf, cooking, speaking
another language or any skill
that you have learned,
Raising money can be
taught and mastered.

THE THEATERMAKERS STUDIO

"I saw a show tonight and I used some of your tips while speaking to the person next to me and he seems like he might want to invest in my show!"

- Paul Hodge

"Since applying the principles from Raise It, I've more than doubled the donations to my current show!"

- Jeremy Terry

"Recently I pitched my project to a seasoned Broadway producers panel and all not only said "great pitch" but wanted to know more about the project. Very gratefully, I thank Ken Davenport for that."

- Tina Bongar

"As a first time producer, pulling together the funds for a new musical can be a daunting task! TMS is a very valuable resource to guide me through the process. I'm now looking forward to seeing my show on stage in the next year!"

- Ian Brown

"Ken has distilled his fundraising methods into manageable steps to be undertaken in a logical, intuitive way, using real examples from his own successful fundraising experience."

- Keith Edwards

" I enthusiastically recommend it to any artist who is looking for a fantastic introductory course to fundraising. It is one of the best intro courses I've taken -- not only comprehensive and informative, but dynamic, great fun, and deeply inspirational!"

- Jeanne Sakata

SECRET #3

YOU CAN RAISE ANY AMOUNT
OF MONEY YOU NEED.

The 3 Secrets To Get You Produced

SECRET #1 – SHOW DON'T TELL

SECRET #2 – EVERYTHING MUST BE
MARKETED, INCLUDING YOU.

SECRET #3 – YOU CAN RAISE ANY
AMOUNT OF MONEY YOU NEED.

Let me ask you a question . . .



MASTER CLASS
WITH TYLER MOUNT



THE ATERMAKERS STUDIO

A brand-new digital learning platform
and online community with one guaranteed mission:

To Get You Produced.

THE **THEATERMAKERS** STUDIO

The “5000By2025 Get Produced” Package

- 12 Month “Stage 1” Membership to **The TheaterMakers Studio** (\$470 value)

TOTAL VALUE: \$470

THE THEATERMAKERS STUDIO

Unlimited Access to 30+ on-demand video lessons and a Master Class Series taught by industry giants on subjects including Dramaturgy, Developing New Work, Finding Your Personal Brand, and Creating Musicals.

MASTER CLASS
WITH JACK VIERTEL



MASTER CLASS
WITH JILL RAFSON



MASTER CLASS
WITH KENNY LEON



MASTER CLASS
WITH TYLER MOUNT



MASTER CLASS
WITH KEN CERNIGLIA



MASTER CLASS
WITH SUSAN STROMAN



The screenshot shows the Facebook interface for a group named 'The TheaterMakers Studio'. The top navigation bar includes the Facebook logo, the group name, a search bar, and links for 'DTE Davenport', 'Home', 'Find Friends', and 'Create'. On the right, there are notification and status icons. The group's cover photo features the text 'THE THEATERMAKERS STUDIO' in large, stylized letters. Below the cover, there are buttons for 'Joined', 'Notifications', 'Share', and 'More'. The left sidebar contains navigation links: 'About', 'Discussion', 'Announcements', 'Members' (highlighted with an orange circle), 'Videos', 'Photos', 'Files', 'Group Insights', 'Recommendations', 'Watch Party', 'Moderate Group', and 'Group Quality'. Below these is a search bar and a 'Shortcuts' section. The main content area shows 'Members 475' and a search bar for finding members. Below this, it lists 'Admins and Moderators 9', including Ken Davenport (Admin, Producer), Summer Groh (Admin, Community Manager), and Davenport Theatrical (Admin). On the right, there is an 'INVITE MEMBERS' section with a search bar and a list of suggested members with 'Invite Member' buttons.

Plus connect with 475+ theater makers from across the world in our private Facebook group and Production Team Database.

THE THEATERMAKERS STUDIO

“STAGE 1” BENEFITS

- Welcome Kit Worth Over \$99!
- Group Coaching Calls with Playwriting Expert
- Script Mastery Certification Course with 10 video lessons
- Weekly Play Submission Opportunities
- Production Team Database & Member Directory
- 17 Execution Plans to Help Develop Your Work
- Writing Toolbox Full of Helpful Resources,
- Contact Lists, and More
- Bonus Bucks To Be Used Towards Events
- and Consulting
- And More.



THE **THEATERMAKERS** STUDIO

The “5000By2025 Get Produced” Package

- 12 Month “Stage 1” Membership to The TheaterMakers Studio (**\$470 value**)
- FREE UPGRADE to “Stage 3” Membership to The TheaterMakers Studio (**\$1,500 value**)

TOTAL VALUE: ~~\$1,970~~ \$1,500

THE **THEATERMAKERS** STUDIO

“STAGE 3” BENEFITS

- All benefits from “Stage 1” and “Stage 2”
- Group Coaching Calls with Ken Davenport
- Development Mastery Certification Course with 10 video lessons
- Production Mastery Certification Course with 10 video lessons
- Sample Document Library with FULL access.
- Execution Plan Library with FULL access
- FREE Monthly Pitch Nights to Broadway Producers
- And more

THE THEATERMAKERS STUDIO



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TOTAL VALUE: \$3,940

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- BONUS 12 Months Membership – 2 Years Total (**\$1,970 value**)
- Ticket to 2020 Virtual TheaterMakers Summit WITH Bonus Day (**\$294 value**)

TOTAL VALUE: \$3,934

THE THEATERMAKERS SUMMIT

"MAKING THEATER IN THE NEW WORLD"

Join 500+ TheatreMakers for a Weekend of Connection

November 14-15, plus a Bonus Day on November 16, 2020



JOIN THE THEATERMAKERS STUDIO AND ATTEND FOR FREE

A FEW OF OUR 2020 SPEAKERS



STEPHANIE KLEMONS



MICHAEL ARDEN



PAUL TAZEWELL



SERIN KASIF



RANDY BUCK



QUIANA CLARK-ROLAND



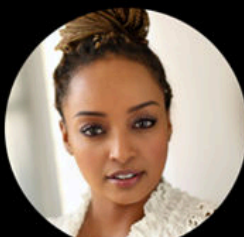
SAMMI CANNOLD



COLLEEN JENNINGS-
ROGGENSACK



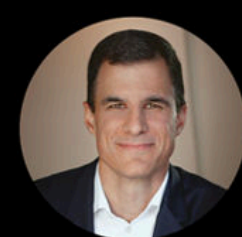
ROBERT DIAMOND



ASMERET



JENNIFER TEPPER



KEN DAVENPORT

DOZENS MORE SPEAKERS TO BE ANNOUNCED!

THE **THEATER**MAKERS STUDIO

"It was truly and eye-opening, influential, and inspiring experience. This conference has confirmed to me that I have a career in musical theatre as a creator and producer!"

- Gregory Nekrasovas

"I'm beyond excited to announce that my musical has been selected out of hundreds of submissions as one of 25 semi-finalists in the SheNYCarts Theater Festival! I wouldn't have even known about this opportunity if it had not been for the Conference."

- Judy Pancoast

"The conference helped me go from "wanting" to "believing" and for that I am forever grateful to you and your staff's efforts in creating a more welcoming, educational network of dreamers and doers."

- Crissy Nordin

"I am writing to say thank you. I have an original Musical opening up tonight in Sydney, Australia. After attending the Conference last year I walked away inspired to find an original piece of theatre and bring it to life."

- Julian Betchelor

"The quality of professionals who spoke at the conference was epic. I could not believe I was able to converse with these top pros -- and they were so sincerely interested in my questions."

- Kathleen Boluch

"The conference provided me a window into a foreign world filled with people just trying to create something good and share it. I don't say lightly that it was life affirming. Can't wait for next year. Thank you."

- Dennis Blackmon

THE THEATERMAKERS STUDIO

The “Get Produced” Package

- 12 Month “Stage 1” Membership to The TheaterMakers Studio (\$470 value)
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- BONUS 12 Months Membership – 2 Years Total (\$1,970 value)
- Ticket to 2020 Virtual TheaterMakers Summit WITH Bonus Day (\$294 value)
- 15 Minute Consult with Ken Davenport (\$197 Value)

TOTAL VALUE: \$4,234

THE **THEATER**MAKERS STUDIO

"Over the past two years, I have brought my show to people all over. I got coverage in the New York Times and on PRI and NPR. What I learned from you is that I needed to believe in myself, do it, and the rest will follow. Thank you for that insight."

- Michael Bowen

"Ken Davenport gave me hope. I appreciate his fresh perspective and willingness to think out of the box. This industry is desperate for disruptors like him."

Thank you Ken and all your team!"

- Marybeth Sherrin

"It is the day after my consultation session with you, and I have to tell you that I am thrilled with the professional, insightful, creative input and kind words that you provided. I hope that others take this incredible opportunity that you offer!"

- Dinoff Masterson

"I think what Ken Davenport is doing is remarkable. He is acting as a conduit and resource for many individuals who, otherwise, would be left alone in a world that is too large to understand and cope with."

- Malcom Davidson

"This is a man who knows business and knows how to do business. When you're in the room with him, you are who matters to him and that's not false, that's the real deal. Ken is the real deal."

- Gayla Morgan

"Ken listened to my career goals and offered solutions specific to my challenges. The opportunity to meet with a professional of his caliber and level of expertise is not easy to come across so it's definitely one to take advantage of."

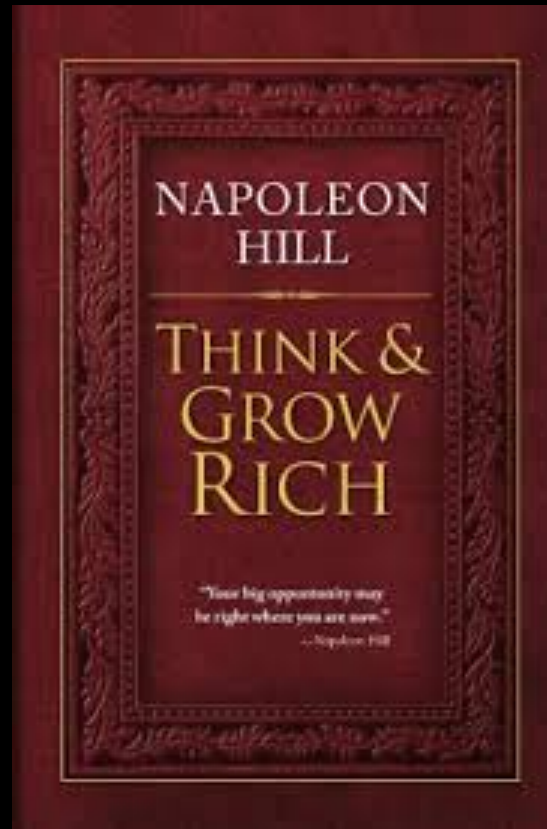
- Shummeria Harris

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- 15 Minute Consult with Ken Davenport (\$197 Value)
- A 12 month Mastermind with like-minded TheaterMakers (\$1,188 value)

TOTAL VALUE: \$4,439



“If You Find Yourself Weak In Persistence
Surround Yourself With A Mastermind Group”
– Napoleon Hill

THE THEATERMAKERS STUDIO

"Thanks to this group, I am moving forward on one of my projects much faster than I were doing it alone. I highly recommend joining one of Ken's Mastermind groups!"

- Amy Gerwitz

"A year ago I was alone. Now I have 19 people working for me. My participation in Masterminds helped make this happen."

- Mark Levine

"The mastermind has been just the kick I need to further my career. Instead of hoping and wishing, I now have monthly goals and plans to achieve those goals. Accountability to a group of peers is invaluable, as is their encouragement and support."

- Susan Cohen

"The energy, commitment, and excitement that each participant brought to the table, not only for their own projects, but for each of their fellow Mastermind's respective projects, exemplified what it means to be part of The TMS community."

- Nancy Paris

"I will recommend the Mastermind program to anyone that is serious about a career in the American Theatre."

- Christopher Buchanan

"Being part of a mastermind helped me stay motivated to do the hard work of getting my script out there. Learning about the struggles of other talented writers, helped me not to feel alone. We encouraged each other during the setbacks and celebrated with every victory."

- Brett Roelofs

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TOTAL VALUE: \$5,010



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- A TheaterMakersStudio T-Shirt and Mug (\$40 value)

TOTAL VALUE: \$5,756



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- And more.

TOTAL VALUE: \$5,756

If All

THE **THEATERMAKERS** STUDIO

Did was . . .

- Get your show performed in front of an audience. **Would it be worth it?**
- Get Producers, Agents, Investors, etc, to show up to a performance. **Would it be worth it?**
- Get you money for your show instead of using your own. **Would it be worth it?**

THE THEATERMAKERS STUDIO

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- A TheaterMakersStudio T-Shirt and Mug (\$40 value)
- And more.

FOR YOU: \$497

TOTAL VALUE: \$5,750

www.TheTheaterMakersStudio.com/bonus

You have 2 Choices.

1. Do nothing. Guess what will happen?
2. Take a risk. Imagine what could happen?

THE THEATERMAKERS STUDIO



If you join and decide our community is not right for you, cancel within 30 days for a no-questions-asked, full refund.

It's easy to cancel.

Simply email ken@theatermakersstudio.com and you're out.

THE **THEATERMAKERS** STUDIO

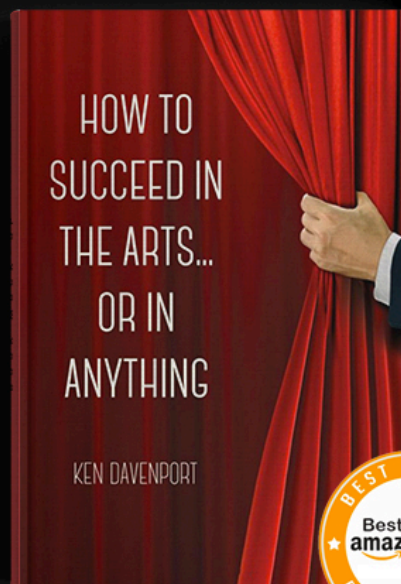
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FOR YOU: ~~\$5,756~~ \$497

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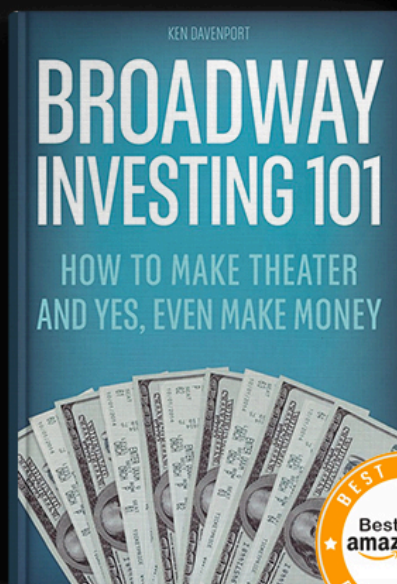
My gift to you.



amazon



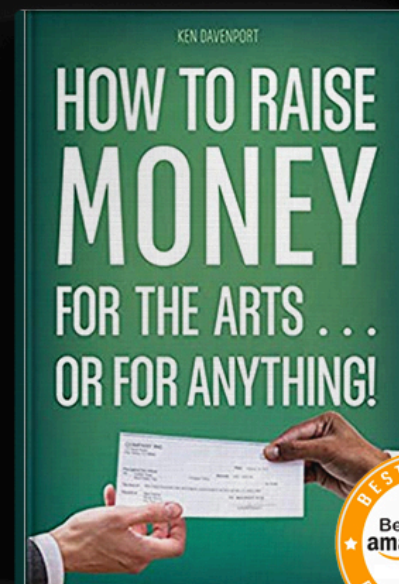
"Highly recommended!
This book will make you
want to go out and
make theater."



amazon



"It is so incredibly
clear, concise
and actionable."



amazon



"A God-send for
anyone fundraising for
their upcoming
theater project."

Available for Free at
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- A 12 month Mastermind with The TheaterMakers (\$1,188 value)
- 19 Video Archival to 19 TheaterMakersStudio Conference (\$97 value)
- A TheaterMakers Studio T-Shirt and Mug (\$40 value)
- A TheaterMakers Studio Mug (\$10 value)

FOR YOU: ~~\$5,756~~ \$497

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Package Offer Expires on Sunday, August 16 at 11:59 PM EDT

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Questions?

Email me

ken@thetheatermakersstudio.com

“Act” now. Get produced.

Only \$497.

Until Sunday August 16th at 11:59 PM EDT.

www.TheTheaterMakersStudio.com/bonus

#5000By2025