

THE
THEATERMAKERS
STUDIO
GET
PRODUCED!

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

Ken Davenport
August 27, 2020



IS THIS THE
RIGHT TIME?

THERE HAS NEVER
BEEN A BETTER TIME



“The Chinese use two brush strokes to write the word **'crisis'**.

One brush stroke stands for danger; the other for **opportunity**.

In a **crisis**, be aware of the danger—but **recognize the opportunity**”.

- John F. Kennedy

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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.



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

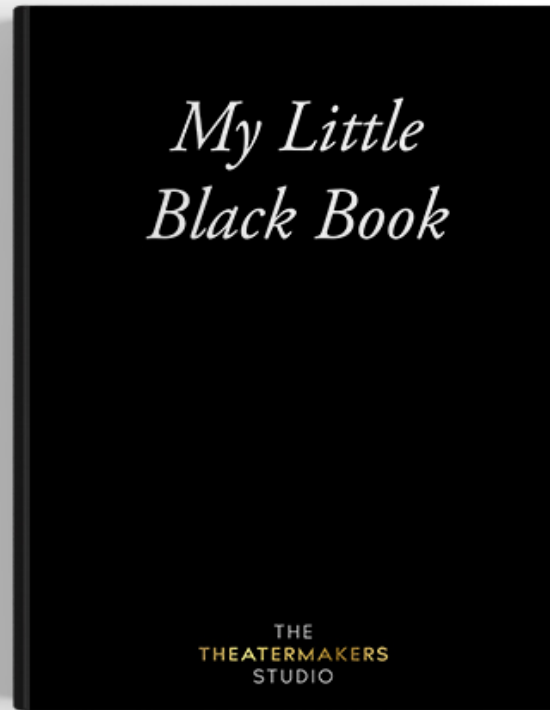
But you WILL be closer to winning a
Tony Award than you were before this webinar.

INVEST IN
YOURSELF

YES!

I am committed to taking action towards my goal.

**My gift to you.
(details at end of webinar)**





I need to be honest
with you.

And it's about why
you haven't found a
Producer.

It's Not Your Fault.





TOP SECRET

Ken's Mission

To get 5,000 shows
produced by 2025

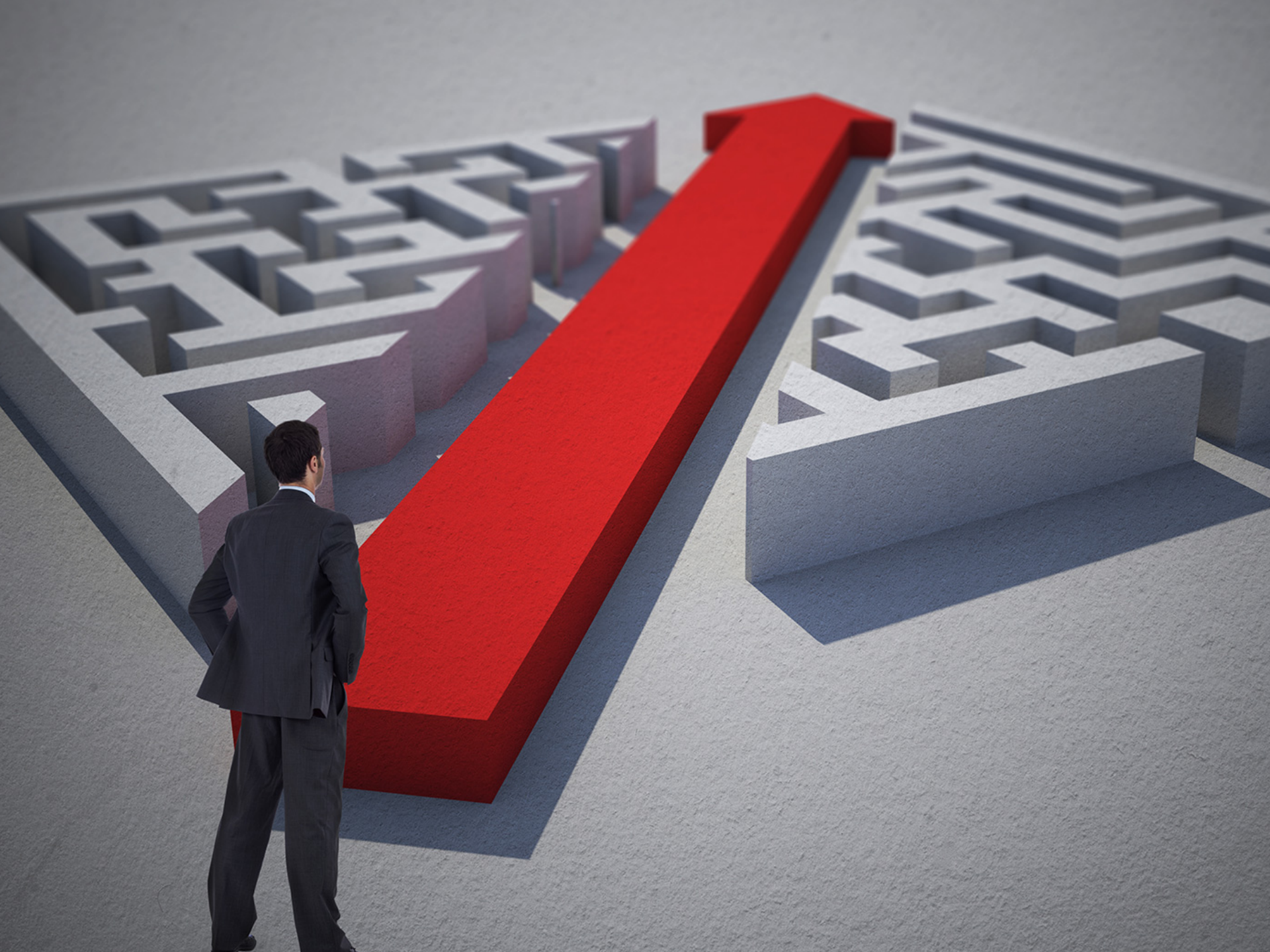
#5000By2025



Your
Face
Here



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



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

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,
one of the fastest growing companies in the US

The best passive
income ain't
real estate.

It's royalties.



Stop talking.
Start “acting.”
- Hal Prince

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

2 Things Producers Will Never Tell You.

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

To get a Producer
you have to learn to
“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 Getting A Producer

SECRET #1 – How three Tony Award winners went from unknowns to getting a Producer.

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

SECRET #3 – How to NOT spend a dime of your own money and still get produced.

Put questions in Q&A along the way
which I will answer at the end of this webinar
(and get you 'My Little Black Book').

SECRET #1

How three Tony Award winners
went from unknowns to
getting a Producer.



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.**"

WARNING:

This is not the path most
TheaterMakers take.

This is the path the most
SUCCESSFUL TheaterMakers take.









Apple Podcasts Preview



99 episodes

The Producer's Perspective Podcast with Ken Davenport

Ken Davenport

Arts
★★★★★ 4.5, 112 Ratings

[Listen on Apple Podcasts ↗](#) 

SEP 22, 2019
195 – Stephanie Lee 

Stephanie Lee, born into the family business, has worked her way through just about every position in the company! Now, as CEO/President, Stephanie has the unique advantage of be

 **PLAY**

SEP 16, 2019
194 – Mark Sendroff 

Mark Sendroff started his law career at the firm of Bomser & Oppenheim in 1975 and moved to the firm of Gottlieb, Schiff, Tickin & Sternklar in 1979, eventually becoming a partner



JUST LIKE YOU.

Psssssst!

It's not the talent.

It's the “acting.”

THE THEATERMAKERS STUDIO SUCCESS STORIES



HAPPY BIRTHDAY WANDA JUNE

*New York Times Critics'
Pick*

Jeff Wise

"Ken's advice along the way was invaluable in trying to put a good face on a new company. I see first hand the dividends that sound marketing and advertising strategies pay." - Jeff Wise



CONNOR STEPHENS

Dewey Moss

Connor Stephens went from the Midtown International Theater Festival to an Off Broadway run at the Jerry Orbach last. And now the play has been optioned to be turned into an indie film, which he'll serve as Executive Producer on!



INTERSTATE

*5 NYMF Awards for
Excellence*

Kit Yan

Kit Yan had a sold-out run at NYMF where he won 5 awards! He was accepted into the Dramatist Guild Fellowship and signed with ICM! Now he's at 5th Avenue Theatre in Seattle working on his new musical MISS STEP.

You don't get a
Producer by
pitching.

You get a Producer
by performing.

Plays and musicals
weren't meant to be
read.

They were meant
to be seen and
heard.

SECRET #1

How three **HUNDREDS** of Tony Award winners
went **DON'T** to
getting a Producer.

ACTION!

What step can you take today
to get your show in front of people?

SECRET #2

How to get Producers to chase you instead of you chasing Producers.

Tough love time.

TCM BIG SCREEN CLASSICS

FIELD OF DREAMS

30TH ANNIVERSARY



Just because you build it
doesn't mean ANYONE will come.

Most TheaterMakers don't market.

Which is why you **MUST** should.

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

Website

Video

Logos

Actors

Photos

Social Media

Direct Mail

Invitation Sequence

Email Lists

Creative Team

Networking

KEN'S MARKETING TOOLBOX



SECRET #2

IT'S NOT THE TALENT.
IT'S THE MARKETING OF THE TALENT.

ACTION!

What step can you take today
to add a tool to your marketing toolbox?

SECRET #3

How to CAN RAISE ANY AMOUNT of your own MONEY and still get produced.



“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

"ONE OF THE BEST COURSES I'VE TAKEN -- NOT ONLY COMPREHENSIVE AND INFORMATIVE, BUT DYNAMIC, GREAT FUN, AND DEEPLY INSPIRATIONAL!"

- Jeanne Sakata

"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

"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. **I THANK KEN DAVENPORT FOR THAT."**

- Tina Bongar

SECRET #3

YOU CAN RAISE ANY AMOUNT
OF MONEY YOU NEED.

ACTION!

What step can you take today
to determine how much money
you need to get produced?

The 3 Secrets To Getting A Producer

SECRET #1 – SHOW DON'T TELL

SECRET #2 – IT'S NOT THE TALENT. IT'S
THE MARKETING OF THE TALENT.

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

Let me ask you a question . . .

Getting Produced IS Possible.



THE THEATERMAKERS STUDIO

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

TO GET YOU PRODUCED.

MASTER CLASS
WITH JACK VIERTTEL



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 **THEATERMAKERS** STUDIO

The “5000By2025 Get Produced” Package

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

TOTAL VALUE: \$470

MASTER CLASS WITH JACK VIERTEL



In this Master Class, Jack Viertel will teach you about:

- Developing a Musical for Broadway
- And More!

PLAY SUBMISSION OPPORTUNITIES

Our goal is to help you get your show off the ground . . . and fast! One of the best ways to get your show from the page to the stage is to submit to festivals! Check out a list of upcoming play submission opportunities and be sure to submit!

Submission Name: Earworm Audio Theatre

Length: Any length (10-30 mins preferably)

Nature of Opportunity: For podcast. Looking for Two-Hander plays. Short plays preferred, all plays considered. Open to all playwrights across the US.

Note: info not available on the website. Send submissions to earwormaudiotheatre@gmail.com

Deadline: Year round

Location: Jacksonville, Florida

Prize: No royalties

Submission Fee: N/A

Link to Submit: <https://anchor.fm/earworm>

Submission Name: FORGE Fuel

Length: "sample"

Nature of Opportunity: Writers retreat. Open to writers of all kinds, including playwrights.

Deadline: Year round

Location: Danbury, Connecticut

Prize: N/A

Submission Fee: \$80

Link to Submit: <https://www.forgenyc.org/forge-fuel>

Submission Name: Playwrights Offering Free Feedback

Length: Full length

Nature of Opportunity: Full-length trade program. You must read a play and give feedback, and in return will have an opp to send a play and get feedback from other playwright.

Deadline: Year round

Location: N/A

PRODUCTION MASTERY



You've earned a certificate!



Download Certificate



100% COMPLETE

Last activity on January 6, 2020 2:51 pm

COMPLETE

The TheaterMakers Studio Production Mastery Certification Course is designed to help theater makers get their show fully produced either regionally, Off Broadway or even on Broadway. The Production Mastery Certification course is a total of 13 lessons. Lessons 1-12 can be completed in any order, but all must be completed in order to unlock lesson 13. Once you have completed all 13 lessons you will gain access to our certification checklist, which needs to be fully completed before receiving your certification.

COURSE CONTENT

LESSONS

Lesson 1 - How to Get Your Show Off the Ground



Lesson 2 - Breaking Down a Broadway Budget Course



Lesson 3 - Raise It



Lesson 4 - How Do You Get a Broadway Theater



Lesson 5 - The ABCs of National Tours Explained



Lesson 6 - Broadway Investing 101



LESSONS

- ✓ Lesson 1 - How to Get Your Show Off the Ground
- ✓ Lesson 2 - Breaking Down a Broadway Budget Course
- ✓ Lesson 3 - Raise It
- ✓ Lesson 4 - How Do You Get a Broadway Theater
- ✓ Lesson 5 - The ABCs of National Tours Explained
- ✓ Lesson 6 - Broadway Investing 101
- ✓ Lesson 7 - Breaking Down a Broadway Marketing Campaign Course
- ✓ Lesson 8 - How to Get Press for Free
- ✓ Lesson 9 - How Social Media Can Help Sell Tickets
- ✓ Lesson 10 - How to Market Your Show with No Money
- ✓ Lesson 11 - Enhancement Deals Explained
- ✓ Lesson 12 - Diving Into Royalty Pools
- ✓ Lesson 13 - How to Start and Run a Non Profit Theater Company

MY ACHIEVEMENTS



Development Mastery

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~~ \$4,970

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



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.**"



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."

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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: ~~\$4,234~~

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 **THEATERMAKERS** STUDIO

**"TRULY AN EYE OPENING,
INFLUENTIAL AND INSPIRING
EXPERIENCE!"**

- **Greggory Nekrasovas**

**"LIFE AFFIRMING.
CAN'T WAIT FOR NEXT YEAR.**

- **Dennis Blackmon**

**"After attending the Conference last year I
WALKED AWAY INSPIRED to find an original
piece of theatre and bring it to life."**

- **Julian Betchelor**

**"HELPED ME GO FROM
"WANTING" TO "BELIEVING".**

- **Crissy Nordin**

**"The quality of professionals who spoke at
the conference was **EPIC**."**

- **Kathleen Boluch**

**"My musical has been selected out of
hundreds 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 THEATERMAKERS STUDIO

The “Get Produced” Package

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- 15 Minute Consult with Ken Davenport (\$197 Value)

TOTAL VALUE: \$4,234

THE **THEATERMAKERS** STUDIO

**"I HOPE THAT OTHERS TAKE THIS
INCREDIBLE OPPORTUNITY
that you offer!"**

- **Dinoff Masterson**

"KEN DAVENPORT GAVE ME HOPE.
I appreciate his fresh perspective and
willingness to think out of the box.

- **Marybeth Sherrin**

**"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**

**"WHAT KEN DAVENPORT IS DOING
IS REMARKABLE.**

He is acting as a resource for many
individuals who would be left alone in a world
that is too large to understand and cope with."

- **Malcom Davidson**

"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**

**"I have BROUGHT MY SHOW TO
PEOPLE ALL OVER.** I got coverage in the
NY TIMES and on PRI and NPR. "

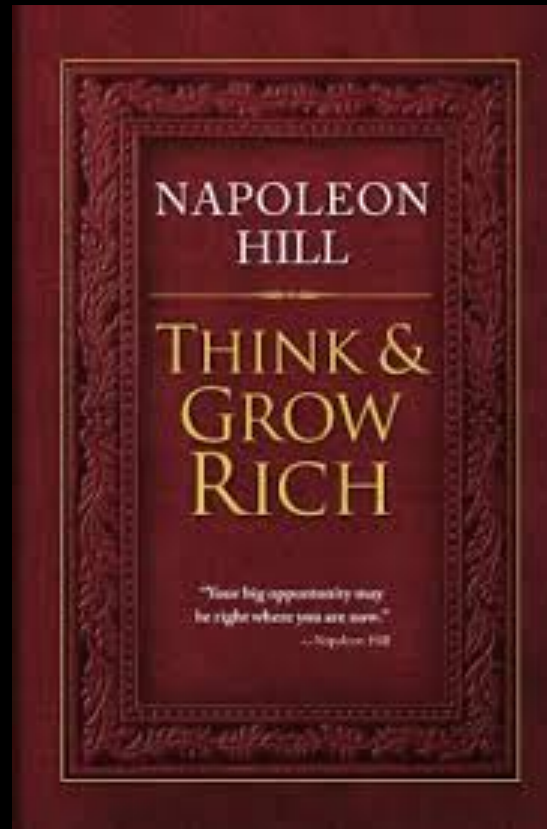
- **Michael Bowen**

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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

**"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."**

- Susan Cohen

**"The ENERGY, COMMITMENT and
EXCITEMENT that each participant brought
to the table 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 work of getting my script out there."**

- Brett Roelofs

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- Video Archive of 19 Videos from 2019 TheaterMakers Studio Conference (\$97 value)

TOTAL VALUE: \$5,010

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Part 9 - Rai

Part 10 - Ho

Part 11 - Ke

Part 12 - Ca

For You

Part 13 - W

Part 14 - Se

Part 15 - Di

Part 16 - W

Part 17 - Ge

Part 18 - Keynote And Chat With Stephanie J. Block

Part 19 - Closing Remarks From Ken Davenport



THE PRODUCER'S PERSPECTIVE
SUPER CONFERENCE

STEPHANIE J. BLOCK

#5000by2025
#SuperConference2019

48:11

WATCH

WATCH

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- Video Archive of 19 Videos from 2019 TheaterMakers Studio Conference (\$97 value)
- A TheaterMakers Studio 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 chase you instead of you chasing them. **Would it be worth it?**
- Get you money for your show instead of using your own. **Would it be worth it?**

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- And more.

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

www.TheTheaterMakersStudio.com/bonus ~~\$5,756~~

You have 2 Choices.

1. Do nothing. What will happen? Nothing.
2. Take a leap. 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

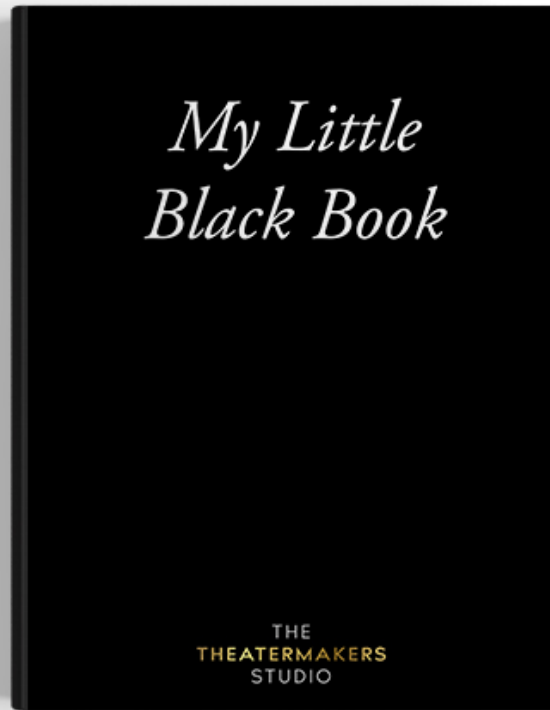
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- And more.

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

www.TheTheaterMakersStudio.com/bonus

Available now for free at
www.TheaterMakersStudio.com/bonus



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- And more.

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

www.TheTheaterMakersStudio.com/bonus

Client Engagement Academy
222 East 46 Street
New York, CA 10017
(646) 250-1995
accounting@clientengagementacademy.com
www.clientengagementacademy.com



INVOICE

BILL TO
Monica Hammond
The Producer's Perspective LLC

INVOICE # 1400
DATE 10/10/2019
DUE DATE 10/15/2019
TERMS Net 5

| DESCRIPTION | QTY | RATE | AMOUNT |
|---|-----|-----------|-----------|
| Site build payment installment | 1 | 48,000.00 | 48,000.00 |
| CEA is a remote company and accepts payments via Wire or ACH. Please DO NOT send checks, we cannot guarantee they will be received. | | | 48,000.00 |
| PAYMENT BALANCE DUE | | | \$0.00 |

Wire or ACH Payment Instructions:
Client Engagement Academy, LLC
1398 Windsor Road
Cardiff, CA 92007 (Do not mail to this address)

JP Morgan Chase
Routing #: XXXXXXXXXX
Account #: XXXXXXXXXX
SWIFT/BIC Code: XXXXXXXXXX

** Please use the Invoice number as Reference when submitting your payment.

We do not accept checks. Please do not mail in checks to any address. We cannot guarantee checks will be received.

THE THEATERMAKERS STUDIO

The “5000By2025 Get Produced” Package

- 12 Month “Stage 1” Membership to The TheaterMakers Studio (\$1,500 value)
- FREE UPGRADE to “Stage 3” Membership to The TheaterMakers Studio (\$1,500 value)
- BONUS 12 Months Membership – 2 Years (\$1,500 value)
- Ticket to 2020 Virtual TheaterMakers Studio Conference Bonus Day (\$294 value)
- 15 Minute Consult with Ken Felt (\$97 Value)
- A 12 month Mastermind with The TheaterMakers (\$1,188 value)
- Video Archive from 2019 TheaterMakers Studio Conference (\$97 value)
- A TheaterMakers Studio T-Shirt and Mug (\$40 value)
- A TheaterMakers Studio Notebook (\$20 value)

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

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Package Offer Expires on Sunday, August 30th at 11:59 PM EDT

THE **THEATERMAKERS** STUDIO

COMPLIMENTARY
LIFETIME ACCESS
FOR FIRST 15 PEOPLE WHO
JOIN IN THE NEXT 15 MINUTES
(\$ Value – A lot!)

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#5000By2025

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)
- 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)
- A 12 month Mastermind with like-minded TheaterMakers (\$1,188 value)
- 19 Video Archive from our 2019 TheaterMakersStudio Conference (\$97 value)
- A TheaterMakersStudio T-Shirt and Mug (\$40 value)
- And more.

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

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Questions?

I don't have the time or money to do this.
When is the best way to get my money back?
Can I get my money back?

15:00

“Act” now. Only \$497.

FREE lifetime access for first 15 people to
JOIN in the next 15 minutes.

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#5000By2025

THE **THEATERMAKERS** STUDIO

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- And more.

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

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Remember.
Thank you
To get a Producer
For being a TheaterMaker.
you have to learn to
“Act.”

“ACT” now. Only \$497.

“5000By 2025 Get Produced” Package Expires
Sunday, August 30th at 11:59 PM EDT

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(click to order form to get your little black book)