## THE THEATERMAKERS STUDIO GET PRODUCED!

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

Ken Davenport August 12, 2020





# JUST LIKE YOU.

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

There was a time when they were <u>NOT</u> a Tony Award winner.

## OFFICIAL LEGAL DISCLAIMER:

You will <u>NOT</u> win a Tony Award by the end of this webinar.



## OFFICIAL LEGAL DISCLAIMER:

You will <u>NOT</u> win a Tony Award by the end of this webinar.

But you <u>WILL</u> be on your way.



I am committed to taking action towards my goal.

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



make theater."

theater project."



# I need to be honest with you.

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

# It's Not Your Fault.



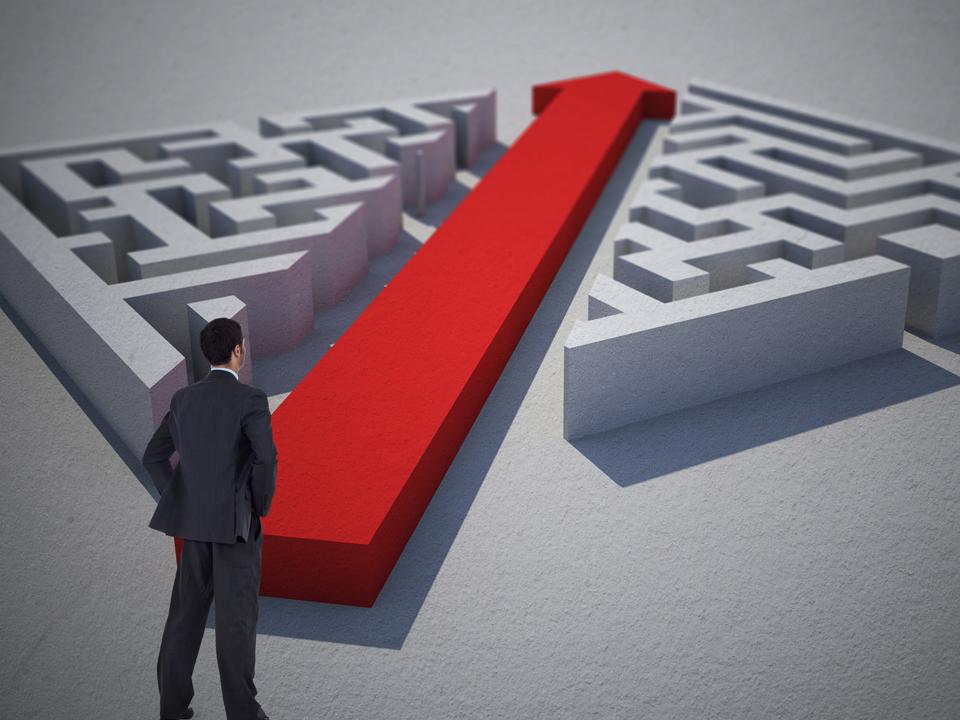
<u>Ken's Mission</u> To get 5,000 shows produced by 2025

#5000By2025





# To get a Producer you have to learn to "ACT" like a Producer.







## Stop talking. Start "acting." - Hal Prince

# To get a Producer you have to learn to "ACT" like a Producer.

# I didn't know what the @#\$% to do.

# I STILL didn't know what the @#\$% to do.

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" like a Producer.





### 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."

## <u>The 3 Secrets To Get</u> <u>Around The Gatekeepers And</u> <u>Get You Produced</u>

SECRET #1 – How three Tony Award winners went 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 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 don't forget my 3 free books).



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



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## WARNING:

## This is not the path most TheaterMakers take.

This is the path the most SUCCESSFUL TheaterMakers take.















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AWARDS

**CBS** 









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## Apple Podcasts Preview



99 episodes

## The Producer's Perspective Podcast with Ken Davenport Ken Davenport

Arts \*\*\*\* 4.5, 112 Ratings

Listen on Apple Podcasts A

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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, Ticktin & Sternklar in 1979, eventually becoming a partner





































# JUST LIKE YOU.



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"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."



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# How three HUND fstov winners went for ink bluns to getting produced.



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

# Tough love time.

BIG SCREEN CLASSICS

# FIELD OF DREAMS

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



# instead of y BECMARRIGE TO Mase OD UCERS.

# Most TheaterMakers don't market.

# Which is why you do the state.

<u>What's In A Successful</u> <u>TheaterMaker's Marketing Tool Box</u>

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





# EVERYTHING, INCLUDING YOU, MUST BE MARKETED.



# HOWLICAN REPERSECTANTIAL OF UNDER ON OF MEDIAE STOLET



"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 >

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

"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!"

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

- Jeremy Terry

- Paul Hodge

"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." " 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!"



# YOU CAN RAISE ANY AMOUNT OF MONEY YOU NEED.

# <u>The 3 Secrets To Get</u> <u>Around The Gatekeepers And</u> <u>Get You Produced</u>

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 . . .

# Getting Produced IS Possible.



A brand-new digital learning platform and online community with one <u>guaranteed</u> mission:

To Get You Produced.

# THE **THEATERMAKERS** STUDIO The "5000By2025 Get Produced" Package

• 12 Month "Stage 1" Membership to The TheaterMakers Studio (\$470 value)



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.





## WELCOME TO THE THEATERMAKERS STUDIO!

### Thank you for joining my exclusive community of theatre professionals!

My team and I are here dedicated to helping you take your career to the next stage and if there is ever anything you need don't hesitate to ask!

~Ken Davenport~







DIRECTORIES - EVENTS - COURSES - AFFILIATES RESOURCES - ACCOUNT -

### MASTER CLASS WITH JILL RAFSON



In this Master Class, Jill Rafson will teach you about:

- Developing New Work
- Working with Non-Profits



### MASTER CLASS WITH JACK VIERTEL



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

- Developing a Musical for Broadway
- And More!

## WEBINARS/Q&A'S

## THEATERMAKERS STUDIO EXPERT WEBINARS ARCHIVE

Dive even deeper into the specifics of getting your show produced with the library of top webinars taught by our team of experts!

## D AUGUST, 2020 🕢 🕥

12 AUG

GETTING YOUR SHOW INTO THE PRESENTING MARKET WITH KIMBERLY GREENBERG

## WEBINAR ARCHIVE



## COVID - 19 RESOURCES

Surveys	
ECONOMIC IMPACT SURVEY FROM AMERICANS FOR THE ARTS	CLICK HERE
IMPACT SURVEY FROM ART/NY	CLICK HERE
DRAMATIST GUILD CANCELLATION/POSTPONEMENT REPORTING FORM	CLICK HERE
Resources For Organizations	
ARTSREADY	CLICK HERE
AMERICANS FOR THE ARTS RESOURCE AND RESPONSE CENTER	CLICK HERE
TCG RESOURCE LIST	CLICK HERE
BROADWAY SHUTDOWN RESOURCE LIST	CLICK HERE
CREATIVE CAPITAL RESOURCE LIST	CLICK HERE
NATIONAL ENDOWMENT FOR THE ARTS RESOURCES	CLICK HERE
NEA INFORMATION FOR CURRENT AWARDEES	CLICK HERE
NEA COVID-19 FAQS	CLICK HERE
PRINCIPLES FOR ETHICAL CANCELLATION	CLICK HERE

#### PRODUCING TOOLBOX

Welcome to your Marketing Toolbox! All of the resources and tools below will help you market your show. Marketing is one of the most important aspects of a modern Producer's job so spend some time learning how to implement what you've learned in your course to help pack the house!

#### Tools

10 FAQ About Broadway Investing	DOWNLOAD
Accountant Contact Information	DOWNLOAD
Booking Agent Contact Information	DOWNLOAD
Booking Agent Contact Information - Label Form	DOWNLOAD
Broadway Investing Whitepaper	DOWNLOAD
Broadway Producer Contact Information	DOWNLOAD
Broadway Producer Contact Information - Label Form	DOWNLOAD
Broadway Theatres	DOWNLOAD
Casting Director Contact Information	DOWNLOAD
College Directing Contact Information - Label Form	DOWNLOAD
College Theatre Department Contact Information	DOWNLOAD
College Writing Label Form	DOWNLOAD

#### 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

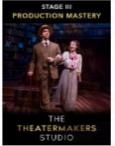
Link to Submit: https://anchor.fm/earworm

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 retun will have an opp to send a play and get feedback from other playwright. Deadline: Year round

Location: N/A

#### PRODUCTION MASTERY





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.

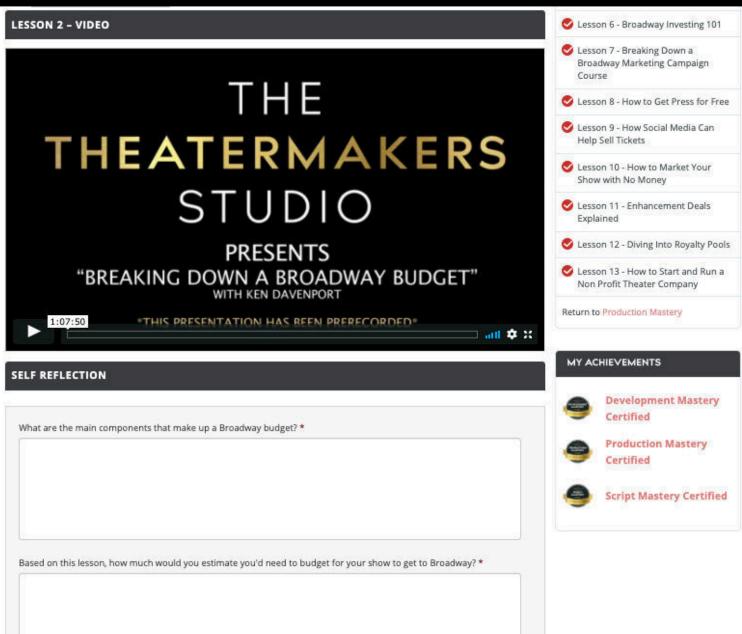
#### COURSE CONTENT

LESSONS	
Lesson 1 - How to Get Your Show Off the Ground	0
Lesson 2 - Breaking Down a Broadway Budget Course	0
Lesson 3 - Raise It	0
Lesson 4 - How Do You Get a Broadway Theater	0
Lesson 5 - The ABCs of National Tours Explained	0
Lesson 6 - Broadway Investing 101	0

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**Development Mastery** 

THEA	ATER	MA	KERS
	STU	DIO	





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

#### **<u>"STAGE 1" BENEFITS</u>**

- 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.



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



#### **"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



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## TOTAL VALUE: \$3,940

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## 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

ICHAEL ARDEN

PAUL TAZEWEL

SERIN KASIF

RANDY BUCK

QUIANA CLARK-ROLAND



SAMMI CANNOLD



COLLEEN JENNINGS-ROGGENSACK



ROBERT DIAMOND



ASMERET



JENNIFER TEPPI



KEN DAVENPORT

#### DOZENS MORE SPEAKERS TO BE ANNOUNCED!

"It was <b>truly and eye-opening</b> , influential, and inspiring experience. This conference has confirmed to me that I have a career in musical theatre as a creator and producer!" - Greggory 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	"I am writing to say thank you. I have an
"wanting" to "believing" and for that I am	original Musical opening up tonight in Sydney,
forever grateful to you and your staff's efforts	Australia. After attending the Conference last
in creating a more welcoming, educational	year I walked away inspired to find an original
network of dreamers and doers."	piece of theatre and bring it to life."
- Crissy Nordin	- Julian Betchelor
"The quality of professionals who spoke at	"The conference provided me a window into a
the conference was epic. I could not believe	foreign world filled with people just trying to
I was able to converse with these top pros	create something good and share it. I don't say
and they were so sincerely interested in	lightly that it was life affirming. Can't wait for
my questions."	next year. Thank you."
- Kathleen Boluch	- Dennis Blackmon

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## TOTAL VALUE: \$4,234

"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."

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

- Marybeth Sherrin

- Michael Bowen

"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."

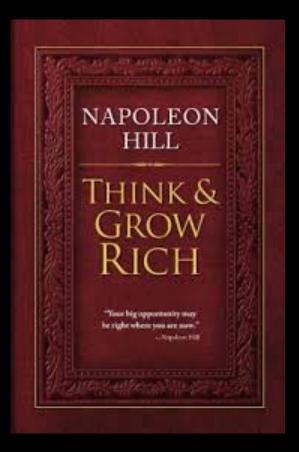
- Malcom Davidson

"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." "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."

- Gayla Morgan

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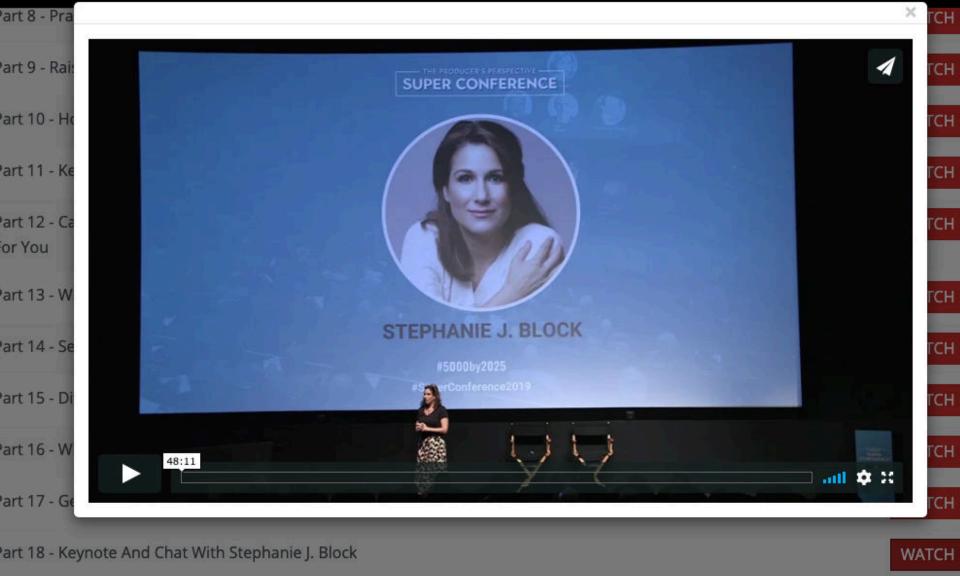
"If You Find Yourself Weak In Persistence Surround Yourself With A Mastermind Group" – Napoleon Hill

"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."	"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."
- Susan Cohen	- 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: \$5,610

DIRECTORIES - EVENTS - COURSES - AFFILIATES RESOURCES -



WATCH

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

## TOTAL VALUE: \$5,7**5**6

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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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# FOR YOU: \$5,756-\$497

## You have 2 Choices.

1. Do nothing. You know what will happen.

2. Take a risk. Imagine what *could* happen.



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.

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

www.TheTheaterMakersStudio.com/bonus

# My gift to you.



want to go out and make theater."

and actionable."

their upcoming theater project."

#### Available for Free at www.TheTheaterMakersStudio.com/bonus

# Acth at 1:59 PM EF THE THEATERMAKERS STUD The "5000By2025 Get Produced" Pack

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A Bonus Day (\$294 value)

- ires Video Archive m 2019 TheaterMakers Studio Conference (\$97 Package Offer Ext
  - T-Shirt and Mug (\$40 value)

#### FOR YOU <u>55756</u>

www.TheTheaterMakersStudio.com/bonus

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

www.TheTheaterMakersStudio.com/bonus

#5000By2025

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- · And more.



## **Questions?**

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# 15:00

## "Act" now. Only \$497.

## FREE lifetime access for first 15 people to JOIN in the next 15 minutes. www.TheTheaterMakersStudio.com/bonus

#5000By2025

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Remember. To get a producer For being a Theater Maker. Act like a Producer.

#### "ACT" now. Only \$497.

## "5000By 2025 Get Produced" Package Expires Sunday, August 16<sup>th</sup> at 11:59 PM EDT

<u>www.TheTheaterMakersStudio.com/bonus</u> (click to order form to get your three free books)