

www.tunista.com TheProducersPerspectivePRO Presents:

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## How to Get Producers to See Your Show

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Wednesday, March 8<sup>th</sup>, 7PM ET

To listen to the audio of the webinar use your computer speakers, or dial (917)338-1451 on your phone and enter access code: **978784#**

**Notes:**

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# Welcome!

If you can't hear Ken talking through your computer, dial  
(917) 338-1451 on your phone and enter access code:  
**978784#**

**Notes:**

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**Notes:**

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# AGENDA

- The one thing you must do BEFORE you invite anyone.
- Who do you invite? And how do you find them?
- The Invitation Game: What/When/How
- Producer Catnip: What Gets Us Going
- What to do after they come.
- Q&A

Notes:

**The one thing you must do  
BEFORE you invite anyone.**



**Notes:**

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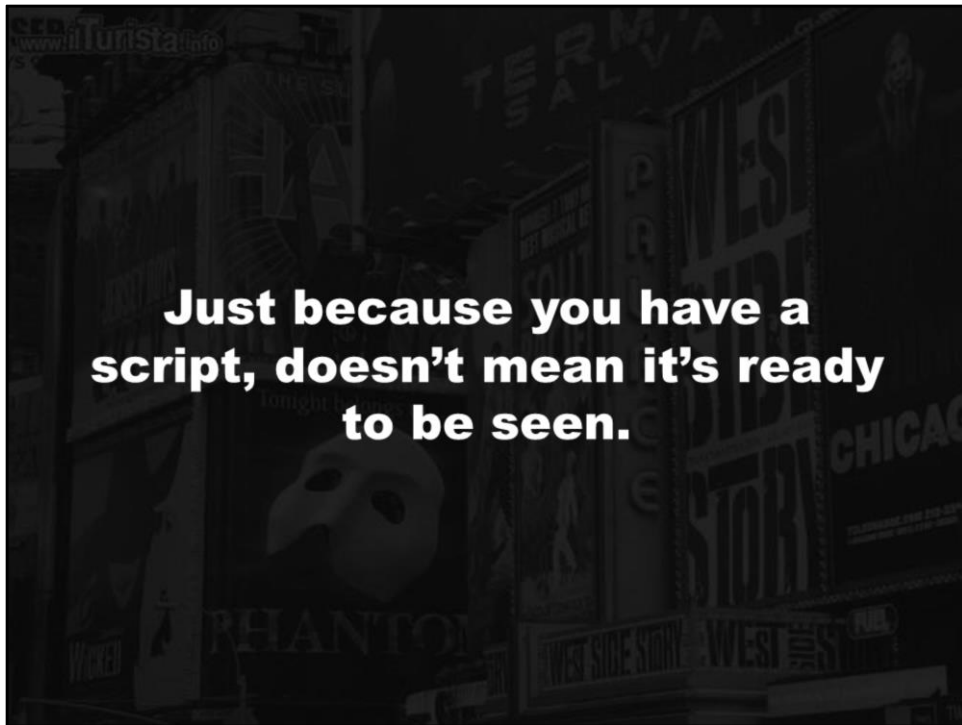
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**Notes:**

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## Who do you invite? And how do you find them?



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**Notes:**

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## **TIP:**

Invite only the  
producers most likely  
to produce your show!

### **Notes:**

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## Why People Produce Other People's Shows.

1. Because of the people involved.
2. Because of a passion for the project.

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## The Invitation Game: What/When/How



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## **TIP:**

Create a marketing  
calendar for your  
invites.

### **Notes:**

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## Schedule of Invites

Round #1: Save The Dates – 6-8 weeks out

Round #2: RSVP now – 3-4 weeks out

Round #3: Reminder – 1 week out

Round #4 (optional): TODAY (TOMORROW) –  
Day of (or day before)

**Notes:**

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## Producer Catnip: What Gets Us Going



**Notes:**

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## Three Ingredients That Attract Producers

1. The Director
2. The Cast
3. Press

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## What to do after they come.



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## **TIP:**

Following up is more important than sending invitations.

### **Notes:**

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## **TIP:**

Goal for follow up is  
to get a meeting.

### **Notes:**

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**Notes:**

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## Q & A

- Click the "Info" button in the top right corner.
- Dial the number provided and type in the audio access pin.
- When ready, click the "Ask a Question" button. When Ken has approved your request you will be asked if you would like to ask your question now. Click yes to receive voice privileges or to speak into your computer mic.
- Then click the telephone "Audio" box under the "Camera and Voice" section and select "Use Telephone" or allow Flash access to your computer's mic. This will give you access.

### Notes:

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Next Month's Webinar:

## The Do's and Don'ts Of Producing A Reading

Wednesday, April 12<sup>th</sup> at 7 PM ET

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