

THE PRODUCER'S PERSPECTIVE

GETTING YOU TO THE NEXT STAGE.

PRO

Hello October



Hello Pros!

And just like that, it's October!

We're in the final furlong of 2018 now as we head towards the new year, like it or not! One of my big tips for people in search of productivity is to look ahead at your schedule to make sure you do what you need to do now, in case things are going to get busy in the future.

It's a procrastination preventer.

And here's the thing...for most people, November & December get cray-cray busy. Thanksgiving travel, holiday shopping, holiday parties, our Super Conference(!) and so on start to take up so much time and space that it's hard to get anything done.

So that leaves you . . . October.

This is the month to cram in as much as you can before the end of the year. So keep your eye on your prize and go for it. (And take out those New Year's Resolutions you set last year to see how you're doing. If you've slacked a bit, don't beat yourself up, just get back on track in these last three months.)

Go get 'em!



K

P.S. You are coming to our Super Conference, right? We will sell this sucker out, just like last year (except with TWICE as many people for you to network with), so come!

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UPCOMING EVENTS

Raising Money Intensive with Ken
Monday, October 22 | 7-8:30 pm

Orlando PRO Mixer
Thursday, October 25 | 6:30-8:00 pm

The Producers Perspective Super Conference
Saturday-Sunday, November 10-11

For more information or to sign up for other events, visit www.theproducersperspective.com.





KEN'S PRO TIP

*Ideas are worth nothing
if there's no action behind them.*



LAST MONTH'S OFFICE HOURS

1. Non Disclosures

- Ken rarely signs them and has never asked someone to sign one.
- You can't copyright an idea, so get a product down on paper.

2. Finding a Director

- When you get a director, it starts a new dramaturgical phase because they're looking at it with new eyes.

3. Press Releases

- Don't use other people's intellectual property if you don't have it. It's ok if it's public domain.
- Do a press release so other people can't claim it.

4. Fan the Flame Marketing

- When something is happening on its own, add more effort and more will come from it.
- Market to your backyard.
- They need multiple impressions before they buy.
- Tell them other people are interested or are doing your shows to show them there's interest in your show.

5. Don't Stall for a Star

- If you give a deadline, adhere to it.
- Don't put all your eggs in one basket.
- If the star hasn't signed, don't wait on them.

PRO QUOTE OF THE MONTH

"I'm not afraid of storms for I'm learning to sail my ship"

~Louisa May Alcott

Are you following Ken on Instagram? He posts a new inspirational quote on his whiteboard every morning! Follow him @kendavenportbway.

RAISING MONEY & MARKETING FOR PROS

The #1 secret to raising money, marketing, and just about anything you want to do



There's no technology needed for this one. No fancy social media. No mega-buck marketing campaign.

Just you.

See, I'm working on a new revival.

Not the musical kind. And not the 16-week kind with a Hollywood star.

I'm trying to revive...good ol' fashioned, face-to-face, networking.

I was on a panel recently and was asked a whole slew of questions about how I did things, from raising money, to selling groups, to getting press, and so forth. While I was going through a list of some of my "greatest hits," I traced 90% of them back to a simple and honest personal relationship that started with a handshake.

They weren't all relationships that stretched back to college or summer stock. Some were based on quick meetings that lasted no longer than 15 minutes. But they did involve two people being in the same space at the same time.

Want some specifics?

- I met two of my largest investors at a performance of one of my shows. They just looked like they were having fun, so we started talking. And then they started investing.
- I've sold tickets to *Godspell* by talking to people on the subway platform, at a blackjack table, and on an Amtrak train.
- I convinced an actor to do a show of mine by flying across the country to have lunch.

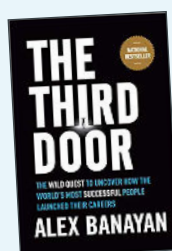
Electronic communication is fantastic. It allows you to reach more people, and allows you to reach them faster. But the conversion rate of email, Twitter, Facebook, LinkedIn and every other e-tool out there is a lot lower than the conversion rate of a request after you've met someone in person.

Because a real handshake beats an e-handshake 9 times out of 10.

WHAT KEN'S READING

The Third Door

by Alex Banayan



The larger-than-life journey of an 18-year-old college freshman who set out from his dorm room to track down Bill Gates, Lady Gaga, and dozens more of the world's most successful people to uncover how they broke through and launched their careers.

Thoughts on Creating a One-Act Solo Show

By Pro Member, Gloria Rosen



I was a hearing child of deaf parents. Mother was verbal, father was not and they signed to each other. Their children were not allowed to sign. We spoke to my father only through my mother. And that's where my story begins!

Where does your story begin? Who are all the characters in your life that helped, hindered, caused havoc and hopefully joy. Keep in mind that you are not writing a monologue, it's a play. Each character must have its own unique voice, physicality, ways of expressing that are unmistakably that person. After setting up a character, your audience will know immediately who that person is and what they are doing in (or to!)

your life. Your audience should walk away thinking they just saw a three-act play with 20 actors.

Writing this show is going to bring up a lot of old stuff—let that happen. Get it all out in the writing and rehearsal process. Scream and cry and laugh and throw things. *But do not indulge in that on stage.* Just tell your story. It's for the audience to feel with you and for you. If you cry, they don't.

Don't be concerned over naming people. Families have a way of re-uniting and even healing when the truth is laid out in a compassionate, understanding way. I had a totally unexpected reunion with a cousin whose father I trashed in my show. She was delighted.

Try to keep it fun, especially if you have a



serious point to make. Get at least halfway through before hitting them with your message and lighten it up afterwards.

There's a lot more to this. But just know that creating your own damn show is a wonderful gift to yourself. And just maybe, it will be a gift to someone else along the way.

FEATURED PRO MEMBER



Name:
Mark Brymer

Where You're From:
Based in Dallas, Texas but also work extensively in NYC

and Los Angeles

PROfession: Composer/Lyricist, Arranger/Producer, Print Publishing Specialist, and Song Licensing

What projects are you currently working on?

MB: Tweaking the script and music arrangements for my 2nd Music Theater International jukebox style musical called "*A-Wop Bop A-Loo Bop.*" Our Regional Premier Performance will happen in May 2019, and it will be available to license through MTI after that. Working on a new original musical call *Devices* with fellow PRO and Inner Circle member, Amy

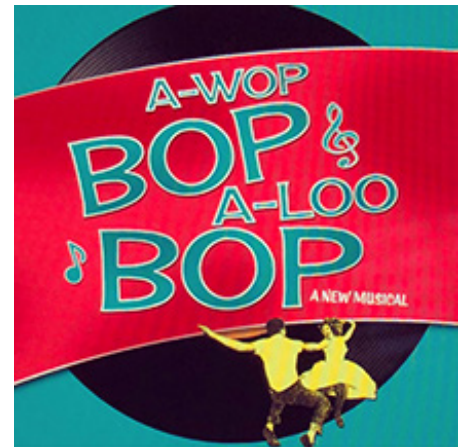
Drake. We're aiming for a 2019, 29 hour reading in NYC. We're also entering it now for upcoming 2019 theatre festivals.

Why did you join PRO?

MB: I have worked in the music and live show industry for years but couldn't quite figure out how to get my musicals to New York. Everything about the PRO experience is "filling in the blanks" about what steps to take.

What do you look for in a collaborator, and how do you seek out creative partners?

MB: I am always looking for a great musical idea. If I love the concept and can hear and see it in my head, I will then see who is attached. Every collaboration is different, because collaborators have different strengths. But, I must feel and see that the collaborator is equally committed and willing to do the work.



What have you found to be the most valuable part of being a PRO member?

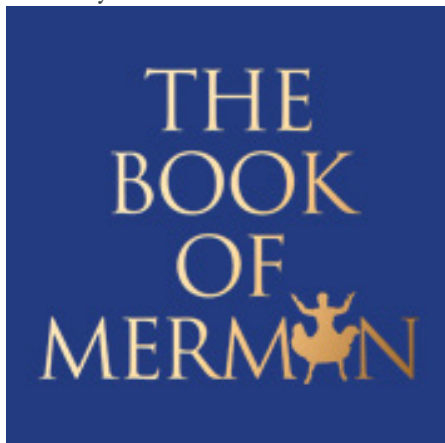
MB: The interaction on the PRO FaceBook page and all the Podcasts. But I'm still exploring all the resources available. It takes a while to get through everything.

Want to recommend a Pro for our next feature?

Email summer@davenporttheatrical.com

LEO SCHWARTZ

The Book of Merman now playing Off-Broadway!



Two Mormon missionaries ring the doorbell of Ethel Merman and hilarity ensues in this new musical comedy. *The Book of Merman* is a diva-driven journey featuring original songs and show-stopping ballads. It's delightful. It's delicious. It's de-Merman!

ERIC JONES

The 25 Songs of Christmas DIY XMAS Video Submissions Competition

Are you a Filmmaker? A Musical Theatre Performer? A Singer? A Community Leader? A Comedian? An Actor? A Musician? Business Owner? Or just a person who just loves Christmas music? We are asking you to create & submit a special video promo of your favorite popular Christmas song. Contemporary or Traditional. **See full contest rules on our ProConnect Facebook group.*

MICHAEL SGOUROS

Sleepy Hollow now playing at The Players Theatre!



Things happen in the hollow at night. Things we don't speak about and things you don't want to know. But we all get lost in the Hollow sooner or later. Can't help it, it's our nature. 200 years ago Ichabod Crane lost his way in the hollow and was never seen again. Did the headless horseman get to him? No one knows for sure. Don't look to the kindly folk of *Sleepy Hollow* for answers—they don't take to strangers.



ON THE BLOG | Top read articles last month:

- The Two Types of Jukebox Musicals: Which One Is More Successful?
- Be careful of how much you ask your audience to do.
- GUEST BLOG: Get Woke to Three Accessibility Initiatives! By Lisa Carling

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Here are the rumors people are whispering about these days...

Bob Dylan may be bringing his music to Broadway.

Sunday in the Park With George may be greenlit for a movie.

Got a rumor? Send 'em to me at ken@theproducersperspective.com.

PRO ANNIVERSARIES

See Who's Celebrating!

2 Years:

Michael Radi, Cate Cammarata

1 Year:

John Watts

6 Months:

Christina Hemphil, Brent Rogers, Samuel Biondolillo, Asad Mecci, EJ Stapleton, Elli Meyer, John Martin, Richard Strickland, Rusty Lemorande, Christopher Buchanan, Matthew Mezzacappa, Kenady Shope, Cherie Carter-Scott, Helene Dallaire Magadini, Mark Brymer, Barry Malin

3 Months:

Barry Malin, Fred Rohan-Vargas, John Leyva, Sandy Klein, Susan Lambert, Dall Wilson, Dan Murphy, David Wright, Gwen Strong, Ian Hammond Brown, Luisa Lyons, Pamela Chassin, Robert Crawford, John West, Craig Holland, Brandon Bacorn, Fran Miksits, Lawrence Fecho, Jake Mutch, Trey Dalton, Jonathan Galvez