

THE PRODUCER'S PERSPECTIVE

GETTING YOU TO THE NEXT STAGE.



Hello Pros!

Happy MLK Day!

Many of you may be off from your day jobs today, in which case I hope you're using the time to make some progress on your dream projects. This is the day of "I have a dream," after all, so let's take some extra action, especially if you don't have to go into your office.

And a huge welcome to the news Pros in our ranks. Hello Sydney, Marlin, Patrick, Nancy, Rachael, Andrew and Hank! Glad you've joined us, and we look forward to helping you advance whatever it is you're working on.

Now . . . to this week's tip!

If you're trying to sell your show, then you need certain elements in your "marketing toolkit." And for a musical, one of the most important tools in that kit is . . . your demo.

Music is the root word of "musical," after all, so you can bet that your tunes are the #1 way to get someone hooked on your show, and the #1 reason why someone will sign on to produce your show.

That's why your demo is so important. So here are a FEW tips for you re: your demo.

1. Get one.

A demo is a must, must, must. If you don't have a demo, you can't submit to festivals, you can't hook Producers, etc. It's like an actor without a headshot or resume. Get a demo.

2. You don't need the full score.

Don't spend money recording the whole score if cost is an issue (and since the songs will probably change during your development). 3-5 songs is enough. Just show a sample of your score. And choose your best ones and the ones least likely to change!

3. Have it professionally done.

Getting a great sounding demo isn't as expensive as it used to be. Spend the bucks and get something that sounds like a cast recording. Now, it doesn't need to be fully orchestrated. A great piano is ok, but if you can get a few instruments (or keyboard sounds), the better. People are recording demos these days with full orchestrations and we want your show to compete with everything else out there!

4. Use Broadway names.

That's right, try to find someone folks that have a bit of a name (and a social media following) to appear on your demo, even if they aren't perfect for the role. They may put it out to their networks, or sing a song at their cabaret shows. This is a subtle but super strong marketing technique.

5. See #1

Did I say you gotta have one?

A demo is the most important tool you have to find producers, get licensed and more. If you don't have one yet, or if you think yours isn't the best quality, then take the few extra hours today and start planning to get one. You can't go anywhere without it.

Go get 'em.

Best,

Ken

P.S. If you need a demo, and don't know where to start to get one, we'll help you, because we know that this is the quickest way you become one of our #5000By2025. [Click here](#), fill out the survey, and we'll connect you with a pro demo maker.

[This Week on the PRO Facebook Group.](#)

Here are just a few of things that are being chatted about on the Facebook Group this week!

- Weekly Challenge: Evaluating your conflict
- Fun facts about how the brain works psychologically (in relevance to theatre such as laughing)
- Pros are making improvements on their individual productions

[Come join the discussion!](#)