

THE PRODUCER'S PERSPECTIVE

GETTING YOU TO THE NEXT STAGE.



Hey Pros,

Welcome to Monday! Ready to hit the week running? I am . . . and I know our new Pros, Annette, Brenda, Yuko and Zachary are as well! Welcome guys and dolls!

So here's this week's tip:

When I was 18 years old I worked for a sales company that invited me to a conference. I didn't know what it was, but I kinda had to go. I threw down a few hundred bucks (in 1991, which means it was like \$1,000 today), and spent the whole day at a Marriott hotel in Worcester, Massachusetts. I didn't know a single person when I walked in the revolving door and didn't have any idea what to expect.

By the end of the day, three things happened:

1. I learned how to sell better from experts who were better at selling than I was.
2. I met other people just like me who were trying to learn how to sell better too . . . and they gave me tips, helped motivate me to keep moving forward, and a few became my friends and . . . two of whom I still talk to today! Over 25 years later!
3. I was so inspired by being in a room with other passionate people, that I went home that night, cold called ten people, booked five sales appointments in the next three days, and closed three of them. I made more \$\$\$ thanks to that conference.

It was so effective for me, I made attending conferences an integral part of my career path. Since then, I've been to about 100, and each time I attend one, the above three things happen all over.

By now, you know where I'm going with this.

Our Super Conference is in LESS than three weeks. Saturday November 10th and 11th. And there are only about 50 or so tickets left. And you should come. Period. Because all three of those things above will happen to you. Double period.

You'll be inspired by the Tony Voters we have speaking (who at one point, were NOT Tony Voters . . . and you'll hear how they got to where you want to be), you'll meet people who could become your next collaborator, and I guarantee, you'll go home wanting to write more, raise money, and get your show on a stage and fast. And you'll be armed with more tools to do just that. ([Click here](#) to see a full list of speakers and to see a list of the subjects we're going to breakdown.)

So get your ticket before we sell out. You can still grab the Pro discount of \$200 off a full price ticket by using code **SUPERPRO**.

For some of you, I know this means getting a plane or train ticket, but it'll be worth it. We're the only conference of our kind, and this year's has TWICE as many people attending as last year. Only great stuff can come from that. Triple period!

I will see you there.

Go get 'em.

Best,

Ken

P.S. Reminder that mastermind registration closes tomorrow! [Click here](#) to apply.

P.S. Check out all the details, including location, speakers and more [here](#).

P.P.S. Already coming and sticking around until Monday? [Click here](#) to see how to join us for a smaller, in person, intensive. Don't forget to email Summer for your Conference add on discount code ;-)

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

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

- Weekly Challenge: Attend a Performance. What works and what doesn't?
- Resource of the Week: PRO Monthly Mixer. This month we're in Orlando, FL!
- Pros are sharing their JOY submissions, check them out!
- Lots of staged reading and premiers happening! 5000x2025 here we come!