

THE PRODUCER'S PERSPECTIVE

GETTING YOU TO THE NEXT STAGE.



Hello Pros!

Happy fall Monday guys and dolls, and an early 'trick or treat' to you. I hope you've all got your costume picked out. (Side note - you know what my favorite costume of all time was? I wore a tux, had a towel draped over my arm, and held a folder labeled "menu." What was I? An actor! Get it? Heyo! Thank you! I'll be here all week! :-)) Ok, ok, baaaad joke, I know, but it killed at this actor party I went to. My "menu" even had a headshot inside.)

Well, this email isn't about tips for a great costume, this is about tips on how you can get to your goal of seeing your show on a stage . . . and fast.

So this week, I'm bringing you a tip straight from my inbox, about what NOT to do when raising money.

Someone emailed me looking for an investment, and it went something like this . . .

"Hello Ken. You don't know me, but I'm writing to you because SO-AND-SO suggested I should."

STRIKE 1. What was the problem? I didn't know SO-AND-SO! Look, I talk to and meet a lot of people, and while I have a pretty good memory, I'm no Bill Clinton when it comes to names and faces (Google it - he was famous for it - and some say it is what made him so effective of a president). So this "asker" was taking a real shot here. And more importantly, he obviously took the word of SO-AND-SO that I would know him/her, which was obviously a mistake.

TIP #1: If someone gives you a referral, great! But make sure you tease out how strong their relationship is before you use it.

The email continued . . .

"While we may not know each other, we are both from NAME OF CITY."

STRIKE 2. The problem? I'm NOT from that city! Not even close! A quick google search would have confirmed that. But more importantly, where the heck did this person get this info?

TIP #2 : Before you ask ANYONE for money, do your research. While I appreciated the effort by the person to draw the personal connection, it backfired, because they failed to take a few minutes to make sure the info they had was accurate.

And lastly, the email ended with . . .

"I'm sorry the first time we're communicating is me asking you for money."

STRIKE 3. While I appreciated the honesty, there was no way I was writing a check to this person. Money SO rarely comes after a first impression . . . especially from someone you don't know. People invest in people. People who they trust. People who they like. And that doesn't happen overnight.

TIP #3: Your money-raising strategy should be about building relationships with people over the long haul. Don't ask for money right away. Ask 'em for coffee. Or better, ask them how you can help them!

So there you have it . . . 3 tips in one!

And if you want more tips on how to raise money, I JUST announced the presale for my latest book, "How To Raise Money For The Arts . . . or Anything!" You can get it for only \$5.99 on Amazon.com now, and the price jumps to \$19.95 in a couple of weeks. Just one of the tips in the hundreds in the book can help you secure thousands of dollars in invest. So it's a pretty good ROI on the six bucks. :-)

Why so cheap? It ain't about money, because after Jeff Bezos takes his cut, we end up with a buck or so. The truth is, we want this in more hands because I WANT you to get to your goals. And the more people who read the book, the more people who will get the money they need, and the more theater that will be made. Period. And that's just awesome.

All that we ask in return for the cheap price is a good review when you are done (if you liked it, of course!)

[Get it here.](#)

And then . . . go get 'em.

Best,

Ken

P.S. Did you miss our exclusive PRO conference ticket offer last week? Not to worry, we've extended the deadline! [Click here](#) to grab your ticket for a deposit of only \$7 now.

The Song of the Week is . . .

"Because of You"

From: *The Book of Merman*

Music and Lyrics by Coaching Client and Inner Circle Alumni, Leo Schwartz

[Click Here](#) to listen.

[Click Here](#) for the website.

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

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

- Teasers and Videos from Members' Performances
- Gratitude for an inspirational space for ALL artists
- Excitement for the Super Conference

[Come join the discussion!](#)

And here's some more fun and educational stuff we posted for you last week!

- [BOOK PRESALE ALERT: This one answers the question I'm asked the most.](#)
- [Broadway Grosses w/e 10/13/2019: Leaves aren't the only thing piling up . . .](#)