

THE PRODUCER'S PERSPECTIVE

GETTING YOU TO THE NEXT STAGE.



Hey Pros,

Welcome to the start of another week . . . an inch closer and closer to the Thanksgiving holiday, and all the end of the year holidays and hoopla.

Which is what this tip is about.

As you know . . . timing is . . . uh . . . eh . . . everything.

And when you are raising money (especially), or need anything from anyone, from new arrangements for a song or a rewrite or to show up at rehearsals for a reading, it's important to look ahead and think about anything in the calendar that could slow them down.

See, here's the thing . . . whatever you may need or want could be the #1 priority in your life, but it is definitely NOT the #1 priority in other people's lives. And what happens (especially at this time of year), is that other people's lives get in the way of them responding, writing checks, doing readings, etc.

The moment you realize that other people won't make as much time for your project as you will, the better you will be at planning your needs well in advance of when you need them (and the less frustrated you will get if you get some nos).

I had a consulting client recently who wanted to start raising money in the beginning of December for some bills she had at the beginning of January. I advised her to start MUCH earlier (it's never too early to start, of course) because the odds of getting meetings, schedules and emails returned and checks written during the time of Christmas, Hannukah, holiday parties, holiday shopping, etc. go waaaaay down.

You have to fish when the fish are biting. And in a few weeks, they're going to be swimming in a different seasonal stream. Doesn't mean they won't bite, but it'll be much harder to get them to pay attention to what you've got on your hook.

Think ahead when playing your asks of any kind, and consider what could be top of mind for your prospects . . . and you'll find you get the answer you want more often.

Go get 'em!

Best,

Ken

P.S. This is it! Your last chance to come to the conference THIS Saturday and Sunday. It's the biggest event we throw . . . and has the most success stories! Come and let it kick you into high gear for 2020. [Click here](#) for your ticket.

The Song of the Week is . . .

"Just Like You"

From: *Bagels the Musical*

Lyrics by Inner Circle member, Chana Wise

[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!

- Feedback on new logo for show
- Suggestions on casting directors
- Discussion about the number of ensemble songs in a musical
- Questions about associate producers/compensation

[Come join the discussion!](#)

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

- [Why 90% of Actors Are Doing it Wrong.](#)
- [Broadway Grosses w/e 11/3/2019: Time wasn't the only thing that fell back this week](#)
- [Podcast Episode 200: Tony Award-Winning Broadway Producer, Mara Isaacs](#)
- [Learn How To Write A Musical In Person from The Man Who Wrote The Book On It.](#)