

# THE PRODUCER'S PERSPECTIVE

## GETTING YOU TO THE NEXT STAGE.



Hello Pros!

Ready! Set! MONDAY!

Welcome to the start of the week, and your Tip of the Week email. And a special welcome to our new Pros, Carrie, Anna, Laura and Troy, who are getting their first Tip!

(BTW - do you know that ALL of the weekly Tips from the past several years (!) are on Pro? They take about a second to read . . . make a goal to read one a day for the next month and I have no doubt you'll learn something that'll speed up the progress on your project.)

We're crawling out of February and towards the spring season which means one thing here in NYC . . . a bunch of new musicals are about to open . . . and a whole ton of Theater Non Profits are about to host their annual Galas.

What does that mean?

It means break out your fancy duds, because you've got a Gala or two to go to.

Why?

You know who goes to Galas? Broadway Producers. Broadway Directors. Broadway Theater Owners. Broadway Investors. Regional Artistic Directors. Licensing Company Executives.

In other words, all the people you **need** to network with in order to advance your writing/producing/acting/directing/theater-maker career.

Galas are like opening night parties that you can buy your way into. And at Galas, no one knows where you are in your career.

So find a Gala that has people on the planning committee or board that you want to network with, and go. Make a goal to talk to five people you don't know. And watch how much faster your connections in our biz spread and strengthen.

This business relies on "who you know" more than others. Yes, great work always finds a way to the stage. But it gets there much faster when you have the right connections.

So get thee to a Gala this Spring.

Go get 'em!

Best,

Ken

P.S. And the next step in getting your show on stage is making sure people hear about it! That's exactly what we'll be focusing on at our new conference Promote U! on May 17th. [Click here](#) to learn more and secure your seat.

[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: Share your pitch for some feedback.
- Discussion about Finders' Fees.
- Who the right producers are to send your synopsis to.

[Come join the discussion!](#)

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

- [How Theater Can Save The Malls . . . of America.](#)
- [How to get yourself out there and Promote Urself \(even if you don't want to\) and why you must.](#)