

# THE PRODUCER'S PERSPECTIVE

GETTING YOU TO THE NEXT STAGE.



Happy Monday Pros!

How is everyone's spring going so far? Doing some cleaning? Some script cleaning? :-)

Before we begin, a big shout out to our new Pros out there who joined over the last week (check out the welcome video now in the Facebook Group). Welcome Andre, Elle, and Darrin to the coolest theater makers group on the web.

Now, here's a tip for those of you raising money out there right now (or who will be in the future):

First, you have a goal, right? If you follow the steps I wrote about in Raise It (my course on raising money available for free to Co-Pros and Lead Pros), then you know that one of the first things you must do when raising money is set your \$ goal. You can't raise money without knowing how much you need and exactly what you are raising money for.

But that's not the tip.

The tip has to do with that time of your raise when you get close to that goal (and you will!).

As you narrow in on that goal . . . and are racing towards the finish line and talking to investors or donors that could help you get there . . . I want you to tell them that you're close to finishing. . . and that they could help finish you off!

This works for two reasons:

1. Remember, people invest in people. And those people who are contemplating investing in you may be even more motivated if they know that they are going to help you complete your goal! And, they can be the hero to help "save the day." People like being heros.
2. The Dr. Cialdini principle of "Social Proof" plays into account big time here as well. When an investor hears that you have almost hit your target, they know that many others have supported you, and they can feel more comfortable that they are not alone. If others have donated or invested, it's easier for them to do the same. We're pack animals.

So, during your raise, let folks know WHEN you are just about finished.

Oh, but one thing . . . do NOT ever, and I mean ever, use this or any tip if it's not true, and you are not actually close to finishing. It can be tempting . . . but I promise you it will backfire and will cost you more money than you can ever raise.

Now go raise that money and be one of our #5000By2025!

Go get 'em!

Best,

Ken

P.S. Today is the last day for Pros to register for my exclusive Breakfast. [Click here](#) to sign up using the promo code **KENPRO18** to get your PRO discount.

P.S. My Spring Strategy Intensive is filling up FAST, but we've still got a couple of spots left, [Click Here](#) to grab a seat and use the PRO promo code **SPRING18** for \$100 off!

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

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

- WEEKLY CHALLENGE: The Play Plot Diagram. Share your diagram in the group to receive a special surprise from me in the mail!
- Look who got into the Yale Writer's Conference!
- Check out our recent success stories of Pros who are part of our #5000By2025! Are you next?

[Come join the discussion!](#)