

# THE PRODUCER'S PERSPECTIVE

## GETTING YOU TO THE NEXT STAGE.



Happy Monday Pros!

Like we always do, let's kick this Weekly Tip off with a welcome to our new Pros . . . hello to Anna, Asad and Michael! Welcome to PRO. Come on in. The water is fine, and you're among people like you . . . in the only community of its kind online.

We're in the middle of Award Season on Broadway. We've got The Tonys, The Drama Desks, The Outer Critics, The Drama Leagues, The Lucille Lortels, The Obies, etc., etc.

And the lobbying from Producers to get nominated and then win has just begun.

Why?

Because Awards increase confidence amongst your consumers.

No matter what your win (not many people know what The Outer Critics Circle even is), a nomination and a win acts like a Good Housekeeping Seal of Approval on your show. And that helps sell tickets.

I learned this on *Altar Boyz*, after we won that Outer Critics Circle Award, and tested advertising with it and without it. When we used it, interest in the title skyrocketed.

Your takeaway?

Try and win something.

Maybe you can't win a Tony this year, but look at scriptwriting competitions, one act play contests, etc. Because putting an award on a play OR putting an award on your resume has the same result . . . people (Audience Members, Producers, Agents, etc.) will be more interested in what you have offer if you've won something.

We've got lots of contests and such for you to submit to on PRO so check it out in the resource section and make it a goal this week to apply to three.

Because you can't win if you don't enter.

Go get 'em!

Best,

Ken

P.S. Chicago folks, I'm heading to you this weekend! Last minute intensive strategy session on Saturday. [Click here](#).

[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: Take a quiz to boost your playwriting inspiration.

- Speaking of awards season, we're holding our first annual #PROnyAwards! Nominate yourself or a fellow Pro!
- Swap scripts with a Pro!

[Come join the discussion!](#)