

THE PRODUCER'S PERSPECTIVE

GETTING YOU TO THE NEXT STAGE.



Greetings Producer's Perspective Pro-ers and happy Monday!

And a belated Happy Easter and Passover to those who celebrated last week.

For those who are new to our Pro World, and I'm talking to you Brandon, Gwyneth, Robert, Demetria, Lynn and Joan, a hearty hello and welcome. Make sure you join our [Facebook Group](#) for daily buzz and interactions from the entire community (including me!).

And now, this week's tip!

As you may know, since I get asked so often about how to improve a pitch, we recently unveiled a new pitch review feedback system called "Pitch Score," where I personally review your pitch on video and send you back a custom video with my analysis of your pitch (using my "5 Ps of Pitching" concept) as well as tips on how you can get better.

Reviewing these has been very educational for the Pitchers and for me! Pretty quickly I've identified a trend that I see across many of the pitches that I thought I'd talk about here, in an effort to help any of you out there that is pitching for a producer, investor, agent, etc.

And it has to do with the WORST speech I've ever given in my life.

I've spoken at a number of events over the years, for a number of different types of groups. And I think I'm pretty decent at it. But this one time . . . boy did I deliver a big ol' dud.

When I walked off the stage to timid applause I knew I had bombed. "But why?" I thought. I knew every word of the speech by heart. I had practiced my delivery and inflections incessantly. I even knew when I'd move my arms and step away from the podium. I mean I was prepared! "So what went wrong?" I wondered.

And then I realized.

I was *too* prepared. I was rigid. Stiff. It was unnatural.

And no one bought a word of what I was saying.

See, when you are over-prepared, you become robotic and you lose the most important part of any "talk" - the passion.

This is true for speeches like mine, but especially pitches! Too many of the pitches I've seen lately are too scripted, so they prevent the passion and emotion of why the show is important to you from shining through.

Yes, you have to prepare. Yes, you need your key points. You need your technique.

But then you need to get in the room and forget about it all when you're making your plea.

It's just like acting, or singing or anything. You practice beforehand so you can FORGET about the technique and relax when you are performing.

Same is true for pitching.

Producers don't invest in robots. We invest in people. So prepare, yes, but go in and have a natural conversation with the person.

And most of all, let your passion shine through.

Go get 'em.

Best,

Ken

P.S. Want your pitch evaluated through our Pitch Score system? [Click here](#) and you'll have your results in 72 hours max!

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

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

- Pros are looking for suggestions on makeup artists
- How to know what to look for when choosing a producer
- How to find directors in other countries

[Come join the discussion!](#)