

# THE PRODUCER'S PERSPECTIVE

## GETTING YOU TO THE NEXT STAGE.



Hello Pros!

Welcome to our weekly Tip of the Week, where I give you one actionable tip that you can do this very week (if not today!) that will get you closer to where you want to be.

And this week's tip is all about raising money! None of you want to know how to increase the amount of money you raise, right? I didn't think so. :-)

Before we get to the good stuff, greetings to the new Pros in our circle. Hello to Peter, Kevin, Vivian, Seán, Joshua, Lorraine, Tobin, Jodi, Patricia, Rick, Betsy, David, Daniel and Jiles. I look forward to saying hello to you in the [Facebook group](#) or in person (!) soon.

And now, that tip . . . fresh from my real, actual, life.

People ask me to invest in a lot of shows. I get asked to invest in Broadway shows, Off Broadway shows, and sometimes ideas of shows that don't know where the heck they are going yet!

Just last week I got pitched a show . . . that was a little difficult to comprehend.. It was a cool vision, but it was hard to see. And, the business model was also a bit unclear (which was not the fault of the creator - it was just a new model).

At the end of the pitch, the creator said, "So here are our investment papers and I hope to hear from you soon."

And then he handed me a huge stack of legalese also known as offering documents.

I plopped them on the shelf on my desk and they still sit there to this day. Because who wants to read offering papers anyway?

You want a sure-fire way to slow down your response from a potential investor? **ONLY GIVE THEM OFFERING DOCUMENTS!**

What should you give them instead?

Give them an investor packet . . . a "brochure" that gives them a snapshot of your show from a creative and business perspective. Show them a bit of your personality and why this show deserves their attention (and their money) more than others. Tell them why you're passionate about the project. List the team members. Put in any press you've received. Etc. Etc.

99% of investor pitches will NOT result in an immediate "sale." Most will result in a "Can I think about it?" or "Is there something I can have to look at?"

In either case, you want to leave them with a physical, tangible object that they can hold, and that makes your project feel like it's worth the \$10,000, \$100,000 or \$1mm investment you're asking for!

If you don't have an investor packet for your show, get one together **THIS WEEK!**

Because while they will have to read the offering documents eventually, your packet can be the bridge that gets them to that stage of the process.

Go get 'em.

Best,

Ken

P.S. If you need some help with the creation of an investor packet, check out one of ours which is in the Pro resource section. And if you need further help, email us back. We know designers and more who we can hook you up with to make this happen for you . . . which will make more investments happen for you.

P.P.S. The wait is over! This is your last call for Promote U! [Click here](#) to get one of the last 5 tickets. And I'll see you Friday!

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

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

- Ideas for cross-promotion.
- Surveying your audience - What kind of questions you should ask.
- Concert Directors - How much you should you pay them.

[Come join the discussion!](#)

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

- [10 Tips On How To Finish That @\\$%ing Play, Screenplay or Whatever You're Working on.](#)
- [Why I'm Producing Frankie and Johnny on Broadway.](#)