

# THE PRODUCER'S PERSPECTIVE

## GETTING YOU TO THE NEXT STAGE.



Hello Pros!

Welcome to another week of you getting closer to your goals.

Big shout out to our new pros, Jake, Jonathan, and Noah. Welcome to the club, folks. Get ready to rock!

Speaking of rock, I spent the weekend rockin' out at the first week of previews for Gettin' The Band Back Together. (I know a bunch of you have seen it, and for that, I thank you!) If you haven't gotten your tickets yet, grab 'em here . . . and make sure you say hello at the end! I'll be looking for you. :-)

But rockin' out isn't the only thing I do during previews. Previews are the most important time in a new show's life. It's like the first few hours and days of a newborn (something I've also learned a lot about lately).

So I thought I'd give you some of my simple tricks that I use in previews to make sure I get the right feedback I need to make the show the best it can be.

Here are three of them.

1. Go to the bathroom. Believe it or not, some of the best chatter is in the bathrooms at theaters. In intermission, see what the chatter is by standing in line or marching right in to do your business, and hear how you can HELP your business.

2. Introduce yourself to people. If it's at intermission, walk up to people and open with a "Having a good time?" And then let the conversation go naturally. Ask where they got their tickets. How they heard about it. And then, go ahead and tell them who you are. If it's before the show, just ask about what got their butt in the seat. Then, introduce yourself. Tell them what you do on the show. They'll feel important and be impressed. And hopefully, they'll find you after and rave about what they just saw. :-)

3. Stand by the doors on the way out.

Listen to comments. Again, ask if people had a good time, would they recommend it to others. TELL THEM TO. I always end my interactions with a, "Please tell all your friends."

If your show has resonated with them, they will WANT to reward you by recommending it. Just push them to do so.

By the way, I've found MANY investors by just talking to people as they leave the theater at shows. Sometimes for the current show, sometimes for the next show. But since most theatergoers are investors, this is a great way to meet prospects.

Your previews are not only an important time to creatively perfect the show, but when used right, you can also speed up your word of mouth, and maybe even grab an investor or two.

Go get 'em!

Best,

Ken

P.S. The deadline to submit your script to our PRO 10 Minute Play contest is August 9th. [Click here](#) for the chance to win a \$250 Amazon gift card.

[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: Treat Yourself. What is one thing you've been holding off on doing?
- #ResourceRoundup Resource of the week: The Monthly Newsletter Archive.
- Check out an awesome goal timeline created by one of our Pros.
- Lots of takeaways from our Office Hours last week.

[Come join the discussion!](#)