

THE PRODUCER'S PERSPECTIVE

GETTING YOU TO THE NEXT STAGE.



Hello Pros,

I saw a terrific back-to-school commercial the other day from an office supply superstore. What I loved was that it wasn't just pushing the store where you could buy the gak it was hocking.

Instead, it was a checklist for students, "Do you have this, this and this," implying that if you didn't, you weren't ready for school. And it ended with a 'bug' of the logo of the store where, of course, you could get everything you needed and then some.

Checklists are fantastic tools of efficiency, and, as it turns out, pretty good marketing tools as well! (Read [this excellent book](#) for more on how to incorporate checklists into your life and work.)

And it made me think, there is a checklist of three things (at the very least) that every entrepreneur like you needs as well to help you get to where you want to go . . . and fast.

So here's my checklist . . .

1. A Website

People are going to google you. Period. Make sure they find the site you want them to find, that markets you and your plays, resumes, reels, etc. rather than a site you don't want them to find. YOU are a product. Your website is your storefront. If you don't have one, you just can't sell yourself in 2019.

ADVANCED STRATEGY: Once your site is established, get a site for each of your shows. Then circle them up and point them to each other. Let the traffic of one increase the traffic of the others. And show sites makes your shows look like they are super-serious. They don't have to be 100 pages deep. They just have to be professional and polished.

2. An Email List

This is the asset that most people are missing in their toolbox, yet it is the most important by far. I don't care what the newest social media platform currently grabbing headlines is, email is and always will be more powerful. You need to be able to reach out to your "tribe" directly to their inbox to let people know what you're doing when you're doing it, and how they can help (by showing up at a show, or even by investing money). Double your email list every year and you'll achieve your goals twice as fast.

3. A Social Media Account

Notice I didn't say social media ACCOUNTS.

If you're new to social media or still learning, don't spread yourself too thin by trying to master them all. Pick one . . . and pick the one where most of your tribe is (most likely Facebook), and master that one. (Ideally - link the other accounts to your main account so one post hits them all). Remember, people buy tickets and invest in people they know. Social media is the best way for them to get to know you. If you don't have all three of these items in your back-to-school bag, then make it a goal to get them by the end of the year. And while, unlike that office supply superstore, we don't have these things on our shelves, we can direct you to people who can get

them for you or help you with them (many of whom will be at our Super Conference!) That's our goal . . . to help connect you to the things and people you need.

So email me at ken@theproducerserspectivepro.com and we'll get you hooked up.

Go get 'em!

Best,

Ken

P.S. Don't forget Office Hours are tonight at a new time: 8pm ET/5pm PT. Get those questions ready!

The Song of the Week is . . .

"Dear Eric / Hi Sonia"

From: *Look For Me*

Music and Lyrics by Inner Circle Members, Ben Wilkins and Liz Schiller

[Click Here](#) to listen.

[Click Here](#) for the website.

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

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

- Advice on recording a Musical Soundtrack
- NYC recommendations for reading venues

[Come join the discussion!](#)

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

- [What I loved about the Harry Potter Times Square Takeover.](#)
- [Podcast Episode 194 – Broadway Super Attorney to the Stars and More Mark Sendroff](#)