

THE PRODUCER'S PERSPECTIVE

GETTING YOU TO THE NEXT STAGE.



Hello Pros!

A brand new week and a brand new Tip to start it off.

But first, let's tip our hat to all of the new Pros who joined us this week. Hello Priscilla, Jim, Lexi and Jonathan! Please introduce yourself in the Facebook group. And please, please, please introduce yourself to me in person at our Super Conference on 11/16 and 11/17! (You ARE coming, right? [Click here](#) if you haven't snagged your ticket yet.)

This week we're going to talk about inviting people to see readings, workshops and actual full productions. Because no matter what stage you are in of the development of your show, you're going to want to invite people to see it! Investors, Producers, Cast Album Companies, Movie companies, Oprah (!) and more! Heck, even when my shows have been running on Broadway for years, I'm still inviting people!

A coaching client of mine and I were going through their invitation approach to an upcoming workshop they were doing here in the city, and why a few folks were missing from their invite list, this client said, "Oh, well, I know they can't come, so I wasn't going to invite them."

Nope. Buzzer. Wrongo.

Even when you know someone can't make it to your reading, workshop or production, you STILL want to invite them if you believe they are "right" for your show.

Why?

Two reasons:

First, remember, each invitation is an advertisement for your show *and* for you as a writer, producer or artist. And just like advertising for any other product, just because your customer can't buy now, doesn't mean they won't buy in the future. That's right, just getting the invite will get them just a little bit closer to attending the next one! AND, if they have a personal connection to you, the impression is even more valuable, because they'll probably feel a little guilty for not being able to come, so they'll be even MORE likely to come to that next one.

Second, just because you think they can't come, doesn't mean they won't! Plans change all the time. I often throw things in my calendar even when I know I'm going to be out of town in case suddenly I find myself in town! And you never know, your prospect may so love you or the idea that they cancel their plans.

It's not your job to say no for people. Give them the opportunity. Let them decide if they can make it or not.

Because the last thing you want to hear from someone is . . . "Why didn't you invite me?"

(This same strategy goes for raising money as well, by the way . . . ask everyone! When you see me at the Super Conference (Yep, plug again!) remind me to tell you the story of the time

someone said to me, "Ken! Why didn't you tell me you were raising money for that show? I would have invested \$100,000!"

Go get 'em.

Best,

Ken

P.S. Did you hear? We added a bunch of new speakers to our Super Conference lineup: West Hyler (Producing Artistic Director, NYMF), Ciera Iveson (Director of New Works, NAMT), Jack Phillips Moore (Director of New Artists at The Public Theater), Ted Chapin (President of the R&H Organization), and more! [Click here](#) to secure your seat before we sell out!

The Song of the Week is . . .

"Perfect Pair "

From: *The Max Factor Factor*

Lyrics by Inner Circle Member, Julie Weiner

[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!

- Dramaturgy Recommendations
- Submissions open for the 2020 New York Musical Festival
- Insight into Promotional Blurbs
- This week's Office Hours with Ken!

[Come join the discussion!](#)

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

- [Last minute alert: A Panel about Theater Festivals 2Morrow and more and I'm on it!](#)
- [Did you know Broadway has a loyalty program? And why you should have one too.](#)