

THE PRODUCER'S PERSPECTIVE

GETTING YOU TO THE NEXT STAGE.



Heyo Pros!

Happy Middle of March Madness! And happy Monday to you, and all of the new Pros joining our family this week . . . Mark, Tim, Nick and Casey! Welcome to the coolest group of Theater Makers on the web.

This is a special Monday, as we're having our first reading in our reading series TODAY! This was the first of our initiatives to jump-start your shows, and we're thrilled to be presenting Kurt John's *Hello Kitty Must Die*. I can't wait to see it.

Stay tuned for the submission deadline for our Q2 reading! Maybe we'll be presenting your show in June.

And now this week's Tip!

I recently got an email invite to see a show. And it came from a generic "show" email (e.g. OnceOnThisIsland@OnceOnThisIsland.com).

While this is a fine impression, it's not a strong one, because it's not personal. It's the same as corporate communication.

Remember, people are going to join your team, whether as a Producer, Investor, Agent, Director, not only because of the project, but also because of you and your passion. So your invite should come from YOU.

People support people more than they support companies.

Now just wait a second . . . because that's not where this tip ends. Here's the way to use this tip to get a second impression for your invitation WITHOUT looking like you're being a nudge.

You already know you should send an invite, a reminder and maybe even a 3rd reminder to your invitation list, right? (If not, check out our Invitation Execution Plan in the [Execution Plan Library](#) - it's one of our most popular.)

What you can and SHOULD do is create that "Show" email as well, and send an invitation from that address too! This way, there are twice as many invitations/advertising impressions, but they look like they are coming from two different sources.

So when you've got a reading, a festival production (have you submitted to Rave yet?), or an Off Broadway or Broadway production, you're going to want to invite people. Make sure they show up with multiple impressions from multiple "people."

Best,

Ken

P.S. Only 30 days before the deadline to be considered for Rave! [Click here](#) to get your show in now. Did we tell you there will be awards? :-)

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

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

- Looking for a collaborators? We can help!
- Where to get scripts copied cheap
- Spaces to hold a table read/other events

[Come join the discussion!](#)

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

- [How To Involve More Kids In Your High School Musical \(No, not through a bigger cast.\)](#)
- [Yes, we're producing a brand new theater festival, here's why!](#)