

# THE PRODUCER'S PERSPECTIVE

GETTING YOU TO THE NEXT STAGE.



Hello Pros!

Welcome to the first Tip of the Week of the Spring season!

And this one is about inviting people to see your reading, workshop or full production

But first, a shout out to our new Pros joining us this week. Hello, Malcolm, Mark, Nick and Lorna!!! Thrilled to have you in the club.

But now, back to that tip.

One of the most common questions I get asked is how you can get Producers, Investors, Agents, Artistic Directors, etc. to see your show. And there are lots of ways to increase your turnout among this demographic (see the webinar in the Pro training library to start).

But this tip is about another group that most people don't invite . . . but should.

Writers should invite . . . other writers! But not just any writers . . . I want you to invite writers who you admire who have achieved the things you want to achieve. Invite your heroes. Invite people a few steps ahead of you in your career. Invite the writers that have found a way to break through, while you're still banging on the door.

There are two reasons to incorporate this strategy into your invitation process:

1. Other writers will give you great feedback on your show. (Read [this book](#) for more on why peers are a better focus group than consumers).
2. If they like the work, and like you, successful writers have contacts with Producers, Investors, Agents, Artistic Directors, etc. and they may recommend you!

Referrals are the #1 way people find everything in this world, from agents to investors to contractors to renovate your apartment! So, put butts in your seats who may not have the ability to be your producer or agent, but know people who could.

Best,

Ken

P.S. Tickets are going fast for Promote U, and we want to make sure our Pros get in. [Click here](#) to grab your ticket before prices go up again OR shoot Summer an email to use your bonus bucks for a super discount.

P.P.S. Have a show you'd like to be considered for Rave this summer? [Click here](#) to get your show in now, because the deadline is coming up.

[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!

- Weekly Challenge: Switch your social media platforms to 'business' pages
- Tips on beating writer's block
- How to get a standard option contract without having to go to a lawyer

[Come join the discussion!](#)

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

- [Just Who is Seeing Shows on the Road? Broadway National Tour Demographics REVEALED!](#)