

THE  
THEATERMAKERS  
STUDIO

# **SCRIPT KILLERS!**

**The Three Biggest Mistakes  
Writers Make That  
Prevent You  
From Getting Produced.**

by Ken Davenport

MY PROMISE TO  
YOU:  
BY THE END OF THIS  
WEBINAR YOUR  
SCRIPT WILL BE  
MORE LIKELY TO GET  
PRODUCED.

# The three things I'm going to teach you tonight will . . .

1. Get your script(s) read by more Producers.
2. Get you accepted into more festivals and win more contests.
3. Get you Produced.

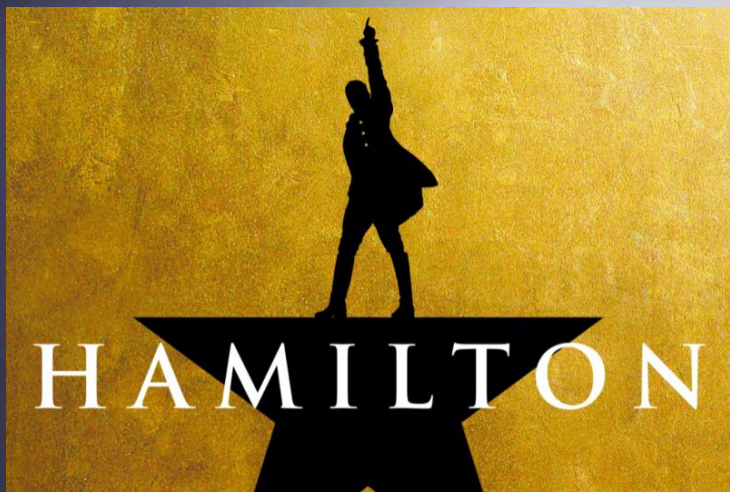
BREAKING NEWS!

I DO NOT WANT YOU  
TO REWRITE YOUR  
ENTIRE SCRIPT!

Change these three  
things in your script and  
your life could change.



IS NOW THE  
RIGHT TIME?





DO YOU WANT TO  
GET AHEAD?

OR DO YOU  
WANT TO FALL  
BEHIND?

IS NOW THE  
RIGHT TIME?

NOW IS  
THE PERFECT TIME



“The Chinese use two brush strokes to write the word **'crisis'**.

One brush stroke stands for danger; the other for **opportunity**.

In a **crisis**, be aware of the danger—but **recognize the opportunity**”.

- John F. Kennedy



“We can look at this as  
**an opportunity.**  
That we’ve been given  
a gift of time we might  
not ordinarily have.”

- Stephen Schwartz  
(*Wicked, Godspell*)  
March 24, 2020

The question isn't  
“Is now the right time?”

The question is  
“Will you make use  
of this time?”

A group of people, including men and women, are gathered at what appears to be an awards ceremony. They are dressed in formal attire, such as tuxedos and gowns. Some individuals are holding awards. A large yellow circle is superimposed over the center of the image, containing the text "Your Face Here".

Your  
Face  
Here

# OFFICIAL LEGAL DISCLAIMER:

You will NOT win a Tony Award by the end of this webinar.







# OFFICIAL LEGAL DISCLAIMER:

You will NOT win a Tony Award by the end of this webinar.

But you WILL be closer to winning a  
Tony Award than you were before this webinar.

GETTING  
PRODUCED  
IS ALWAYS  
EASIER WITH A  
BETTER SCRIPT

# YES!

I WILL  
TAKE ACTION  
TO ACHIEVE MY GOALS, KEN!

**We're giving away a copy of Final  
Draft!  
(details at end of webinar)**



Looking  
professional makes  
you more of a  
professional.



Everyone loves  
to give notes.

Not everyone knows  
what the @#\$%  
they are talking  
about!

I want you to  
FORGET  
about every note  
ever given to you.



Just like you.

# Ken's Mission

To get 5,000 shows  
produced by 2025

**#5000By2025**

My biggest  
pet peeve?

UNREALIZED  
POTENTIAL

You can realize  
YOUR potential.

But it starts with a  
great script.

I want my  
*Hamilton!!!!*

That's right . . .

This webinar is not  
just about YOU!

My goal for this  
presentation is to  
help beginner  
AND  
advanced  
TheaterMakers.





A better script has a  
better chance  
of getting produced.

And you can make your  
script 10X better by  
addressing only three  
things.

# ABOUT KEN DAVENPORT

2x Tony Award-winning Broadway Producer and Award-Winning Author  
of Broadway and Off-Broadway Musicals and Plays



Produced 25 Broadway & Off-Broadway shows in  
over 25 countries grossing over \$750M



Executive Producer of North America for  
Andrew Lloyd Webber's Really Useful Group



Davenport Theatrical is an Inc. 5000 Company,  
one of the fastest growing companies in the US

I've read thousands  
of scripts.

One of the  
**BIGGEST MISTAKES**  
writers make is  
submitting their scripts  
too soon.



There's a lot of work to  
do before you submit.

It's hard to get  
someone to read  
your script once.

It's IMPOSSIBLE  
to get them  
to read it twice.

I did the same thing.

Until I did  
something different.



THE WRITER'S JOURNEY  
MYTHIC STRUCTURE FOR WRITERS  
THIRD EDITION  
CHRISTOPHER VOGLER



COLLECTED WORKS  
JOSEPH CAMPBELL®



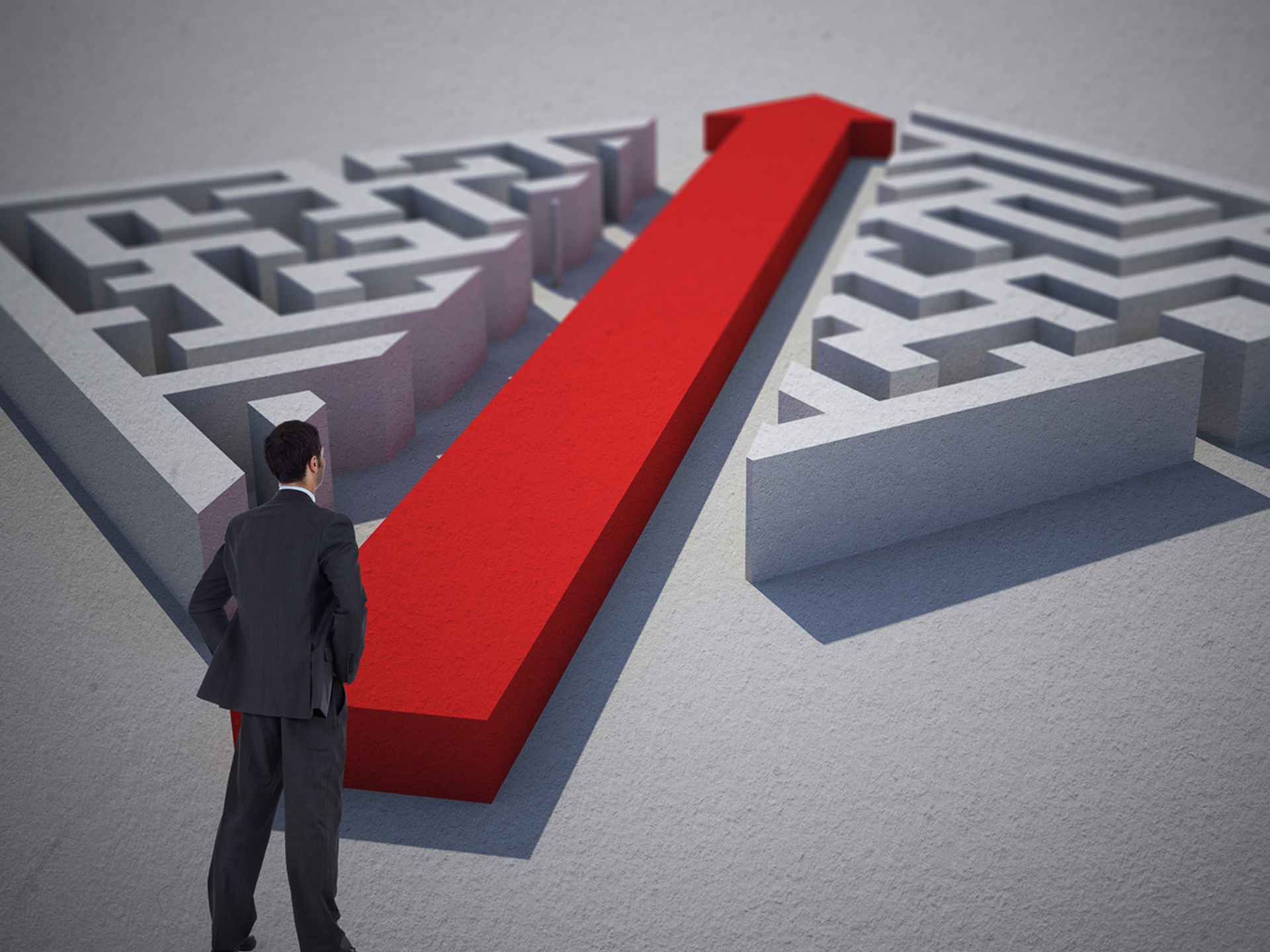
THE HERO WITH  
A THOUSAND FACES

THE ART  
OF  
DRAMATIC  
WRITING

THE  
CLASSIC GUIDE  
TO WRITING  
A PLAY

ITS BASIS IN THE CREATIVE INTERPRETATION OF HUMAN MOTIVES

L A J O S E G R I





# THE THEATERMAKERS STUDIO



**Rich Roy**

"After 1 year with The TheaterMakers Studio my play is up and running. Going into my fourth month running continuously. **I came here to get my play up. Well 15 to 20 rave reviews later, things are coming along.**"

THE  
THEATERMAKERS  
STUDIO

# **SCRIPT KILLERS!**

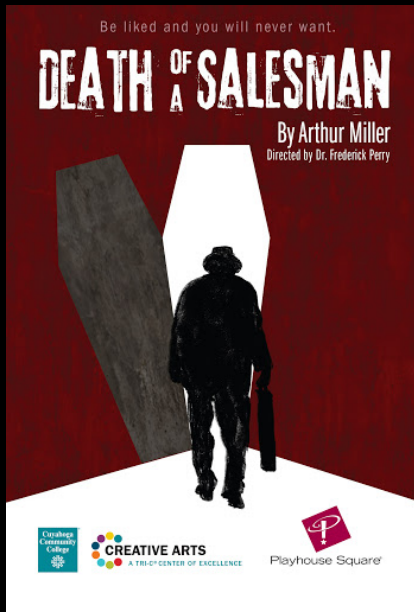
**The Three Biggest Mistakes  
Writers Make That  
Prevent You  
From Getting Produced.**

Put questions in Q&A along the way  
which I will answer at the end of this webinar  
(and tell you how you can win Final Draft).

# SCRIPT KILLERS!

The Three BIGGEST Mistakes  
Writers Make That  
Prevent You  
From Getting Produced.

**KILLER #1** – Your hero doesn't want  
anything! (Or it's not specific enough)



At the end of the play,  
your hero should get  
what they want.

But in a different way  
than they imagined.

*Because they've changed.*





Great drama is about  
ordinary people doing  
**EXTRAORDINARY**  
things.

# TAKEAWAY:

Without an ACTIVE hero  
with a clearly defined  
WANT,  
an audience (or  
Producer)  
won't care

ACT!

What does your Hero want?

# SCRIPT KILLERS!

The Three Biggest Mistakes  
Writers Make That  
Prevent You  
From Getting Produced.

**KILLER #1** – Your hero doesn't want anything! (Or it's not specific enough)

**KILLER #2** – Your Audience doesn't care if your hero succeeds. (AKA The "Liking" Problem)

It doesn't matter  
whether your audience  
likes your hero.

It matters if they  
FEEL  
for your hero.

EMPATHY.







Your hero should  
represent a  
**SUPER HERO**  
version of your audience.

# TAKEAWAY:

Your audience must feel empathy for your hero, or they'll never stand up for his or her success at the end.

# ACT!

What can you do in your script to make sure your audience relates to your Hero's struggles and desires?

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The Three Biggest Mistakes  
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**KILLER #1** – Your hero doesn't want anything! (Or it's not specific enough)

**KILLER #2** – Your Audience doesn't care if your hero succeeds. (AKA The "Liking" Problem)

**KILLER #3** – It takes too long to start your story.











The Inciting Incident

AKA

The Call To Adventure

The Hook

The Exciting Force



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**KILLER #1** – Your hero doesn't want anything! (Or it's not specific enough)

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**KILLER #3** – It takes too long to start your story.

**KILLER #3A** – Too much exposition

# **Two Reasons You Need To Start Your Story Early (and with a BANG!)**

1. If you don't, your audience will get antsy.
2. If you don't, Producers will STOP reading your script.

# The Dirty Secret of the Biz

If you are lucky enough to get someone to read your script, 9 times out of 10 they will only read the first 10-20 pages.

You better make sure those  
10-20 pages are ~~good~~, ~~great~~,

**AMAZING!**

# TIP!

For your next rewrite, spend the same time you'd spend rewriting the whole play ONLY rewriting the first 10-20 pages.

And then, send those pages to 10 friends with a one question survey, asking . . .

# The 10-20 Page Survey

“After reading these pages,  
on a scale of 1-10, how badly  
do you want to read the  
rest?”



# TAKEAWAY:

Get your audience on your  
roller coaster ride fast!

If it's good enough for Aaron,  
it's good enough for you!



# SCRIPT KILLERS!

The Three Biggest Mistakes  
Writers Make That  
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**KILLER #1** – Your hero doesn't want anything! (Or it's not specific enough)

**KILLER #2** – Your Audience doesn't care if your hero succeeds. (AKA The "Liking" Problem)

**KILLER #3** – It takes too long to start your story.

**KILLER #3A** – Too much exposition

Let me ask you a question . . .

Eliminating **SCRIPT KILLERS** increases  
your odds of getting produced.

How high do my stakes need to be?

Can I have more than one protagonist?

On what page should  
my show's climax occur?





# THE THEATERMAKERS STUDIO

A brand-new digital learning platform  
and online community with one guaranteed mission:  
  
TO GET YOU PRODUCED.

MASTER CLASS  
WITH JACK VIERTEL



MASTER CLASS  
WITH JILL RAFSON



MASTER CLASS  
WITH KENNY LEON



MASTER CLASS  
WITH TYLER MOUNT



MASTER CLASS  
WITH KEN CERNIGLIA



MASTER CLASS  
WITH SUSAN STROMAN



# THE **THEATERMAKERS** STUDIO

## The “Script Killers” Package

- 12 Month “Stage 1” Membership to **The TheaterMakers Studio** (\$470 value)

**TOTAL VALUE: \$470**

# THE **THEATER**MAKERS STUDIO

## “STAGE 1” BENEFITS

- Welcome Kit Worth Over \$99!
- Group Coaching Calls with Playwriting Expert
- Script Mastery Certification Course with 10 video lessons
- Weekly Play Submission Opportunities
- Production Team Database & Member Directory
- 17 Execution Plans to Help Develop Your Work
- Writing Toolbox Full of Helpful Resources,
- Contact Lists, and More
- Bonus Bucks To Be Used Towards Events and Consulting
- And More.





## MASTER CLASS WITH JACK VIERTEL



In this Master Class, Jack Viertel will teach you about:

- Developing a Musical for Broadway
- And More!

## PRODUCTION MASTERY



You've earned a certificate!



Download Certificate



100% COMPLETE

Last activity on January 6, 2020 2:51 pm

COMPLETE

The TheaterMakers Studio Production Mastery Certification Course is designed to help theater makers get their show fully produced either regionally, Off Broadway or even on Broadway. The Production Mastery Certification course is a total of 13 lessons. Lessons 1-12 can be completed in any order, but all must be completed in order to unlock lesson 13. Once you have completed all 13 lessons you will gain access to our certification checklist, which needs to be fully completed before receiving your certification.

## COURSE CONTENT

### LESSONS

Lesson 1 - How to Get Your Show Off the Ground



Lesson 2 - Breaking Down a Broadway Budget Course



Lesson 3 - Raise It



Lesson 4 - How Do You Get a Broadway Theater



Lesson 5 - The ABCs of National Tours Explained



Lesson 6 - Broadway Investing 101



### LESSONS

- ✓ Lesson 1 - How to Get Your Show Off the Ground
- ✓ Lesson 2 - Breaking Down a Broadway Budget Course
- ✓ Lesson 3 - Raise It
- ✓ Lesson 4 - How Do You Get a Broadway Theater
- ✓ Lesson 5 - The ABCs of National Tours Explained
- ✓ Lesson 6 - Broadway Investing 101
- ✓ Lesson 7 - Breaking Down a Broadway Marketing Campaign Course
- ✓ Lesson 8 - How to Get Press for Free
- ✓ Lesson 9 - How Social Media Can Help Sell Tickets
- ✓ Lesson 10 - How to Market Your Show with No Money
- ✓ Lesson 11 - Enhancement Deals Explained
- ✓ Lesson 12 - Diving Into Royalty Pools
- ✓ Lesson 13 - How to Start and Run a Non Profit Theater Company

### MY ACHIEVEMENTS



Development Mastery

## PLAY SUBMISSION OPPORTUNITIES

Our goal is to help you get your show off the ground . . . and fast! One of the best ways to get your show from the page to the stage is to submit to festivals! Check out a list of upcoming play submission opportunities and be sure to submit!

**Submission Name:** Earworm Audio Theatre

**Length:** Any length (10-30 mins preferably)

**Nature of Opportunity:** For podcast. Looking for Two-Hander plays. Short plays preferred, all plays considered. Open to all playwrights across the US.

Note: info not available on the website. Send submissions to earwormaudiotheatre@gmail.com

**Deadline:** Year round

**Location:** Jacksonville, Florida

**Prize:** No royalties

**Submission Fee:** N/A

**Link to Submit:** <https://anchor.fm/earworm>

**Submission Name:** FORGE Fuel

**Length:** "sample"

**Nature of Opportunity:** Writers retreat. Open to writers of all kinds, including playwrights.

**Deadline:** Year round

**Location:** Danbury, Connecticut

**Prize:** N/A

**Submission Fee:** \$80

**Link to Submit:** <https://www.forgenyc.org/forge-fuel>

**Submission Name:** Playwrights Offering Free Feedback

**Length:** Full length

**Nature of Opportunity:** Full-length trade program. You must read a play and give feedback, and in return will have an opp to send a play and get feedback from other playwright.

**Deadline:** Year round

**Location:** N/A

# THE THEATERMAKERS STUDIO



**Rich Roy**

"After 1 year with The TheaterMakers Studio my play is up and running. Going into my fourth month running continuously. **I came here to get my play up. Well 15 to 20 rave reviews later, things are coming along.**"



**Michael Merritt**

"I'm using the #30dayscriptchallenge to write a new play and the book to a new musical. It's really helpful so I would highly recommend it! Oh, and I'm using it to write a talk as well so it's not only for stage plays/musicals."



**Lynn Byrne**

"The TheaterMakers Studio was my source for everything when I first decided to get my play produced. I took advantage of everything offered, and received a comprehensive education about this business!"



**Ed Miller**

"In every way The TheaterMakers Studio has been outstanding — you, your staff, and your online materials — and I have recommended it to all my playwright friends."



**Scott Werntz**

"Being a part of The TheaterMakers Studio has been the best decision we could have made in regards to writing and developing our projects for the stage."



**Jonathan Hogue**

"The TheaterMakers Studio has **given me the confidence to succeed** in this industry, and to know that it is possible after seeing so many other members succeed in their own journeys to produce their works."

From [REDACTED]

Date: Wed, Sep 9, 2020 at 9:21 AM

Subject: Re: Our convo

To: Ken Davenport [REDACTED]

Ken,

You're incredible! I've sent you a snail mail "thank you" but I fear it's gonna take awhile to get there.

So forgive me if I repeat myself here.

Thank you so so much for our conference, and now, your follow up, and this connection with Joan Dean. I did connect with her on FB and it looks like we have 36 people in common. So I'll reach out to her today. And in general, I'm really loving the brilliant Theater Makers program.

My production team just had a Zoom meeting today and, indeed, I quoted you about now being the time to expand our connections and stay visibly active. We're organizing a sharing now.

Also, I'm looking forward to the Super Conference; I've already mentioned this to Summer but I'd love to help out in any way. [REDACTED]

[REDACTED] I'd offer to set up or make coffee. I also have some office skills that you might find helpful either before or during the actual conference. [REDACTED]

With gratitude,

Carol [REDACTED]



# THE **THEATERMAKERS** STUDIO

The “Script Killers” Get Produced Package

- 12 Month “Stage 1” Membership to The TheaterMakers Studio (**\$470 value**)
- BONUS 24 Months Membership – 3 Years Total (**\$940 value**)

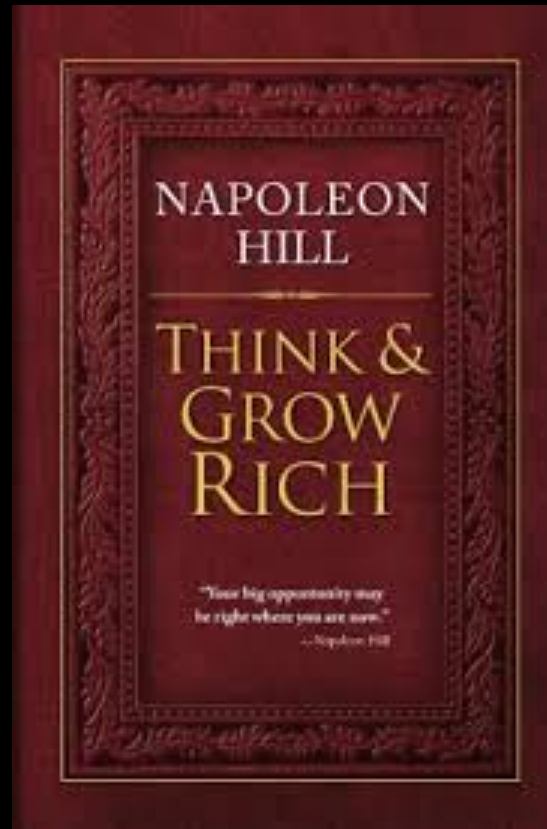
**TOTAL VALUE: \$1,700**

# THE **THEATERMAKERS** STUDIO

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- 12 Month “Stage 1” Membership to The TheaterMakers Studio (\$470 value)
- BONUS 24 Months Membership – 3 Years Total (\$940 value)
- A 12 month Mastermind with like-minded TheaterMakers (\$1,188 value)

**TOTAL VALUE: \$2,598**



“If You Find Yourself Weak In Persistence  
Surround Yourself With A Mastermind Group”  
— Napoleon Hill



# THE **THEATERMAKERS** STUDIO

**"I HIGHLY RECOMMEND JOINING ONE  
OF KEN'S MASTERMIND GROUPS!"**

**- Amy Gerwitz**

**"A year ago I was alone. Now I have 19  
people working for me.  
MY PARTICIPATION IN MASTERMINDS  
HELPED MAKE THIS HAPPEN."**

**- Mark Levine**

**"THE MASTERMIND HAS BEEN JUST THE  
KICK I NEED."**

**- Susan Cohen**

**"The ENERGY, COMMITMENT and  
EXCITEMENT that each participant brought  
to the table exemplified what it means to be  
part of The TMS community."**

**- Nancy Paris**

**"I WILL RECOMMEND THE  
MASTERMIND PROGRAM TO ANYONE  
THAT IS SERIOUS ABOUT A CAREER IN  
THE AMERICAN THEATRE."**

**- Christopher Buchanan**

**"Being part of a mastermind  
HELPED ME STAY MOTIVATED  
to do the work of getting my script out there."**

**- Brett Roelofs**

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- BONUS 24 Months Membership – 3 Years Total (\$940 value)
- A 12 month Mastermind with like-minded TheaterMakers (\$1,188 value)
- VIP Ticket to 2020 Virtual TheaterMakers Summit WITH Bonus Day (\$497 value)

**TOTAL VALUE: \$2,698**

# THE THEATERMAKERS SUMMIT

## "MAKING THEATER IN THE NEW WORLD"

Join 500+ TheatreMakers for a Weekend of Connection

November 14-15, plus a Bonus Day on November 16, 2020



JOIN THE THEATERMAKERS STUDIO AND ATTEND FOR FREE

### A FEW OF OUR 2020 SPEAKERS



STEPHANIE KLEMONS



MICHAEL ARDEN



PAUL TAZEWELL



SERIN KASIF



RANDY BUCK



QUIANA CLARK-ROLAND



SAMMI CANNOLD



COLLEEN JENNINGS-  
ROGGENSACK



ROBERT DIAMOND



ASMERET



JENNIFER TEPPEP



KEN DAVENPORT

DOZENS MORE SPEAKERS TO BE ANNOUNCED!

# THE **THEATER**MAKERS STUDIO

"TRULY AN EYE OPENING,  
INFLUENTIAL AND INSPIRING  
EXPERIENCE!"

- **Greggory Nekrasovas**

"LIFE AFFIRMING.  
CAN'T WAIT FOR NEXT YEAR.

- **Dennis Blackmon**

"After attending the Conference last year I  
**WALKED AWAY INSPIRED** to find an original  
piece of theatre and bring it to life."

- **Julian Betchelor**

"HELPED ME GO FROM  
"WANTING" TO "BELIEVING".

- **Crissy Nordin**

"The quality of professionals who spoke at  
the conference was **EPIC**."

- **Kathleen Boluch**

"My musical has been selected out of  
hundreds in the SheNYCArts Theater  
Festival! I wouldn't have even known about  
this opportunity if it had not been for the  
Conference."

- **Judy Pancoast**

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- A 12 month Mastermind with like-minded TheaterMakers (\$1,188 value)
- VIP Ticket to 2020 Virtual TheaterMakers Summit WITH Bonus Day (\$497 value)
- 15 Minute Consult with Ken Davenport (\$197 Value)

**TOTAL VALUE: \$3,093**

# THE **THEATER**MAKERS STUDIO

**"I HOPE THAT OTHERS TAKE THIS  
INCREDIBLE OPPORTUNITY!"**

**- Dinoff Masterson**

**"KEN DAVENPORT GAVE ME HOPE.**  
I appreciate his fresh perspective and  
willingness to think out of the box.

**- Marybeth Sherrin**

**"THE OPPORTUNITY TO MEET WITH A  
PROFESSIONAL OF HIS CALIBER AND  
LEVEL OF EXPERTISE IS NOT EASY TO  
COME ACROSS SO IT'S DEFINITELY ONE  
TO TAKE ADVANTAGE OF."**

**- Shummeria Harris**

**"WHAT KEN DAVENPORT IS DOING  
IS REMARKABLE.**

He is acting as a resource for many  
individuals who would be left alone in a world  
that is too large to understand and cope with."

**- Malcom Davidson**

"When you're in the room with him, you are  
who matters to him and that's not false,  
that's the real deal.  
**KEN IS THE REAL DEAL."**

**- Gayla Morgan**

**"I have BROUGHT MY SHOW TO  
PEOPLE ALL OVER.** I got coverage in the  
NY TIMES and on PRI and NPR. "

**- Michael Bowen**

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- VIP Ticket to 2020 Virtual TheaterMakers Summit WITH Bonus Day (\$497 value)
- 15 Minute Consult with Ken Davenport (\$197 Value)
- A TheaterMakers Studio T-Shirt and Mug (\$40 value)
- And more.

**TOTAL VALUE: \$3,292**

# If All THE **THEATERMAKERS** STUDIO Did was . . .

- Get your script read by more Producers.  
**Would it be worth it?**
- Got you in a festival or won you a contest.  
**Would it be worth it?**
- Got you produced. **Would it be worth it?**



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- 15 Minute Consult with Ken Davenport (\$197 Value)
- A TheaterMakers Studio T-Shirt and Mug (\$40 value)
- And more.

**FOR YOU: ~~\$3,332~~ \$297**

**~~TOTAL VALUE: \$3,332~~**  
<https://www.thetheatermakersstudio.com/killer-deal>

# You have 2 Choices.

1. Do nothing. What will happen? Nothing.

2. Take a leap. Imagine what *could* happen.

# ANYTHING

# THE THEATERMAKERS STUDIO



If you join and decide our community is not right for you, cancel within 30 days for a no-questions-asked, full refund.

It's easy to cancel.

Simply email [ken@thetheatermakersstudio.com](mailto:ken@thetheatermakersstudio.com) and you're out.

<https://www.thetheatermakersstudio.com/killer-deal>

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- 15 Minute Consult with Ken Davenport (\$197 Value)
- A TheaterMakers Studio T-Shirt and Mug (\$40 value)
- And more.

**FOR YOU: ~~\$3,332~~ \$297**

<https://www.thetheatermakersstudio.com/killer-deal>

Enter to win Final Draft at  
<https://www.thetheatermakersstudio.com/killer-deal>



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- VIP Ticket to 2020 Virtual TheaterMakers Summit WITH Bonus Day (\$497 value)
- 15 Minute Consult with Ken Davenport (\$197 Value)
- A TheaterMakers Studio T-Shirt and Mug (\$40 value)
- And more.

**FOR YOU: ~~\$3,332~~ \$297**

<https://www.thetheatermakersstudio.com/killer-deal>

Client Engagement Academy  
222 East 46 Street  
New York, CA 10017  
(646) 250-1995  
accounting@clientengagementacademy.com  
www.clientengagementacademy.com



## INVOICE

**BILL TO**  
Monica Hammond  
The Producer's Perspective LLC

**INVOICE #** 1400  
**DATE** 10/10/2019  
**DUE DATE** 10/15/2019  
**TERMS** Net 5

DESCRIPTION	QTY	RATE	AMOUNT
Site build payment installment	1	48,000.00	48,000.00
CEA is a remote company and accepts payments via Wire or ACH. Please DO NOT send checks, we cannot guarantee they will be received.			48,000.00
PAYMENT BALANCE DUE			\$0.00

Wire or ACH Payment Instructions:  
Client Engagement Academy, LLC  
1398 Windsor Road  
Cardiff, CA 92007 (Do not mail to this address)

JP Morgan Chase  
Routing #: XXXXXXXXXX  
Account #: XXXXXXXXXX  
SWIFT/BIC Code: XXXXXXXXXX

\*\* Please use the Invoice number as Reference when submitting your payment.

\*\*We do not accept checks. Please do not mail in checks to any address. We cannot guarantee checks will be received.\*\*



# THE THEATERMAKERS STUDIO

## The “Script Killers” Get Produced Package

- 12 Month “Stage 1” Membership to The TheaterMakers Studio (\$1,188 value)
- BONUS 24 Months Membership – 3 Years Total (\$2,376 value)
- A 12 month Mastermind with like-minded entrepreneurs (\$1,188 value)
- VIP Ticket to 2020 Virtual TheaterMakers Summit WITH Bonus Day (\$497 value)
- 15 Minute Consult with Kelli (\$197 Value)
- A TheaterMakers Studio T-Shirt and Mug (\$40 value)
- And more

**FOR YOU: ~~\$3,332~~ \$297**

<https://www.thetheatermakersstudio.com/killer-deal>

Package Offer Expires THIS Sunday at 11:59 PM EDT

THE **THEATERMAKERS** STUDIO

COMPLIMENTARY  
LIFETIME ACCESS  
FOR FIRST 15 PEOPLE WHO  
JOIN IN THE NEXT 15 MINUTES  
\$30,000 VALUE  
**FOR \$297**

<https://www.thetheatermakersstudio.com/killer-deal>

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- 12 Month "Stage 1" Membership to The TheaterMakers Studio (\$470 value)
- **BONUS** 24 Months Membership – 3 Years Total (\$940 value)
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# Questions?

I don't know what to do.  
What do I think of?  
Where do I go?  
What do I do?  
What do I do?  
What do I do?  
What do I do?  
What do I do?

# 15:00

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