

THE PRODUCER'S PERSPECTIVE

GETTING YOU TO THE NEXT STAGE.



Hello Pros!

Happy 4th of July week! Also known as the week that everyone is taking off. Which is why I'm working. :-)

Whenever I hear that folks are on holiday, I like to put in a few extra hours. As Jay Leno once said . . .

“Ambition wins over genius 99 percent of the time. Sooner or later, the other guy is going to have to eat, drink, go to the bathroom, or take a vacation, and that’s when I catch him.”

A giant Independence Day welcome to our new pros . . . Jill, Frank and Barry. Greetings to you and welcome to the family! We're gonna light some fireworks together.

This week's Tip was inspired by a recent consult client who came in frustrated that some of the Producers he had targeted for his recent reading said they were coming . . . and then didn't show up. Without a word.

#StoodUp

Rude, right? You want to jump up and down and scream and yell and egg their house (except they live in a high rise apartment on the Upper East Side so that wouldn't work.)

First, let me tell you that I get stood up ALL THE TIME. In fact . . . and here's Tip #1 . . . when I have a reading in a room that can fit 100 people . . . I make sure we take RSVPs for 110-120! Because people always blow us off. Readings are free, so the attrition rate is high. People get sick, people get busy, and sometimes people just suck. :-)

And look, I'll be honest. I've had to miss some readings last minute. And I hate doing it! I feel awful! But usually because something super urgent has popped up with a project . . . or with my kid!

So what do you do when someone stands you up?

Do you yell at them?

No.

Do you forget about them?

No.

Do you still follow up with them?

YES!

See, most people WILL feel bad if they've RSVP'd for something and then miss it. So take advantage of that. For a moment, you've got a little power. Use it!

FIRST, When someone stands you up . . . email them. Call them. Try a subject line like "Missed you at the reading," or even . . . "You ok?" Oooooohhh, that one will really get 'em. :-) (Save that for people you know a little more personally.)

SECOND, offer them another exposure to the material. "Can I send you the script?" "Want to meet and talk about the show?" "Want to see the video," or "Want to listen to the tunes?"

Your prospect will be MUCH more likely to give you some time, after they DIDN'T give you time they promised to give you.

Will this work all the time? No. Cuz some people just suck. But I promise you it will work on the people who don't . . . and those are the people you want to do business with anyway.

Go get 'em.

Best,

Ken

P.S. GREAT NEWS! Submissions for our Fall PRO Emerging Playwright Reading Series officially open **TODAY!** Make sure to get your script in before July 26th for the chance to be chosen for our next reading! [Click here](#).

The Song of the Week is . . .

"Different Kind of Girl"

From: *City of Light*

Music by Jan Roper, 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!

- Available Off-Broadway theatre spaces
- Making unexpected connections through your work
- Writing dialogue-outs for your show

[Come join the discussion!](#)

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

- [BY THE NUMBERS: Is it the show itself or awards shows in general?](#)
- [Broadway Grosses w/e 6/23/2019: Mockingbird Soars](#)