

# THE PRODUCER'S PERSPECTIVE

A BROADWAY PRODUCER'S OPINION ON EVERYTHING BROADWAY AND BEYOND

**PRO**

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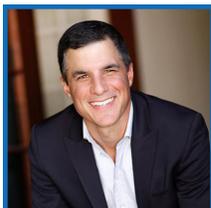
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## WELCOME

Hello Pros!

Happy Holidays, my friends!

It's the time of year for parties (including ours), presents, and super high grosses!

December is a busy time of year for our business. There is literally a holiday party a day for a week straight . . . and with as small as our business is, you see the same people at every party! :-)

But holiday parties are great networking opportunities, so everyone always goes.

And you should do the same! If you're invited to a holiday party, whether it's an industry party or not, go! As my father would say, "Show face!" I'm a big believer that in business, whoever knows the most people wins.

Have a wonderful holiday season and I hope you get everything you want. Like a *Hamilton*-sized hit!

Best,

Ken

P.S. Have you RSVPed for OUR holiday party yet? See our "Upcoming Events" section below for date and time. Did you miss your invite? Any questions? Email me at [ken@theproducersperspective.com](mailto:ken@theproducersperspective.com).

## UPCOMING EVENTS

12/14 @ 7 PM: Monthly Webinar: Diving Into Royalty Pools

12/15 @ 6:30 PM: The Producer's Perspective PRO Holiday Party!

As a member of Pro, you're automatically registered for the Monthly Webinar! To sign up for other seminars or events, visit [www.theproducersperspectivepro.com](http://www.theproducersperspectivepro.com).

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## WRITING FOR PROS: ALL AUTHORS GO THROUGH IT.

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I recently had the good fortune to sit down and break bread with a major *New York Times* bestselling author. Like massively major. Like millions and millions of copies sold.

Naturally, the podcaster in me took over and I peppered him with questions about his writing process, where he got his ideas, and so on.

Two things stood out to me that I had to share.

1. No matter how successful he was, he admitted he was still constantly filled with self-doubt. In fact, he told me sometimes he had to stand in his library, surrounded by his own published books (some published in multiple languages they are so popular), just to be reminded that he could do it.



Takeaway? If this guy is insecure about his abilities, stop beating yourself up if every once in a while you think your stuff stinks. It's natural. Acknowledge it, and then move on.

What I like to do is imagine you're a machine and the start button has been pushed. Whirr-click-whirr-write. Just write your way through it.

2. Instead of doing what I do (and recommend), which is focus on getting a draft, any draft, completed as quickly as possible and then going back to revise, this guy obsesses over every single page before moving on to the next. In his own words, "I can't move on to the next page until the previous one is perfect. My copy editors think I'm putting them out of a job because when the book gets to them they have nothing to do."

That's the exact opposite of what I do and preach! I believe it's important to focus on completion not perfection.

Takeaway? Everyone has a process that works for them. Learn and try lots of things and then use what works for you. The process of writing is a personal one. Make yours your own.

Oh and the last thing that stood out from my interaction with this superstar bestseller? He had a really cool house. Content is still king . . . and if you do it right you can own a palace.

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## LAST MONTH AT THE BROADWAY BOX OFFICE: THANKSGIVING FOR THANKSGIVING!

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The big news this November was that huge *Hamilton* record gross of \$3.26 million bucks in a single week! I mean that's a lot of Hamiltons, am I right? But as a PRO, we're not only interested in gross. What interests us is the net profit, right?

Well, in that one single week, it's possible that *Hamilton* took in \$2-2.5 million in PROFIT. That's 1/6th of the capitalization . . . in one week! I'd take half that, wouldn't you? Heck, I'd take the royalties on the t-shirt sales!

Thanksgiving is always good for Broadway, but it's mostly the family shows that do well, which makes sense considering who comes in to perform in the parade. Some shows are paying a premium to do nine shows in that week because there are so many people looking to see shows.

What was most interesting to me was that despite the big *Hamilton* gross, the overall Broadway gross was up only .34% over last November. That means without that mega hit, we'd be down . . . so this November is a bit of a false positive in terms of overall Broadway health.



I'll be watching the December holiday week (12/26 - 1/1) closely to see if we can continue to keep our head above water. And of course, everyone is wondering just how high *Hamilton's* gross will be.

Think we'll have another record?

This November's Broadway Gross: \$116,301,949.99  
Last Year's November Broadway Gross: \$115,908,796.25  
Increase/Decrease: + 0.34%

This November's Broadway Attendance: 1,046,355  
Last Year's November Broadway Attendance: 1,102,177  
Increase/Decrease: - 0.05%

\*You can get the weekly grosses by subscribing to my blog or by getting The Producer's Perspective app! Download it today in the iPhone or Android store!

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# MARKETING FOR PROS: FIVE WORDS THAT WILL SELL MORE TICKETS.

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Want an easy way to get your audience interested in your show?

Here are five words that'll do it.

## Based on a true story.

Most of your audience's lives are pretty dull. They get up, they go to work, they come home. And repeat.

When they hear that a dramatic story actually happened to someone, it kind of blows their mind. And they want to see that story much more than something made up.



Of course, you can't use these five words if they aren't true (although some shows and movies have stretched the truth for sure). If your show does have any resemblance to actual events, make sure you're marketing it that way.

There are lots of derivatives of these five words to help you get around the "truth." Inspired by real events, based on a true story, or even my favorite negative version . . . the *Law and Order* special, "The following story is fictional and does not depict any actual person or event," even though it is so obvious the story has been ripped from the headlines.

Truth sells. So make sure you're using it as one of your marketing tools.

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# UPDATES FROM PROS

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Here is what your fellow Pros are up to:

- Gayla Morgan's *A Dog Story* got a set of fantastic reviews Off Broadway and licensing companies are circling! Support a PRO! Go see it!
- Cross your fingers! David Mauk, Scott Wilkinson, Caryn Robbins, and a few more submitted their recently completed shows to NYMF! Finalists are announced this month.
- As I type this I'm on my way to see Elizabeth Searle's *Tonya and Nancy: The Rock Opera* in Chicago!

Got a project update?

Let me know at [ken@theproducersperspective.com](mailto:ken@theproducersperspective.com).

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# THIS MONTH ON THE PODCAST

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Since I started the Producer's Perspective Podcast last year, the guest list has been a veritable who's who of Broadway insiders. As a member of PRO, you're the first to know who I have coming up:

- Kenny Leon - Tony Award Winning Director and Director of *Hairspray Live!*
- Howard Sherman - Director of the Arts Integrity Initiative at the New School for Drama
- Heather Hitchens - Executive Director of the American Theatre Wing
- Michael and Matthew Rego - Brothers and Founders of the Araca Group



## PRO QUOTE OF THE MONTH

"The Broadway Theater is the only place in the world where the easiest way to break in is by starting at the top. You don't need experience, you don't need a license, you don't need money. All you need is chutzpah. You can call the agents and say, 'Here I am - a Producer!'" - Morton Gottlieb

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# RAISING MONEY FOR PROS: MORE “LEADS” MAY BE CLOSER THAN YOU THINK.

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In *Raise It*, my course on raising money for your show, I dedicate a whole chapter on how to generate leads for your raising money efforts.

One of my tips is to look at who would benefit from your show happening, and asking them if they'll contribute . . . since they stand to see a direct positive impact on whatever they do.

The best example of this has to do with a non-profit theater that hired me to help them raise money for their new space. One of my first questions was . . .

“Tell me what’s around the space.”

“Well, there’s a restaurant.”

Bingo. That restaurant stood to make a significant amount of new revenue if there were shows happening several times a week right next door. Am I right?

Perfect lead.

This tactic also works for lighting companies, printing companies . . . and my latest addition to the list . . . the cast!

Your actors stand to get a ton of attention if your show opens, right? And since opportunities are few and far between for actors, they are motivated to make sure the show happens!

Sometimes this means they'll help you raise money (Actors are great salespeople). And sometimes it also



means they, or their families and friends, will invest to help get your show off the ground since they'll see such a benefit.

So when you're looking for a few more leads, don't forget to look to the leads in your show.

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## OVERHEARD IN SHUBERT ALLEY

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Here are the rumors people are whispering about these days . . .

- Word is that a star of a new musical this season may not stay with the show through the Tony Awards.
- Sad times. James Corden has already passed on hosting the Tonys again. Who is going to want to fill those hysterical shoes?
- Casey Nicholaw, the Tony-winning veteran director of many big, fat Broadway hits, is tapped to helm the upcoming workshop of *Mean Girls*.

Got a rumor?

Send 'em to me at [ken@theproducersperspective.com](mailto:ken@theproducersperspective.com).

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## ON THE BLOG

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Just in case you missed it, here were the top read articles on the blog last month:

- Your 2016 Broadway Black Friday Holiday Gift Gettin' List
- What the Election Reminded Me About Data
- The Broadway Black List: The Top 10 Unproduced Plays of 2016!

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## Happy Holidays, Pros!

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