

# THE PRODUCER'S PERSPECTIVE

A BROADWAY PRODUCER'S OPINION ON EVERYTHING BROADWAY AND BEYOND

**PRO**

MARCH 2016

VOLUME 1 • ISSUE 1

## In This Issue

**WELCOME**..... 1

**UPCOMING EVENTS** ..... 1

**LAST MONTH AT THE BROADWAY BOX OFFICE: THE FEBRUARY FREEZE** ..... 2

**MARKETING FOR PROS: DOUBLE YOUR EMAIL LIST, DOUBLE YOUR FUN AND YOUR AUDIENCE**..... 2

**WRITING FOR PROS: WRITING IS YOUR JOB, SO SHOW YOURSELF THE MONEY** ..... 3

**UPDATES FROM PROS**..... 3

**PRO QUOTE OF THE MONTH** ..... 3

**RAISING MONEY FOR PROS: LEADS, LEADS, EVERYWHERE, LEADS** ..... 4

**OVERHEARD IN SHUBERT ALLEY** ..... 4



## WELCOME

Hello Pros!

Welcome to the first issue of The Producer's Perspective Pro Newsletter! I can't imagine how weird it must be to get a note from me in your actual mailbox, right? :-)

(And there's your first Pro Tip . . . Direct Mail is NOT dead. It's actually one of my favorite forms of marketing. I do it on every single show I produce and you should too.)

I'm so thankful you've joined the ranks of Pro. I've been working on putting together this community of success-oriented, theater-loving individuals like yourself for a few years now, and I couldn't be more excited by the response we got from the launch. We're going to do some amazing things together, and have a lot of fun in the process.

As a member of Pro, you'll receive a new newsletter like this one every single month (if you ever lose one, don't worry, the e-versions are all located in the archive section on the website). In each issue of the newsletter, you'll find my analysis of recent Broadway box office trends, three columns packed with practical and actionable items on marketing, writing and raising money, and I'll always end each newsletter with some juicy bits of gossip that I'm hearing around town.

All of this content is exclusive to Pros. I'm not posting it anywhere else (some of it might get me in trouble, actually). It's all for you.

Enjoy the newsletter and thank you for being a Pro. The industry is better off thanks to people like you!



P.S. This month's FREE webinar is about everyone's favorite subject, raising money! Specifically, it's about the hardest type of money to raise: development money, aka "Front Money" or seed funding. Join me on Wednesday, March 16th at 7 PM ET to hear the ins and outs of how front money works and to get tips on how to raise your own! Watch your inbox for details on how to join me live or check the webinar archives for the recording the following day.

## UPCOMING EVENTS

3/16 @ 7 PM: Monthly Teleseminar: What is front money and how do you get it?

3/19 @ 2 PM: Get Your Show Off The Ground Live Seminar

3/22 @ 7 PM: Broadway Investing 101 Webinar

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



Got it? Good. How many people are on that list. 50? 100? 475? It doesn't matter. My first email list had a total of 2 people on it. My assistant . . . and my mom.

Whatever your number is . . . I want you to set a goal for yourself . . .

That you'll double it in the next twelve months.

And next year? Set the SAME goal for yourself.

That fancy business consultant was worth every penny of the thousands I paid him for this simple advice alone. Building an email list is the quickest and most cost effective way to get to your marketing goals. And you won't have to rely on paying other people to send emails for you! You'll be Email Self Reliant!

How do you double your email list? Here are a few things I do to increase my email lists:

- Fishbowl business card drop at the box office (you won't believe how many cards you can collect with this simple technique).
- Have an online contest giving away something good (use the online tool KingSumo to help blow up your contests – it's what I use for Sunday Giveaways on my blog and it's awesome).
- Go to networking events and trade business cards like they were trading cards (I tell my consulting clients that every day should be a scavenger hunt for business cards of new contacts).
- Pass around a sign up sheet at your performances.

There are a thousand ways to do it . . . and all of them will help you expand the reach of your message exponentially.

Simply put, your own email list will sell you more tickets and save you money. And the bigger it is, the more you'll sell and the more you'll save.

And if you do that, you'll always stay ahead of the latest marketing fad.

So do it.

---

## WRITING FOR PROS: WRITING IS YOUR JOB, SO SHOW YOURSELF THE MONEY

---

Ever find it hard to get motivated to write? Or to finish something you're working on by a deadline? Try this to get you through the block:

Pay yourself.

Seriously.

Treat writing like it's your job. If you want it to be a job, then you have to treat it like a job. And employees get compensated! Act like you're the boss of you and give yourself something for accomplishing your tasks. Put yourself on a salary.

It doesn't have to be a lot of money. I have one client that puts \$20 away every week as long as he writes something, anything, every

single day. In a month? He's got \$80 and takes himself out for a nice dinner. (And you can find \$20 per week, I know you can. Just cut out the Starbucks!)

And if money isn't the right motivator for you, try other types of rewards.

I have another client that takes himself on a vacation whenever he finishes a play. He puts up a photo of his next destination right next to his computer as a visual reminder of where he'll be when he finishes, and motivation is not an issue.



Get yourself a massage, a super-sized sundae, a trip to the movies, or something that you really love to do that you don't do often, and make that your reward for accomplishing your writing goal. It is such an easy way to motivate yourself to accomplish your goals.

Sigmund Freud originated the "pleasure-pain" principle, which states that human beings gravitate towards the things that give us pleasure. Use this to your advantage by making something pleasurable your reward for your writing.

Because writing is hard. Very hard. And since you're not getting applause yet (the ultimate slice of cheesecake) you need to come up with other ways to affirm your awesome work in the meantime.

TIP: Want to try the advanced version of the reward process? Tell yourself if you don't accomplish your goal, you'll donate the money you set aside for yourself . . . to a political candidate you hate! Staunch Democrat? You'd have to give it to Donald Trump. That'll motivate you to finish! :-)

---

## UPDATES FROM PROS

---

Here is what your fellow Pros are up to this month:

- Ed McNamee and Donya Lane recently had their show, *Lisa and Leonardo*, accepted as part of NYMF's Next Link Project!
- Jarlath Jacobs' show, *Lunch At Audrey's*, is currently in consideration for a regional production at a theater in Florida!
- Krista Jaquet just opened a production of her show, *Test the Rock Opera*, in Basel, Switzerland and Ken was there for opening night!

### PRO QUOTE OF THE MONTH

"It is my instinct that the theatre has always survived on mavericks – people with a passion for the theatre who go their own way."

– Cameron Mackintosh

# RAISING MONEY FOR PROS: LEADS, LEADS, EVERYWHERE LEADS

If you're like me, then you're always looking for new investors . . . wait. Let me start that again. You should be like me and you should ALWAYS be looking for new investors.

As any sales person (and as I wrote in *Raise It*, that's what you are, whether you like it or not) will tell you, your success is totally dependent upon the number of leads you have. Remember *Glengarry Glen Ross*? It's all about those leads, leads, leads!

Since raising money is a numbers game, you'll be more likely to have more success if you have more leads. Simple.

And if you don't consider yourself a good money raiser? Maybe you're not the best pitch-er (yet!)? Then you need even more leads! Make sense?

The more leads you collect, the easier your raise will be. That's why I spend so much of my "off time" (when I'm not actively raising) trying to get as many potential investors into my database (or my "sales funnel," to use more sales-speak) as possible. Trust me, gathering leads now when you're not facing a fundraising deadline will save you a ton of time and a @#\$\$-ton of tress when you do have a deadline.

That said, you can increase the chances of those leads converting if you spend a little time trying to get the "right" leads, or people who you believe have the resources and the appetite for theatrical investing. Some of the folks that I've found are more likely to invest in the theater are . . .

- Theater fans (duh – this is why I strike up a conversation with everyone who is sitting next to me when I see a show)
- Collectors or lovers of art
- Horse racing fans



- Wine drinkers
- Charity gala attendees
- Parents with children looking to pursue a career in the theater
- Entrepreneurs or people who started their own businesses
- Ex-NYC residents (who want to feel close to the city by supporting it)

Putting yourself in situations and environments where you might meet some of these people will increase the likelihood of conversion when you do ask the big question, "Would you like to invest in my show?"

So go to galas, attend college musical theater showcases, see lots of theater . . . and talk to everyone around you.

The more leads you get now, the easier your raise will be later.

*Want more tips on Raising Money? Get my home study course (including actual investment paperwork from a Broadway show) at [www.RaiseMoneyForYourShow.com](http://www.RaiseMoneyForYourShow.com). Remember, Associate Producer Pro Members save 10% and Co and Lead Producer Pro Members save 25%. Get your discount code in the Pro section of the website.*

## OVERHEARD IN SHUBERT ALLEY

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

- Remember when *Les Miserables* re-opened at the Imperial, where the original production closed many years ago? Word is that Cameron wants his revival of *Miss Saigon* to go back to the Broadway Theatre for the same reason. Heck, if I had a 4,092 perf. run at a theater I might want to do the same. But will *Fiddler* be ready to leave *Anatevka* by then? Could Cameron force the Shuberts to move the show? If anyone has the leverage, he does.
- Producer Scott Rudin is trying to position his new musical *Shuffle Along, Or, The Making of the Musical Sensation of 1921 and All That Followed* as a revival, to avoid competing against *Hamilton* (even though the credits list George C. Wolfe as the book writer – something tells me George wasn't around for the original production in 1921).
- On top of every Producer's dream list of movies to adapt is *The Princess Bride*. There was talk of a William Goldman-Adam Guettel musical version years ago, but the collaboration didn't go well. I heard recently that there won't be a stage version, but there could be a musical movie version . . .



### CONNECT WITH KEN



[www.facebook.com/KenDavenport](http://www.facebook.com/KenDavenport)



[www.twitter.com/kendavenport](http://www.twitter.com/kendavenport)



[www.linkedin.com/in/kendavenport](http://www.linkedin.com/in/kendavenport)



[www.instagram.com/kendavenportbway](http://www.instagram.com/kendavenportbway)



[ken@theproducersperspective.com](mailto:ken@theproducersperspective.com)

Got a rumor?

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