

THE PRODUCER'S PERSPECTIVE

A BROADWAY PRODUCER'S OPINION ON EVERYTHING BROADWAY AND BEYOND



Happy Monday Pros!

Over the past several months, as so many of my Consulting Clients and Lead Producers have made significant progress and gotten their shows to NYMF, other festivals, big backers auditions and even full production, a common question kept coming up in our individual sessions.

"What/When/Where/How do I invite Producers, Investors, etc. to see my show?"

As you might guess, I have a very specific system for inviting people to see my readings and shows. I've developed and honed it over the past twenty five years. And, like anything else you put experience and a process to . . . it works!

Because so many of you were asking for it, I put this simple 7 Step "Industry Invitation Execution Plan" into a document and am sharing it with you.

It's available for free to all Pro members in the [Marketing Toolbox](#) (we're charging everyone else for it.) [Click here](#) to sign on and get it.

Read it. Follow it. Tweak it to your personality of course. But I guarantee if you use it, you WILL get more people showing up to your shows.

Go get 'em!

Best,

Ken

P.S. Stay tuned for MORE Execution Plans just like this one to be released shortly. Our goal at PRO is to give you simple, actionable advice that can get you to your goals faster than you can on your own. And we were so excited with the initial response to this Plan from our test market (The Lead Producers and Consulting Clients I told you about), that we're going to make even more of them about a wide range of subjects.

P.P.S. We're 5 weeks away from our conference! Are you coming? [Click here](#) to register now before the price goes up . . . or before we sell out!

P.P.P.S. Great to see so many of you at our Monthly Mixer last week! Hope to see more of you this month!

[This Week on the PRO Facebook Group](#)

Here are just a few things that are being chatted about on the Facebook Group this week!

- CHALLENGE: Rewriting in the rehearsal room. How to do it . . . fast.
- 40% discount to Theatermania's Gold Club now available for PRO members
- The importance of video in Kickstarter campaigns. What works and what doesn't!

[Come join the discussion!](#)