

THE PRODUCER'S PERSPECTIVE

A BROADWAY PRODUCER'S OPINION ON EVERYTHING BROADWAY AND BEYOND



Happy Monday Pros!

First, a big welcome to the whole bunch of new Pros who joined our community last week and are getting their first Tip Of The Week! Welcome guys and dolls!

Second, our first monthly networking event last Thursday was a smash hit! We had about 50 Pros and Guests in attendance, and lots of shop was talked and connections were made. And Pro Dan Frischman even wowed me with a magic trick that I'm still trying to figure out! (I'm going to figure it out, Dan!)

The next monthly networking event will be on Thursday, August 31st, so save that date and we'll see you there!

Now on to the tip of the week:

This week's tip was inspired by Lead Producer Pro Member, Keni Fine, whose new show, [Endangered!](#), is playing at my theater right now.

In my one hour session with Keni last week, we talked about all the guerrilla marketing strategies he could employ to market his show with limited dollars. (One of my favorites was having Keni dress like a "Crocodile Dundee" type character and work the TKTS line - because, in addition to writing and producing, Keni is a pretty talented actor!)

I gave him a bunch of the strategies that had worked for me on my shows that had limited budgets, including:

- Incentivizing the cast to sell tickets by giving them unique biz cards that earned them cash when people purchased tickets with their code.
- Giving away a low-cost merch item at the end of the show instead of selling it.
- Sending a "Thank You For Coming" email to everyone who came to the show immediately after the performance (word of mouth is never hotter than the moment someone leaves the theater).

Keni also told me about one of the things he had already done, which I just loved so much I had to share it with you.

If you asked me what my two favorite forms of advertising were it would be the two 'Os': Online and Outdoor (billboards, etc.)

Most small shows can't afford outdoor (I was one of the first Producers to put my shows on the trashcans in the cities - and it helped turn TWO shows of mine around).

Keni didn't let money stop him. He looked at *what he had* (see [last week's blog about this](#)) and made the best use of it.

He put a poster on his car, and parked his car at a meter right near the TKTS booth! And, as he said, "I got a billboard in Times Square for \$3.50 an hour."

Take a look!

Not only do I love the outdoor advertising, but what is inspiring here is Keni's creative solution to a big problem. He wanted something, and instead of just saying, "That's too expensive," and giving up, he figured out another way to get it.

That's what all of us should do every day, not only in producing and creating shows but in every single aspect of your life.

This week's challenge: What do you want or need for your show? Brainstorm three no cost (or low cost) solutions to get them. Post them and let's discuss in the Private Facebook group! (Don't know about the group? [Click here.](#))

Go get 'em.

Best,

Ken

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P.S. Our conference is now 50% SOLD OUT. Book your spot yet? [Click here](#) to make sure you can get a seat.