

# THE PRODUCER'S PERSPECTIVE

A BROADWAY PRODUCER'S OPINION ON EVERYTHING BROADWAY AND BEYOND



Happy Monday Pros!

There's nothing worse than working your butt off to get a meeting with the right investor, agent, director . . . only to have that person cancel the meeting . . . or worse . . . not show up.

Ugh.

If this has happened to you, you're not alone. It happens to everyone. Including me.

I've worked for months to get meetings with billionaires, Pulitzer Prize winning authors, Hollywood stars, etc. only to get blown off at the last minute. And it's worse when you're on a deadline. Because they don't care about your deadlines!

Here's the thing . . .

If we can increase the number of meetings we have (and reduce the cancellations and no-shows) then we will increase our potential to get investors, producers and more, right? It's a numbers game.

But sending email reminders and following up can make you feel like a pest, right?

Here's what I've been doing lately to make the meetings I set feel a bit more official, give my 'target' an advertising impression from another source, and force the meeting into their calendar, thereby reducing the chance for a cancel or no-show.

And once again, just like my previous motivational tip using "Alerts" (See the Tip Of The Week [Archives on Pro](#)), we're going to use Google to help us.

First, whenever I get a meeting, I always confirm it with my prospect via email . . . Time, date, location, etc . . . VERY CLEARLY . . . and usually end the email with a CONFIRMED!

And then, I'll go into my Google Calendar, set the meeting and have Google invite the prospect to the meeting.

Google will send an email FROM GOOGLE with the details of the meet to the person you're meeting. You don't have to do anything else.

If you haven't used this tool before, it's super easy, and again, it gives your "intended" another reminder . . . from Google! (Which, lets face it, has more juice than you, which makes the meeting feel more important.)

How do you do it?

To use Google to help you reduce cancellations, just enter the meeting in your calendar like you normally would and then look for the "invite guests" option. Fill in the email address of everyone you want to show up, click and boom . . . they'll have an invite to meet you that gets stuffed right into their calendar. (Mac Calendar systems have a similar feature, by the way).

Since doing this, my cancellation rate has dropped over 25%. And that means more of what I need from my prospects . . . faster.

It's a simple trick, but it works and doesn't take any more time . . . but can save you tons of it.

And it is guaranteed to get you more out of your meetings . . . and more of them!

Go get 'em!

Best,

Ken

P.S. Co-Pros and Lead Pros! Last's week awesome "Office Hours" call has been recorded and is in the [archives](#). Listen in to hear questions from your fellow Pros and my answers on everything from when to hire someone, to go union or not, and more. Not a Co-Pro or Lead-Pro? Email [summer@davenporttheatrical.com](mailto:summer@davenporttheatrical.com) to upgrade now.

P.P.S. Did you see that our schedule was announce for our first annual Super Conference? [Click here](#) to see what we've got in store and if you haven't gotten your ticket yet, [get it now](#).

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

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

- The Weekly Challenge: Writing a Cliffhanger
- The best ticketing services for your shows.
- Who's going to our monthly mixer on Thursday??? Connect with Pros online and then in person!

[Come join the discussion!](#)