

THE PRODUCER'S PERSPECTIVE

A BROADWAY PRODUCER'S OPINION ON EVERYTHING BROADWAY AND BEYOND



Happy Monday PROs!

Many of you have been asking lately for information on how to find contact information for specific "star" personalities . . .

Maybe you want to make an offer to an actor to star in your show.

Maybe you want a celeb to direct your show (this is a great strategy, by the way - most actors want to direct so this is a great way to get a celeb involved with your show who may not have the time to act it in).

Or maybe you just want to invite celebs to see your show (the right tweet from the right celeb can ignite a firestorm of word-of-mouth).

But you gotta know where to reach out, right?

Here comes Pro to the rescue!

A lot of folks out there use [IMDBPro](#), which is a good resource for getting an actor's agent info. And I use it too. But you know me, I also like to use tools that not everyone else is using. Because if everyone is getting to a party via one road, you know there's going to be a lot of traffic. Better to find another route. :-)

That's why I also use [www.ContactAnyCelebrity.com](#), which is a lesser know site, but its sole purpose is to get you the most accurate information on getting in touch with a celeb.

We use it for invites, casting offers, press and more. Most of the stars listed have multiple contacts (for multiple impressions!) and the site even gives charity tie-ins and guarantees the contact info as being up to date.

They offer a free trial so if you've got the need for a celeb, [I'd check it out](#).

And again, don't think that celebrities are just assets when they are in a show. You know when the original Broadway production of *The Color Purple* started really selling tickets? When Oprah came aboard as a producer.

Go get 'em.

Best,

Ken

P.S. This tip came from members like you asking for help. Tell us what you need and we'll help you get there. That's what the PRO community is all about.