



SEVEN STEPS TO THE PERFECT

TITLE

THE PRODUCER'S PERSPECTIVE

EXECUTION PLAN SERIES

PRO

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INTRODUCTION

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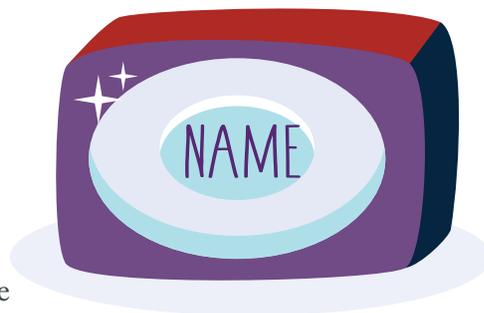
The most important marketing tool a musical or play has is not a television ad or a twitter account. It's the title!

The name of a "product" (and when we talk about marketing, we have to think of your show as a product, no matter how cold it sounds), is one of the most important ingredients to a show's success. That's why I believe all titles need to follow my "Three Es."

A great title . . .

1. **EDUCATES** the ticket buyer as to what the show is about.
2. **EXCITES** the ticket buyer into wanting to learn more.
3. Is **EASY** for the ticket buyer to remember!

If you haven't come up with your title yet, or if you think there may be something better, here are 7 ways to help you find YOUR perfect title!



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1. WHO IS YOUR SHOW ABOUT?

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Lead characters often make great titles. *Billy Elliot*, *Fiorello*, *Annie*, *Mame*, *Gypsy*, *Hamilton*. . . or even *The Music Man* . . . are a few examples of authors putting their heroes front and center on the marquis.

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2. WHAT IS YOUR SHOW ABOUT?

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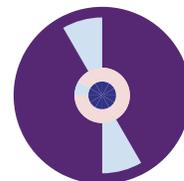
One of the simplest ways to help market your show is to make sure your title tells a simple version of the plot or story. *The Mystery of Edwin Drood*, *Little Shop of Horrors*, and *A Funny Thing Happened on the Way To The Forum* are all great examples that tell you a little about the story and give you a taste of the show's tone. This is so important. I used this concept when I changed the title of my developing musical, *Garage Band*, to *Gettin' The Band Back Together*.

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3. LOOK TO YOUR SONG TITLES.

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Albums usually are named after tracks on the album, and this trick works for musicals too. *Mamma Mia*, *Beautiful*, *Anyone Can Whistle* are just a few shows that have put lyrics on their title page to great effect.





4. GIVE YOUR FRIENDS THE TITLE TEST.



Have 10 friends read your show. Do NOT tell them what the name of it is. When they are done, give them 10 minutes to come up with at least 3 possible titles and send them to you. When you look at them, pay extra special attention to any that are similar. It's important to get objective feedback from people who are NOT as close to the show as you are. Remember, you know what it's about. Other people don't.



5. TAKE THE FACEBOOK TITLE TEST.



It costs just a few bucks to take out some ads on Facebook. Try a few with the different titles you are considering. Use the same description. See which gets more clicks. The one that wins is most likely to sell you the most tickets. Cheap, effective focus group. (Need help with Facebook ads? Email us at ken@theproducersperspective.com and we'll get you started.)



6. CHECK THE COMPETITION



If you have a title in mind, make sure you Google it! Is there anything else titled something similar? Google search traffic is an important part of a show's marketing plan. And with the right title you can own all your traffic. Call it something that is already "indexed" and you could be faced with a major uphill battle. And make sure you check to see if your domain name has been taken! I encourage people to get a domain as soon as they have an IDEA for a show! Don't wait until someone is squatting on it. If you haven't gotten your domain yet, you could lose it. So visit a site like this and get it. Now. I'll wait.



7. GO WITH YOUR GUT.



There are many steps that you can take to make your title more memorable and more marketable. But at the end of the day, your show is like your child. And I want you to name your child what you want to name it. *Les Miserables* and *August Osage County* are two of the worst titles in the history of titles. People still pronounce *Les Miz* wrong! And what's an Osage anyway?? But those shows did alright. And yours will, too...you just have to make sure it's as good as those.

Good luck, and I look forward to seeing your title on a full page ad in the *New York Times* soon!