

THE PRODUCER'S PERSPECTIVE

GETTING YOU TO THE NEXT STAGE.



Happy Monday Pros!

And a big welcome to the new members of our Pro Community, Anne, Wilhemina and Marco, who joins us all the way from Italy! Ahh, the theater . . . the true international language!

This past weekend was one of the meetings of The Inner Circle, and one of the subjects that came up was one of my favorites, because it pertains to asking for money, asking for someone to read a script, asking for someone to see your show, or asking for anything.

The big question on everyone's mind?

"When am I being a noodge?"

Or more specifically, "When am I following up too much."

I've had to make a lot of asks in my career. Like a lot. I've probably asked for investment dollars over 10,000 times at least. I've probably asked for actors to be in my shows over 1,000 times and more.

I've gotten a lot of nos.

You know what I haven't gotten? A lot of people telling me I follow up too much.

Not only has no one ever gotten angry with me for following up too much, but what I hear more often is actually, "Thank you for following up with me about this."

It's true!

Because asking for something once is hard, if we have to do it again, it feels twice as hard. But the irony is, following up is twice as important!

So if you think you're following up too much, you probably can follow up at least two more times before you can move on.

Move past your follow-up comfort zone, and I guarantee you'll end up getting more yeses to whatever you're asking.

And if someone actually says they don't want you to follow up again (I think that has happened maybe 3 times out of the 10,000 asks I've made), well, they were never going to say yes to you in the first place. So they just saved you a ton of time.

Go get 'em! And go follow up!

Best,

Ken

P.S. We have ONE, just ONE spot left in this month's "Breakfast with Ken" session on Wednesday AM! Come join me for the most productive hour of the day, and give your goals a kickstart. [Click here](#) to register.

P.P.S. Looking for a more intense session to get you on track? Our Spring Strategy Intensive is on Saturday, May 19th. [Click here](#) to sign up.

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

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

- Weekly Challenge: Focus on the first stages of a new project with The Zero Draft method.
- Pros talk about their successes with raising money (Have you checked out Ken's Raise It how to manual? Available to Co Pros and Lead Pros only - ask Summer for info on how to upgrade.)
- The Action Item Library - resources Pros are finding useful.

[Come join the discussion!](#)