

THE PRODUCER'S PERSPECTIVE

GETTING YOU TO THE NEXT STAGE.



Happy Monday Pros!

And as always, lets kick it out with a shout out to our new Pros in our community . . . Teddy, Shannon, Eliza, Maggie, John and Colby . . . welcome! Make 'em feel at home, folks. Cuz they're just like you.

Now to this week's tip . . . which is related to one of the subjects that I get asked the most about . . . the follow up.

Now, we know that the key to success is following up, right? Right?

So few people will say yes to any request the first time you ask, that it's super essential that you follow up . . . once, twice, five times, even.

This is where I lose some of you, and I get the inevitable question, "When am I following up too much? When do I get annoying?"

First, there probably is no amount of follow up that's too much. I've been THANKED for following up much more often than I've been told to stop following up.

But second, here's a tip to make it easier for you to follow up, AND will increase your conversion on those follow ups.

Whenever you follow up, always include new information.

So don't just say . . . "Hey Potential Investor, just following up."

Say, "Hey Potential Investor, did you see our new video? Cool right? And did you get a chance . . ."

Or don't just say . . . "Hey Potential Agent, did you read my script?"

You say, "Hey Potential Agent, I just did a very successful reading of my show, Did you ever get a chance to read it?"

See what I'm doing there?

And it can be any kind of new info . . . a launch of a new website, the submission of your show to festivals, etc. It doesn't matter. But the new info not only distracts the reader from the follow-up, it also demonstrates that you're moving . . . that you are getting @#\$% done.

Always include new information when you follow up and you won't feel as stalker-like, I promise.

Go get 'em!

Best,

Ken

P.S. Have a question about the biz? Need some advice on your project? [Click here](#) to join me for my Facebook Live Town Hall on Wednesday, June 6th at 6 PM ET.

[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: Cultivating Accountability
- Pros are sharing some snippets of their Joy submissions!
- #ResourceRoundup resource of the week Listing of partner discounts.
- Help give your fellow Pros feedback on their taglines!

[Come join the discussion!](#)