

THE PRODUCER'S PERSPECTIVE

GETTING YOU TO THE NEXT STAGE.



Hello Pros!

Happy Tip Of The Week Day!

I know, I know, it's Monday, so it's hard to get excited. But let me give you a little "pre-tip." You'll know you've found the right vocation in life if you look FORWARD to Mondays. :-) So there's a good goal for you.

But we're getting ahead of ourselves.

First, let's welcome the new class of Pros! Say hey to Craig, Brandon, Lawrence, Fran, and John! Welcome guys and dolls. You're in for a productive time with us.

So let's get to it.

This week's tip is for everyone out there who wants to get better at marketing.

(And that should be everyone, by the way.)

Myth-buster time. Great marketers are not defined by clever advertising copy, or tag lines that make you laugh.

Great marketers are defined by campaigns that sell product. Period. Doesn't matter if the copy is funny, the TV ad has a celebrity, or the billboard stops traffic.

Great marketers get people to the cash register.

One of the EASIEST ways to understand what motivates people to make a purchase, is to look in the mirror.

See, I got news for you . . . you're a consumer. And, you're probably a consumer of the theater! Am I right? So you can help make yourself a better salesperson.

Here's how:

Whether you know it or not, people are marketing to you all the dang time.

Sometimes it works. And sometimes it doesn't.

It's the times it works that I want to focus on with this simple exercise. Ready?

Next time you're at a cash register about to make a purchase, or on a website about to click "add to shopping cart," or call a number to place an order . . . stop . . . just for a moment . . . and ask yourself, "How did I get here?"

Because you're about to do the thing that every marketer wants . . . convert from a prospector to a buyer. And that means, some kind of marketing worked.

Did you learn about the product through a print ad? Because you walked by the store? Did a friend recommend it? How long have you been thinking about buying it? Were there other options that you dismissed?

The answers will amaze you, and educate you.

Because when you do some due diligence on what got you to open up your wallet, you'll learn how to get people to open theirs.

Go get 'em!

Best,

Ken

P.S. Want more marketing tips like this one from my favorite marketer on the planet? My very own Director of Marketing, Monica Hammond, taught a workshop on marketing just a few weeks ago. Unfortunately, there are no plans for another workshop in the future, but you can grab the full videos of the session here. She'll teach you how to get the word out about your show, or yourself fast. [Get it here](#).

P.P.S. There only a few tickets left for our Gettin' The Band Back Together special performance and pre-show mixer on July 31st. [Click here](#) to snag one of the remaining seats.

[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: What Podcasts, Talks, or Books have you found helpful in your journey?
- #ResourceRoundup Resource of the Week: Pro Ambassador Program
- Announcing our PRO ONLY 10 Minute Play Festival
- Check out all the love you guys are giving Pitch Night!

[Come join the discussion!](#)