

# THE PRODUCER'S PERSPECTIVE

GETTING YOU TO THE NEXT STAGE.



Hey Pros,

Happy Columbus Day Monday to you!

Hoping that some of you have the day off from your day job so you can catch up and get ahead on the work you really want to do . . . your writing/producing/directing/acting or all of it!

I've got a great tip/story for you this week . . . but first, let's take a moment to greet our new Pros. Welcome Alex, Amy, Steve, Michele, Tim, Shira, Thom, Mitchell, Mark, Matthew, Junqi, Gregor, Ben, Katie, Jeffery, Joseph, Harold, Timothy, Jonathan, Pooja and Andi.

One of the biggest questions I hear from Pros and clients is, "How can I meet Producers," and "How can I get them to take a meeting?"

This is one of the reasons we developed Pitch Nights of course (we've got one coming up on October 10th). And they've been a big hit.

But here's an old-school way to meet Producers that works . . . as proof in this story.

Just last week, I was at the American Theater Wing's Gala honoring Andrew Lloyd Webber. A woman stopped me to tell me that she was a blog reader and a fan of both *Once on this Island* and *Gettin' The Band Back Together*. She said we had met before and she started to tell me about what she wanted to do in the business.

Now, I could stop right there and you could see where this Tip is going. But just wait.

Our chat was interrupted by one of the most powerful Producers on Broadway, who grabbed me to tell me about something important. Of course, she got introduced.

"Wait, you're NAME OF POWERFUL PRODUCER?"

"Yes," he replied.

"Wow. I've been talking to your assistant. I've been trying to meet you. I haven't heard back."

"Yes, I'm in auditions."

"Do you think you have any time?"

"I'm not sure."

"Even five minutes would be great."

"Well, I tell you what, why don't you meet me at 1 PM tomorrow at the rehearsal studio where I'm having auditions and we can have a few minutes. Ok?"

"Ok."

And scene.

If you want to meet Producers, you have to go to where Producers are. And one of those places is Galas. Charity events. Opening nights. Etc.

And talk to them. If you're there as a guest, then you're on equal footing. You've paid to get in too. No one knows who you are or what you do. Just be confident, say hello, like this person, and boom, you might just get a few minutes that you couldn't get by cold calling the assistant.

I wrote about this strategy in Raise It (available to Co-Pro and Lead Pros) and as you can see it works.

Producers are out there. But that means you've got to get out there too.

Go get 'em.

Best,

Ken

P.S. Looking to promote your project at our upcoming Super Conference? The deadline to order ad space in our Official Program Guide has now been extended to October 12th. Email Summer for pricing and guidelines.

P.P.S. Don't forget to ask about your Pro discount ;-)

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

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

- Weekly Challenge: Fear of Failing. Share about a time you failed at or underperformed. How can you improve for next time?
- Resource of the Week: Lists of Union Rulebooks, Constitutions, and Contracts
- Learn about 10 Common Beginner Mistakes In Playwriting.
- Pros are discussing how to communicate notes with your writer in a way that will encourage him/her to make necessary edits.