

# THE PRODUCER'S PERSPECTIVE

## GETTING YOU TO THE NEXT STAGE.



Hello Pros and happy Monday!

We're coming off quite a busy week at Producer's Perspective PRO headquarters.

We had our first ever Promote U! Marketing Conference last Friday, where even I picked up a few new tips from the marketing gurus we had speak at the event. (If you weren't there, stay tuned for the videos which we're editing now to make available for you to grab at a special Pro rate.) And we had our 2nd Inner Circle weekend of the year, where we unveiled a new structure, including 3x as much content with more guest speakers, and announced our first "Inner Circle At Sea!" (That's right - we're going on a cruise in 2020!)

And it was so great to see so many of you at Promote U! and hear the updates on all of your projects in person. (Remember online marketing is great - but offline is where real connections happen - so make sure you are getting out to conferences and events throughout the year.)

I even got to meet some of our newest Pros at Promote U! Welcome to Patrice, Samantha, Anthony and Maria!

And now, let's get to . . . la pointe de la semaine! (Those of you who were at Promote U will get that reference).

The first part of the tip is to make sure you read my blog from last week. If you missed it, [click here](#).

[In the blog](#) I talk about how theaters aren't the only place to do theater anymore. Especially since they are so expensive. It's just like college. College isn't the only place to learn anymore. There are so many more educational opportunities available to people now, and a much cheaper rate . . . which is threatening the college system for sure (and that's good!).

Your tip this week is to take 15 minutes and think . . . if there were NO theaters left in the world, where could/would I produce my show? At a bank? An office building? A church? Where does it not only give me a place to invite an audience, but . . . and this is the key . . . where could I produce it that would also enhance the story?

That's all you have to do this week . . . is just think of the place.

Next week, you can start to call some of those places to see if they'll let you do a reading. You could come up with a place that's cheaper and improves your art. Win X2.

The future of theater ain't in a theater. You have more options available to you than you think.

Go get 'em.

Best,

Ken

P.S. Speaking of conferences, our next one is our big one! The Super Conference is only a few months away and it will sell out, like all previous years (especially since we've got some big announcements this year). Get your ticket now and get ready to be inspired to act! [Click here](#) to get a special "early bird" rate and reserve your spot.

[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!

- Template contracts for hiring a piano arranger.
- How much do GM's usually charge to arrange/manage a 29-hour reading?
- Where to find a good musical theatre PR firm in Manhattan.

[Come join the discussion!](#)