

THE PRODUCER'S PERSPECTIVE

GETTING YOU TO THE NEXT STAGE.

PRO

Hey Pros,

Happy End of August!

These last two weeks in August are some of the quietest of the year for a lot of folks. School starts back up for some, while others are grabbing on to a little more vacation time, before September winds up again.

Not us, right? :-)

When other folks are taking off . . . well, that's a great time for us to get ahead. In fact, one of the reasons why we got that great write up for the Rave Theater Festival in the NY Times last week ([click here](#) if you didn't see it), is because there isn't as much for the press to cover in the summer - so we got more column inches than had we done our festival in the fall!

Speaking of Rave, it's going even better than we expected, as you can see in that article (and I have high expectations!). There is one more week left, so get down there and support your fellow Pros and Artrepreneurs and see a show. It means the world to artists when other artists are in the audience. You'll want the same when your show is up and running.

And maybe next year's Rave will be your chance. (Yep, spoiler alert, we're gonna do it again!)

Click here and [get a ticket](#).

And now . . . the Tip!

I've given this tip before, but I heard a GREAT story just last night about how effective this simple strategy can be for raising money that I had to emphasize it again.

Here's what happened:

I got an "emergency" email from one of my coaching clients over the weekend, asking to move up our session because they had some timely decisions to make because of an increase in interest in their show. I carved out some time late last night and we dug in.

Turns out, this client got some major interest from some very well-off individuals, who are super passionate about their show (and the subject matter) and could invest a bunch . . . AND bring a lot of investors to the table as well.

Good news!

Here's the fun part.

I asked, "How do you know these people," since usually when it's early in your money-raising career, there's a strong personal or professional tie between you and your leads.

"Oh, we don't."

"Ahhhh, come again?"

Turns out, these investors were so passionate about the subject matter of my client's musical, that they "googled" it to do some research, and boom . . . up popped my client's website. The investors signed up for the mailing list. And voila - a strong investing lead is found!

This NEVER would have happened if my client didn't have a website.

So yeah, this week's tip? You MUST have a website for your show. If you don't, you are losing investment leads (and ticket buyers, promotional partners, and more).

And the second part of this tip? Your website MUST be optimized for search. People need to be able to find it on Google. So for those of you who have websites, do this exercise now . . . google your show or subject matter and see where you rank. First page? Second page? 10th? Then, look at how you can improve on that. Your goal? To be on the FIRST page of Google search results.

Your website is your storefront. When you have one, you're telling the world, you are "open for business." And you don't need to be on Broadway to be open. In fact, having a website can help get you there.

Go get 'em!

Best,

Ken

P.S. Need a website or some help with SEO (Search Engine Optimization)? Email us and we'll send you the names of people we use for our shows. It's one of the most important investments in the business development of your show you can make.

P.P.S. Rave! 6 Days Left! www.RaveTheaterFestival.com

P.P.P.S. Only 2 spots left for our NYC Pitch Night on Wednesday! [Click here](#) to grab a seat. And don't forget to tell Summer if you want to use your Bonus Bucks ;-)

The Song of the Week is . . .

"Twisted Road"

From: *Bonhoeffer the Musical*

Music and Lyrics by Inner Circle Member, Scott Wilkinson

[Click Here](#) to listen.

[Click Here](#) for the website.

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

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

- Tips for casting your readings
- We're celebrating 15 Years of Davenport Theatrical!
- Action Journal for Artists

[Come join the discussion!](#)

And here's some more fun and educational stuff we posted for you last week!

- [Why National Roller Coaster Day is Important to Broadway Producers, Writers, and all Theater Makers.](#)
- [How a TV Ad Got Me to Buy This, but I Still Won't Buy TV Ads](#)
- [A List I Dreamed About Being On, but Never Thought It Would Happen](#)