

# THE PRODUCER'S PERSPECTIVE

## GETTING YOU TO THE NEXT STAGE.



Heyo Pros!

Happy Labor Day! I hope you are all enjoying this symbolic last day of summer as we all prepare to put our head down and drive towards the end of the year. (That was a quick eight months, wasn't it?)

Before we get to this week's Tip, a couple of other quickies:

1 - Did you see the winners of the Rave Awards? [Click here](#) to check out who brought home the gold.

2 - Did you see the two cool Emcees we announced for the conference? We've got YouTube star and Broadway Producer Tyler Mount and American Idol Finalist and Broadway Star Justin Guarini keeping everything flowing during our two days of packed content! These guys are so smart and so fun and are going to make our already Super Conference even more exciting. Do you have your ticket yet? If not, [click here](#). And if you're on the fence, get off it. :-) If you only come to one of our events all year long, make it this one. It is where more career trajectories get changed. (And it's a great time to use those Bonus Bucks you've been earning!)

3 - Welcome to our new Pros! Give a holler to Molly, Fred, Lana and Ethan for jumping in the Pro pool.

Ok, let's Tip it up!

One of the most common questions I get asked from Pros raising money or inviting Producers to see their shows is "How often should I follow up?"

Before I can even answer, the asker usually pipes in with a "I don't want to be a nudge."

And I get it . . . believe me, I get it . . . but the answer is that you should follow up MORE than you think you should.

And this week's tip is about how to follow up without feeling like you're following up!

Every time you follow up with someone to see if they've come to a decision about investing in your show, or if they have bought a ticket, or RSVPed for a reading, or figured out when you can get coffee, etc., etc., you should always have even the smallest bit of new information.

Maybe you've got a new cast member to announce or a location for the reading, or maybe it's your prospect's birthday, or the stars are in alignment . . . I don't really care . . . but every follow up should say something new about you or your project.

THEN you make your ask again.

With new info, your ask won't feel like as much of an ask, because you are providing your prospect with new information that they didn't have before. (And hopefully that information is going to get them a little closer to making the decision you want them to make!).

Think about it this way . . .

You don't get upset when a new newspaper arrives on your doorstep every morning, right? (If any of you still get newspapers delivered, that is.) Why? Because it has new information.

You check CNN or Playbill.com *looking* for new info, right? That new info is just getting you to the website to look at their ads.

So think like those big media companies. Make sure each of your follow-ups includes something new, and you'll find people are much more responsive to your asks.

Go get 'em!

Best,

Ken

P.S. Did you miss the Super Conference Early Bird rate? No worries! As a Pro, you can still use your bonus bucks to save up to 50%. Reply to this email, to find out how many bonus bucks you have!

P.P.S. Want free theater tickets? Pros now get 50% off the annual fee and then access to comps through [Theater Extras](#). Code: **TEDAVENTPORT222**

**UPCOMING FALL PRO READING SERIES: *HANKY PANKY* BY VICKI VODREY**

Date: September 30th

Location: Actors Connection (630 9th Ave #1410, New York)

Time: 3pm (doors open at 2:30pm)

[Click here to RSVP](#)

**The Song of the Week is . . .**

**"Wait for A Man"**

From: *More Precious Than Diamonds*

Music and Lyrics by Inner Circle Member, Stephanie Hutchinson

[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!

- Jeff and Jacob Foy's *Emergency* just finished its run at Summerfest- Festival is highly recommended
- See how "The Show Must Go On" mantra is being used in the real world
- Lots of upcoming Audition Workshops/Readings
- See how you can get comp tickets to your fellow Pro's shows

[Come join the discussion!](#)

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

- [What this Tracy Chapman song has to do with your show.](#)
- [It was all a Rave.](#)