

THE PRODUCER'S PERSPECTIVE

GETTING YOU TO THE NEXT STAGE.

PRO

Hello Pros and welcome to this week's Tip of the Week!

This one is hot, hot, hot off the presses from a reading I did last week.

But before we get into something I did that I've never done before (always scary fun), let me first welcome our new Pros to our community. A big Pro hello to Todd, Mary, Kenneth, Michael, Stephanie, Brendan, Eliza and Nuo. You're in the right place for what you want to do!

And now, the tiparooski.

We had a reading for one of our developing shows last week. But it was a reading for just a few folks - to get their approval on the direction we were taking (but this tip works for raising money from a big investor to wooing a creative team member, etc.)

While our first instinct was to do a full 29 hour reading, teach a new cast the music and perform it in its full length, we just didn't have time! We had to perform it and get that approval *before we could do a 29 hour reading*. (We didn't want to spend funds until we knew we were on the right track).

So what do we do? Play demos? Get actors together and do a cold table read? Our demos weren't great and we were nervous about putting actors who didn't know the material in front of people expecting a more polished performance.

Know what we did instead?

The bookwriter read ALL the parts. And the composer sang ALL the parts.

While these folks weren't Meryl Streep and Denzel Washington by any means, they more than made up for it in 1, their knowledge of the material and 2, *their passion for the project*.

And guess what? Even though the reading wasn't as polished as it could have been, and we had a man playing men, women and children and a woman singing as men, women and children, we got the approval and are all systems go.

Why?

Well, yes, the show is good, but that is besides the point.

You've heard me say before that people invest in people, not in projects, right?

When our "judges" saw the passion of these authors turned performers and what they were willing to do for the project (even if it meant looking a bit kooky at times), they were all in.

When your show is on the line, don't hesitate to put yourself on the line. It just may get you over the line.

Go get 'em.

Best,

Ken

P.S. We only have a few advertising slots left in our 2019 Super Conference program which is handed out to every conference attendee, guest speaker and panelist, including Heidi Schreck and Joe Iconis! Email Summer@davenporttheatrical.com for more info.

P.P.S. Conference attendees get a discounted rate for ad space! Got your ticket yet? [Click here](#).

The Song of the Week is . . .

"Now I Know"

From: *Douglass: The Musical*

Lyrics by Inner Circle Member, Ruth Fennessy Moss

[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!

- The 2019 Shine Play festival
- Lots of upcoming PRO shows
- Tips on finding the main theme of your show

[Come join the discussion!](#)

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

- [What "Google Glass" has to do with the launch of your show.](#)
- [Podcast Episode 196: Actor, Writer, and all around Awesome Inspiration, Susan Blackwell](#)