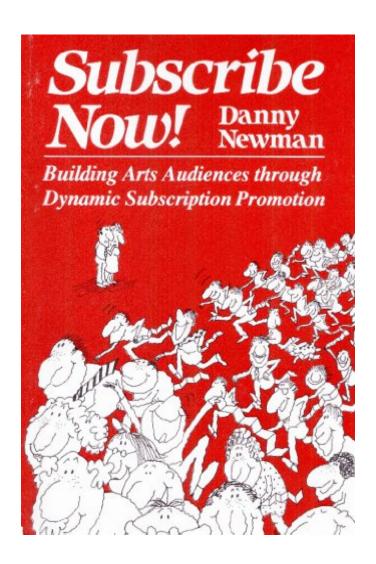


The book was found

Subscribe Now!: Building Arts Audiences Through Dynamic Subscription Promotion





Synopsis

"Buy it, borrow it, steal it, but get your hands on it! If you follow Danny's advice on how to sell tickets, you won't have an unsold seat in the house all season long!"--Ralph Black, American Symphony League

Book Information

File Size: 1357 KB

Print Length: 302 pages

Publisher: Theatre Communications Group; 3rd ed. edition (August 1, 1981)

Publication Date: August 1, 1981

Sold by: A A Digital Services LLC

Language: English

ASIN: B007ZDEEUC

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Enabled

Lending: Not Enabled

Enhanced Typesetting: Enabled

Best Sellers Rank: #477,033 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #232 inà Books > Arts & Photography > Performing Arts > Reference #265 inà Kindle Store > Kindle eBooks > Business & Money > Industries > Nonprofit Organizations & Charities #325 inà Â Books > Business & Money > Industries > Performing Arts

Customer Reviews

Danny Newman has created the template for promoting and saving theatres, operas and symphonies. "Subscribe Now" remains a must-read for anyone interested in saving theatres through subscription memberships. It could mean the difference between limping along in poverty and triumphing over current economic adversities

I had gotten this book within 24 hours of buying it. I am so happy that I can start my class on the right foot. Plus it was 50% cheaper than book stores.

As the volunteer box office manager for a small theater company in the Midwest, I have found Mr. Newman's book the single most valuable arts marketing book I've ever read. It is filled with many

wonderful, practical ideas to help a company bring in an audience. I've used many of his suggestions to build our subscription by 25% a year for the last three years. Newman provides clear directions to put his ideas into practice. His Keep It Simple Stupid style is easy and often amusing to read, and he provides a wealth of examples for the non-professional marketer (me). *Most* important, this book brims with optimism. When confronted with kindly but dim-witted audience members and tempermental artistic directors, Mr. Newman is the little voice that says "You can do this, and it will be great!" I love you, Danny.

My first job was as marketing director for a regional musical theater company. As a recent college graduate with a journalism degree, I was green. This book was an incredible help...for the theatre job and others that followed. Though it specifically addresses theatre promotion, many of the principles can be used to grow other businesses. It's actually a crash course in the business of theatre. In searching for this book, I see that there are now many other books devoted to growing theatre audiences and managing theatre business. This is surely the granddaddy of all of them. Mr. Newman passed away December 2007. He's left a huge legacy: [...]

My first job was as marketing director of a regional music theatre company. I was a journalism grad with little "arts" experience. This was a wonderful book. It really helped me understand our audience. It was at my right hand throughout the two years I held that job.

Danny Newman provides a rigorous approach on building arts audiences. He shows what's arts marketing really is about - win the customer for a series of great artistic products - and provides the tools to be succesful

An excellent primer for arts groups to revive or start a subscription program.

Download to continue reading...

Subscribe Now!: Building Arts Audiences Through Dynamic Subscription Promotion How To Cancel Kindle Unlimited Subscription: How to Stop Kindle Unlimited Subscription (freeTrial or Regular) in a Minute Kindle Unlimited: How To Cancel Your Kindle Unlimited Subscription By Just Using Three Easy Steps In Under Two Minutes (A Short Guide On Canceling Your Kindle Unlimited Subscription In No Time) Arts Management: Uniting Arts and Audiences in the 21st Century The Dynamic Orchestra: Principles of Orchestral Performance for Instrumentalists, Conductors and Audiences Kindle Unlimited: What To Know Before You Subscribe & Pay For Kindle Unlimited (Is Kindle

Unlimited For you?) (kindle unlimited, subscriptions, , reading) Health Promotion Throughout the Life Span, 7e (Health Promotion Throughout the Lifespan (Edelman)) Health Promotion and Disease Prevention in Clinical Practice (Health Promotion & Disease Prevention in Clin Practice) Health Promotion Throughout the Life Span, 8e (Health Promotion Throughout the Lifespan (Edelman)) Health Promotion in Nursing Practice (7th Edition) (Health Promotion in Nursing Practice (Pender)) Health Promotion Throughout the Life Span - E-Book (Health Promotion Throughout the Lifespan (Edelman)) Health Promotion in Nursing Practice (Health Promotion in Nursing Practice (Pender)) Foundations for Health Promotion, 4e (Public Health and Health Promotion) Standing Room Only: Marketing Insights for Engaging Performing Arts Audiences Neuroanatomy Through Clinical Cases, Second Edition with Sylvius 4 Online (365 Day Subscription) by Hal Blumenfeld (2013-05-01) Decoding The Hidden Market Rhythm - Part 1: Dynamic Cycles: A Dynamic Approach To Identify And Trade Cycles That Influence Financial Markets (WhenToTrade) Decoding The Hidden Market Rhythm - Part 1: Dynamic Cycles: A Dynamic Approach To Identify And Trade Cycles That Influence Financial Markets (WhenToTrade) (Volume 1) Modeling Dynamic Biological Systems (Modeling Dynamic Systems) Dynamic Programming and Optimal Control, Vol. II, 4th Edition: Approximate Dynamic Programming Dynamic Modeling in the Health Sciences (Modeling Dynamic Systems)

Contact Us

DMCA

Privacy

FAQ & Help