Pitch, Pitch, Pitch…GOT THE JOB!!!!!

We all are always afraid to just pick up the phone, make a cold call and ask for work. This is more so for theatre people. Somehow its feeling of being rejected that one makes one, have a ego or one does not bother to pitch at all and simply ask their managers or want to outsource that to someone else. I highly recommend that theatre people simply do the pitching themselves. I am not qualified enough to talk about films as theatre is my primary genre and I consider myself a hard core theatre person. So this blog is only concentrating on theatre pitching. Many people ask me how do you get work, today I simply want to say, “I ask for work”.

Ok, let me share some guru mantras (can I call myself a guru after 33 years in theatre?)

1. Keep in touch with your clients: one should always keep in touch with your clients, an occasion is the best way to keep in touch. A simple Diwali greeting or even a new greeting does the trick. We have festivals almost 200 days in a year in India, a great way to keep in touch.

2. Also give calls back to inquiries. Follow ups are extremely important if they do not answer back, relax and then get in touch with them after a few months.

3. Find a meaningful relationship with your team. For me personally I prefer if my team is based on a professional relationship rather than a warm cosy knit group. I would like

to see my actors get certificates and awards as my theatre is a company and not a group based experience.

4. Research on the internet. I use the computer at least thrice a week and make searches on topics that might get me work like ” open calls” “proposals” ” grants” etc and I make sure that I answer them. I must admit truthfully that for every ten proposals I write I might just get selected for one. That also I might never do but it makes me optimistic and gives me enough motivation to pitch for more work. I must add here that I also pitch for foreign courses and jobs even if I don’t have the visa to the country. One should not look at those matters which can be tackled later.

5. One should make their presence felt in schools and educational institutions. Schools are an amazing place that will help you market your own brand. One can try and get visiting teaching jobs.

6. Write on blogs. I must admit here that I started writing for stagebuzz almost 26 years ago and it gives me immense motivation. I also make sure to share the blog with my friends, family and other theatre people and I get extremely excited to read their likes and comments. Find a blog to publish or simply publish in magazines.

7. Join associations and communities. Associations charge minimal and make a deep impact on networking and getting that job that you always wanted.

Do not give up my friends, make pitching a habit that you will develop. Once that habit gets developed, you will feel out of sorts if you miss out even one on your habits. Its a enjoyable task and please do it yourself, as who else knows you better, than you. Do keep sharing your ideas in the comments about how you pitched, and got your job as it will help us all including me!