

HELLO  
*Broadway*

BROADWAY'S  
ONLINE ACADEMY

WHAT'S HOLDING YOU BACK?

“I don't know how to get  
my parents onboard.”

So you want to do Hello Broadway. But first: you need to talk to your parents. And maybe you're not sure what to say to convince them that HB is a good investment.

## HERE ARE SOME GUIDELINES TO HELP YOU HAVE “THE TALK” WITH YOUR MOM, DAD, OR GUARDIAN...

### **1. First, pick a time when you can all sit down together for a calm, relaxed chat.**

Two seconds before your mom is about to hop onto a conference call with her boss? Nope. Not the ideal time for this talk. Evening time or a quiet Sunday afternoon? Probably much better.

### **2. Give your parents a quick tour of Hello Broadway.**

Show them this page: [bwaycollective.com/hb](https://bwaycollective.com/hb)

You can say something like: “Hello Broadway is an online musical theatre academy. You log into a classroom, and then you take dance, voice, and acting classes online. The Faculty is really amazing—award-winning performers, choreographers, and casting directors.”

### 3. Explain why you want to do Hello Broadway—why you need this in your life!

Say: “I really want to enroll and do Hello Broadway because \_\_\_\_\_.” Share your reasons. Maybe you want to do this...

- Because you are serious about pursuing a career in musical theatre, and HB will help you get there.
- Because your local dance studio is closed due to COVID-19, so you want to find an excellent online program so you can keep training from home.
- Because you're feeling isolated and want a place where you can hang with students who share your passions.
- All of the above.

Or some other reason!

***You can also give your parents this list of 10 reasons to sign up for Hello Broadway. This might help them see why this is such a great investment in your future!***

#### **4. If money is tight in your household, explain how you're gonna help pay for Hello Broadway.**

Are you going to mow neighbors' lawns? Walk dogs? Babysit? Start a side-business, make products, and sell them? Something else?

***Check out this ebook (also linked on page 6 of this pdf) and this fundraising guide for ideas on how you can earn money to pay for your training.***

Tell your parents: "Hello Broadway costs \$395 per month. I know that's a lot of money. And I know I need to do my part to pay for this. So here's my plan: \_\_\_\_\_."

#### **5. Demonstrate to your parents that you are SERIOUS about this. You are committed. You're not going to sign up for Hello Broadway and then flake out and lose interest. Show them you are ALL IN.**

Actions speak louder than words. Show your parents that you've already cleaned your bedroom, decluttered, swept the floor, and turned your room into a rehearsal space. Make a schedule for the next month, and show your parents that you've already blocked out time for schoolwork, homework, chores, and Hello Broadway, too. Demonstrate, "I am organized, I am planning ahead, and I am taking this seriously."



WE HOPE THE TALK WITH YOUR  
PARENTS GOES SMOOTHLY!

And if your parents want to learn more about Hello  
Broadway and review all the details before committing to  
doing this, send them here:

**[BWAYCOLLECTIVE.COM/HB](https://BWAYCOLLECTIVE.COM/HB)**

**WE HOPE TO SEE YOU INSIDE HB SOON!**

## FREE GIFT FOR YOU!

Grab our ebook on how to  
carve out time + money for  
your training...

*it's all here!*



DOWNLOAD IT FREE AT

**[BWAYCOLLECTIVE.COM/10WAYS](http://BWAYCOLLECTIVE.COM/10WAYS)**

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TRAIN FOR  
BROADWAY  
WITH BROADWAY.

EVERY WEEK FROM  
YOUR HOME.

FOR STUDENTS  
AGES 12-25



Join Broadway's elite online academy where Musical Theatre students get weekly training + personal feedback from working Broadway professionals.



**HI! I'M ROBERT HARTWELL.**

There are moments in life when you make one decision, one choice, and everything changes forever. Your life is never the same.

**This is one of those moments. Because I'm inviting you to say "Yes!" and enroll in Hello Broadway.**

ACT FAST! THE EARLY ACTION BONUS ENDS TUES. JAN 19 @ 11:59 PM ET

# THE CURRICULUM

EVERY MONTH			
WEEK 1	WEEK 2	WEEK 3	WEEK 4
Vocal	Dance	Acting	Mentorship

*plus!*

+ TECHNIQUE TUESDAYS  
+ PRODUCTIVITY SESSION

+ WELLNESS CHECK-IN  
+ STUDENT POD LIVE COACHING CALL

## HOW IT WORKS

Each Monday, a Video Masterclass unlocks along with learning materials in one of the core Musical Theatre disciplines: Vocal, Dance, Acting, and Mentorship.

By the end of the week, you submit a self-tape of your work to receive personal feedback from your Hello Broadway coach.

Every month ends with a live coaching call for your Student Pod, as well as a structured assessment to provide you with an action plan for achieving your goals.



## What's Inside Hello Broadway



STREAMING WEEKLY  
MASTERCLASSES



REHEARSAL MP3  
TRACKS



SELF-TAPE UPLOAD



SHEET MUSIC



ANALYSIS  
WORKSHEETS



COMMUNITY



MOBILE & TABLET FRIENDLY



WORK AT YOUR OWN PACE



FROM ANYWHERE IN THE WORLD



# WHAT'S NEW THIS YEAR IN HELLO BROADWAY

*NEW*

## Coursebook + Swag

We will be sending you a welcome box in the mail along with a coursebook—filled with worksheets, a calendar laying out your Trimesters, directions + expectations—along with other huge surprises! Yes, we're getting fancy!



*NEW*

## Student Pods

Students will now be “podded” by age group with dedicated coaches and group chats. This is going to be game changing—you'll be getting the help you need for where you truly are in your development.

*NEW*

## Productivity Sessions

A one-hour session with a professional Time Management + Productivity coach will kick off each Trimester. Think of it like Netflix's *The Home Edit* but for organizing your Broadway training. Can I get an amen?



## WHAT'S NEW THIS YEAR IN HELLO BROADWAY



*NEW*

### Technique Tuesdays

There will be live technique classes on Tuesdays with the industry's top Vocal, Dance, and Acting teachers, giving you resources and tools to implement into your weekly routine.

*NEW*

### Wellness Check-Ins

Every Student Pod will have a licensed life coach and therapist who will follow along on your journey and check-in with you once a month, giving you tools to maneuver any obstacles you might be facing.



*NEW*

### Student Pod Live Coaching Calls

Once a month, you and your Student Pod will get the opportunity to chat with each of your feedback coaches on a live coaching call. You will have time to talk to your coach about what they are seeing in your work, go through material, and ask them questions.



*what parents say*



"Hello Broadway pushed Susan to deliver three monologues in one self-tape, including Shakespeare. I was doubtful! **But wow. I was so impressed by the work that Susan put in to prepare and push through, and then I found myself lost in the moment.** I forgot that it was her, and that this was an assignment. I got choked up by an emotional moment, and laughed, and was completely pulled into the characters she created."



AMY, PARENT

"**It is a lifetime investment in your child's future.** Hello Broadway is more than a program, it is a family of people that understand your child's love for musical theatre. They will love and challenge your child more than any other program."



ELAINE, PARENT

"The Broadway Collective gave Bella the confidence to audition outside of school for Broadway and Off-Broadway productions, and **she was cast in both of the Off-Broadway shows she auditioned for.**"



GARY, PARENT

"Joseph had minimal formal training in Dance and Singing and none in Acting. **The Broadway Collective has filled all the holes and honed Joseph's skills** so much so that he was cast in several musicals as lead characters!"



JOANGELI, PARENT

"This business requires Olympic level preparedness and training in order to succeed. **The Broadway Collective provides training that can get performers to that skill level,** along with the physical and mental readiness needed to thrive in this competitive world."



ERIN, PARENT

"**Training at The Broadway Collective has changed my daughter's life.** Not only did it give her the direction she needed to put her on the right trajectory towards her goals, it made her even more committed to this career."



SARA, PARENT

"Training at The Broadway Collective has changed Abby as a person. She has gained a whole lot of confidence in her training and herself. **She used to be afraid to put herself out there. She now knows she has to show up!**"



LISA, PARENT

STUDENT WINS



Abby landed the lead \*and\* a spot in a BFA program!

ABBY SAYS:

**“The biggest growth in my skills since training in Hello Broadway involves specificity in storytelling.** Previously, I believed that it was okay to stand up and just sing a song for the fun of it. I took these skills into my high school musical and college auditions...and I got both the lead and into a BFA college program!”



Jack got caught up on his skills and got into a BFA program!

JACK SAYS:

**“Hello Broadway taught me the importance of consistency and how to manage a heavy workload.** This has allowed me to continue to be a better artist by knowing how to put in the work at home every single week. I even got into my dream college!”



## STUDENT WINS

TJ booked his first Regional theatre production!



TJ SAYS:

**“Hello Broadway has helped me realize who I want to be and taught me how to trust in myself! I used to lack confidence but now I know that I have to trust in the process and be okay with where I am but also continue to work to be better.”**



Ellie landed the lead role at her local theatre!

ELLIE SAYS:

**“Training in Hello Broadway has improved my time management and provided me with feedback and mentorship that I can apply to all aspects of my daily life. I have truly seen the work start to work and my confidence has grown tremendously.”**

STUDENT WINS



Bailey was accepted into 6 musical Theatre College programs!

BAILEY SAYS:

“Before Hello Broadway, I was lacking a lot of confidence and was not using the training and skills that I knew I once had. **Hello Broadway helped me gain back that confidence and help me grow as a performer.**”



Hunter was accepted into 12 Musical Theatre college programs!

HUNTER SAYS:

“I knew that if I did not improve with my choreography retention, I would not get into the colleges I desired. **So I loved the idea of getting a different piece of choreography every single month in Hello Broadway!** My success in my college auditions I greatly attribute to the skills I learned through Hello Broadway.”

# YOUR HELLO BROADWAY COACHES



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## Robert Hartwell

Founder + Artistic Director of The Broadway Collective. BFA in Musical Theatre from The University of Michigan, summa cum laude honors. Broadway shows: Dreamgirls, Memphis, Nice Work If You Can Get It, Cinderella, Motown, and Hello, Dolly! starring Bette Midler. As a Director/Choreographer his work has been seen at Lincoln Center, Music Theatre Wichita, Naples Performing Arts Center, and The University of Michigan. He is a member of the Tony Award-winning Broadway Inspirational Voices. Assistant Director on the First National Tour of the Once On This Island. Featured in Pharrell and Jay-Z's latest music video "Entrepreneur".



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## Kate Lumpkin

Kate Lumpkin is the Founder of and Lead Casting Director at Kate Lumpkin Casting, CSA., the Resident Casting Director at the Musical Theatre Factory, and the US & Canadian Casting Associate for Celebrity Cruises. She has been associated with FOX East Coast Casting, Michael Cassara Casting and Jessica Daniels Casting. Collectively, as a casting professional, she has worked on over 40 TV/Film productions and 80 theatrical productions in New York City and across the USA including shows at The Kennedy Center, The Actors Theatre of Louisville, The A.R.T., and many others.

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## Bryan Langlitz

Bryan Langlitz is a graduate of The University of Michigan. He was in MEMPHIS on Broadway and toured the country as Sam Phillips in MILLION DOLLAR QUARTET. TV: "House of Cards", "Orange is the New Black", "Unbreakable Kimmy Schmidt", "SMASH", "High Maintenance" and "The Looming Tower".



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## Cody Renard Richard

Cody Renard Richard has a BFA from Webster Conservatory and recently stage managed for Freestyle Love Supreme, Broadway's Hamilton and the Tony Awards. Other Broadway: Motown, Kinky Boots, Cyrano de Bergerac, Ghost the Musical, Lysistrata Jones, Hello Again, Misalliance, and more. TV: Jesus Christ Superstar Live, Hairspray Live, The Wiz Live and more.



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## Al Blackstone

Al Blackstone is a New York City based director, choreographer, educator and the recipient of the 2011 Capezio A.C.E. Award for Choreographic Excellence. Projects include Freddie Falls in Love (Joyce), Newsies at the Maltz Jupiter Theater (Carbonell Award), American Dance Spectacular! (Northeast Tour) and the world premiere Off-Broadway musical The View Upstairs and So You Think You Can Dance (seasons 12-14).



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## Jamison Scott

Jamison Scott has been seen on Broadway in Grease, Memphis, Motown, Spiderman; Turn Off the Dark, and in the Las Vegas companies of Hairspray and We Will Rock You. Tours: Grease (1st National), Motown the Musical (1st National). Recordings: Hairspray movie, Killer Queen; A Tribute to Queen and his debut album "Walk a Mile".

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## Amanda LaMotte

Amanda LaMotte is a New York City based dancer, singer, and actress born and raised in Orlando, Florida. She received a BFA from Florida State University in Musical Theatre. She was most recently seen on Broadway in Kiss Me Kate, Hello Dolly and Matilda: The Musical. Amanda is so excited to be joining the Broadway Collective team and working with Broadway's future stars!

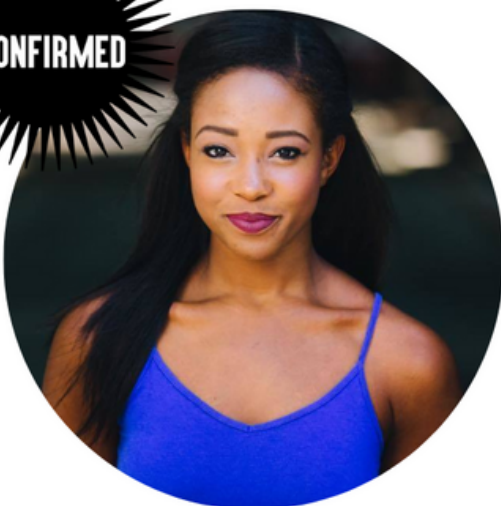


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## Kelcy Griffin

Kelcy can currently be seen as Detective Harper on FOX's hit show Gotham! Broadway and Other Credits include Chicago, Bullets over Broadway; National Tours: Memphis (Felicia u/s) Dreamgirls (Michelle u/s); TV: Fosse/Verdon (FX) Dietland (AMC) Bull (CBS) Power (Starz) Bluebloods (CBS); University of Michigan Graduate.

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## Kayla Pecchioni

Hey y'all, happy to be here! Originally from Louisville, KY, I received my BFA in Musical Theatre in 2014 and am blessed to say I have been working all over the world consistently since. I recently led the national tour of The Book of Mormon (Nabulungi) for nearly two years. Other credits include— National/ Intnt'l Tour: Summer: The Donna Summer Musical (Duckling Donna), Dreamgirls (Korea). NY/ Regional Theatre: Radio City Christmas Spectacular, and A Chorus Line (Maggie) at Signature Theatre.



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## Ryan Breslin

Ryan Breslin is most well known for originating the role of Race in Disney's Newsies! Broadway: The Book of Mormon, Charlie and the Chocolate Factory, and Beetlejuice. TV/Film: the Coen Brothers film, Hail Caesar! and "Person of Interest" on CBS. Ryan attended The Cincinnati Conservatory of Music (CCM) and now resides in New York City.

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## Jessie Hooker Bailey

Jessie Hooker-Bailey is an actress whose Broadway credits include: Grammy winner Sara Bareilles' hit *Waitress* (understudying Dawn), and Tony Award winning *Beautiful: The Carole King musical*. Jessie has been residing in New York City as a working actress for over 10 years. Performing regionally as Sarah in Milwaukee Rep's *Ragtime Savannah* in the co-production of Disney's *Freaky Friday*, Rusty in PCLO's *Footloose*, and in national tours (*Legally Blonde*) before making her Broadway debut. Alongside her teaching artist work Jessie is in development of new readings/workshops of upcoming musicals, auditioning and working as a commercial/voice over actress. Jessie graduated from Shenandoah Conservatory with a BFA in musical theatre.



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## Kristyn Pope

NYC performing credits include: Radio City Christmas Spectacular (*Rockette/Swing*), Irving Berlin's *White Christmas*, and the Thoroughly Modern Millie Reunion Concert, as well as the City Center Encores! productions of *Gentlemen Prefer Blondes*, *Lady Be Good*, and *The New Yorkers*. Kristyn has also served as Associate or Assistant Choreographer and/or Dance Captain at regional theatres including Goodspeed Theatre, Paper Mill Playhouse, Riverside Theatre and Walnut Street Theatre for such choreographers as Kelli Barclay, Richard Stafford and Randy Skinner. Kristyn holds a BA in Psychology from Northwestern University.



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## Patrick Sulken

Patrick is a New York-based music director and orchestrator who recently served as the Associate Conductor of *Pretty Woman: The Musical*. Broadway: *Kinky Boots*, *Anastasia*, *Something Rotten!*, *Gigi*. Off-Broadway: *We Are The Tigers*, *Gigantic* (Vineyard). Regional/National Tour: *Peter and the Starcatcher* (1st National Tour, Cincinnati Playhouse, St. Louis Rep, Milwaukee Rep), *Ever After* (Paper Mill). Proud Northwestern University grad.

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CONFIRMED



## Sydney Morton

Sydney Morton is a graduate of the University of Michigan and trained at the Royal Academy of Dramatic Arts. Broadway: *Memphis*, *Evita*, *Motown*, *American Psycho*. TV: *She's Gotta Have It* ("Cheryl Overstreet," Netflix), *Sound Of Music Live* (NBC). Film: *The Intern*, *Service to Man*, and *Love, New York*

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## Brandon Leffler

Brandon Leffler has been seen on Broadway in *On The Town*, *Cinderella*, *Wicked* and the *Encores!* production of *The Golden Apple*. National Tours include: *Wicked* and *Cats*. TV: *30 Rock*, *Saturday Night Live*, *The Tony Awards* and *The Macy's Thanksgiving Day Parade*.

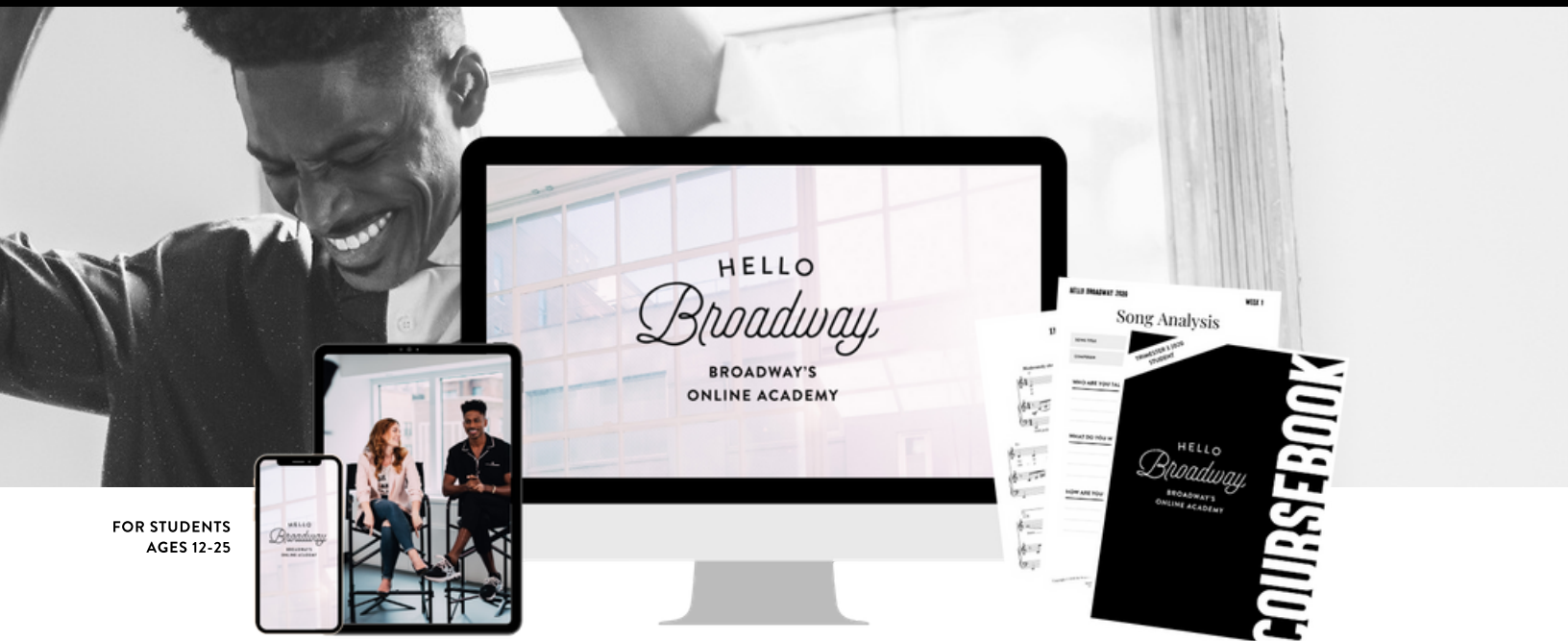


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## Kevin Munhall

Kevin Munhall: has been seen on Broadway in *Tootsie*, *Anastasia*, *Allegiance* and *Anything Goes*. Regional: *Encores!*, *The Old Globe*, *Walnut Street* and many more. He also appeared on the NBC series *Smash* and ABC's, *One life to Live*.

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AGES 12-25

- ✓ 40 Personal Feedback Videos • Valued at \$4000
- ✓ 9 Audition Monologues + Masterclasses • Valued at \$2700
- ✓ \*NEW\* 9 Live Technique Classes • Valued at \$1800
- ✓ \*NEW\* 9 Wellness Check-Ins • Valued at \$1800
- ✓ \*NEW\* 9 Live Coaching Calls • Valued at \$1800
- ✓ 9 Audition Songs + Masterclasses • Valued at \$2250
- ✓ 9 Musical Theatre Dances + Masterclasses • Valued at \$2250
- ✓ \*NEW\* Hello Broadway Coursebook • Valued at \$450
- ✓ \*NEW\* Hello Broadway Swag • Valued at \$100
- ✓ \*NEW\* Monthly Productivity Coach • Valued at \$450

**TOTAL VALUE: ~~\$18,445~~**

*save \$745!*

1 PAYMENT FOR FULL YEAR

**\$3995**

12 MONTHLY PAYMENTS

**\$395**

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