

**THE
STANDOUT
SELF-TAPE
GUIDE**



THE
BROADWAY
COLLECTIVE

FREE MINI-MASTERCLASS SERIES FOR
MUSICAL THEATRE STUDENTS

REAL TALK

SATURDAY

12PM ET

on FB LIVE

STUDENT MEET + GREET

WITH KATHLEEN LAMAGNA, JEFF SUNDHEIM +
HB STUDENTS DAKOTA, GLORY & ZAC

3PM ET

on IG LIVE

LIVE COACHING: *Voice*

WITH HB COACH ANDY JONES +
HB STUDENTS TAYLOR & MOLLY

6PM ET

on IG LIVE

STUDENT ENTREPRENEURS

WITH ROBERT HARTWELL +
HB STUDENTS SYDNEY, MAIA, & TOMI

9PM ET

on IG LIVE

REAL ONLINE RESULTS

WITH HB COACH ZAKIYA YOUNG + STUDENT REBECCA

FREE MINI-MASTERCLASS SERIES FOR
MUSICAL THEATRE STUDENTS

REAL TALK

SUNDAY

12PM ET

on FB LIVE

HELLO BWAY PARENT PANEL

WITH ROBERT HARTWELL +
HB PARENTS ALICIA , LOTTIE , TAMI & CECILIA

3PM ET

on WEBSITE

REPLAY: *"Charting Your Course"*

JOIN US FOR YOUR FINAL CHANCE
TO SEE OUR FREE MASTERCLASS!

6PM ET

on IG LIVE

TIME MANAGEMENT

WITH HILLARY SMITH + HB STUDENT JACK

9PM ET

on IG LIVE

YOU ARE ENOUGH

WITH ROBERT HARTWELL +
HB STUDENTS EMILY & JOSEPH

RING LIGHT GIVEAWAY

Congratulations to our winners!

Paige L, Sioux Falls, SD
Lisanji P, Boston, MA
Joi A, New York, NY
Jasmine W, Jacksonville, FL
Colby C, Atlanta, GA
Maelys W, Ottawa, CAN
Jackson B, Greensboro, NC
Susan C, Denver, CO
Israel C, Brattleboro, VT
Bryce G, Spring, TX

Please text your mailing address to us at:
(646) 960-3421

ACT FAST! ENROLLMENT FOR THE YEAR CLOSSES SUN SEPT 27TH @ 11:59PM ET

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! ENROLLMENT FOR THE YEAR CLOSSES SUN SEPT 27TH @ 11:59PM ET

THE CURRICULUM

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

plus!

- + TECHNIQUE TUESDAYS
- + WELLNESS CHECK-IN
- + PRODUCTIVITY SESSION
- + 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

**NOW MORE THAN EVER, IT IS
IMPORTANT TO MASTER THE ART
OF A STRONG SELF-TAPE.**

Self-tapes are how actors audition, book jobs, and make a strong first impressions with casting directors and creative teams. And they aren't going away anytime soon.

Here are our tried-and-true tips to make sure sure that you are putting your best foot forward next time you put your work on film!

01. Read the Instructions

This may seem obvious, but you'd be surprised how frequently actors forget to read the instructions! Oftentimes, the casting director will include very specific directions about elements such as the slate, framing, backdrop/technical preferences, and upload requirements. Failing to follow these exact instructions can disqualify you from consideration for current and future projects.

02. Memorization

Although memorization may not be totally possible if you have a very quick turnaround for an audition or a callback, you need to be as familiar with the material as possible because it allows you to connect with the material. You will be able to make strong, grounded choices and feel confident telling the story—which will allow the people behind the table to see more clearly what you uniquely bring to the role.

03. Wardrobe

This is the fun part! Your clothing is a great way to show the casting director who you are as a person. Choose clothing that you feel comfortable in, that is somewhere between casual and dressy. If you are auditioning for a specific show/role, find clothing that suggests the essence of the show, without wearing a costume.

All of that being said, be careful of wearing anything too distracting! You want the casting director to be focused on you and your work—not on what you're wearing!

04. Lighting

Good lighting is another crucial element to a successful self tape. Be sure to eliminate any unnatural overhead lighting that will create distracting shadows on your face. If you don't already have one, we recommend investing in a ring light that will create a natural, bright light on your face!

Softbox and umbrella lights can also be great tools in creating soft, natural light on your face. Sometimes great natural lighting in a space will do the trick as well.

HOT TIP!

If you are blending in with your backdrop, you can always place a light on the floor between you and the backdrop (as long as it's out of the camera frame) and shine it upwards towards the ceiling. This will create a sense of depth!

05. Background

If you have a large neutral wall, that will work best. For film auditions, many people recommend using a blue wall or backdrop. If you don't have access to a large neutral wall, invest in a neutral colored backdrop (there are many options available online), and if you're on a budget, a large one color tablecloth can work, too!

HOT TIP!

Regardless of what you use, make sure that your backdrop has **NO WRINKLES!** To do this, you can use an iron, a steamer, or you can stretch it out and pin it to the wall behind you. A clean, smooth backdrop will make your self-tape look more professional!

06. Audio

If you are singing a song with pre-recorded accompaniment, make sure the volume of your accompaniment is not too quiet and not too loud. We recommend using some sort of external speaker, because phone and laptop speakers are often too quiet. This is something that will require a bit of trial and error as you figure out the placement of the speaker and what volume level works best for your setup.

HOT TIP!

Do not place the speaker directly next to your recording device. You don't want the accompaniment to overpower your vocal performance.

07. Test

Make sure you do a test run of your self-tape so that you can watch it back, checking your audio levels, making sure you are properly in frame (we don't want your head or hands to be cut off), and make any last minute adjustments. But the good news about a self-tape is...you get more than one try! Take advantage of this and make sure everything looks as professional as possible.

08. Focus

Be sure to not look directly into the camera (except for your slate)! Find a point just to the side of the camera to place your "scene partner." You don't have to stare at that one point for the entire scene/song, but use that spot to place your eyeline. It's important that the people watching your tape are able to see your eyes without it looking like you're staring at them.

09. Reader

If you are reading a scene and it requires a scene partner choose someone who will be fun to play with! Make sure you are able to read through the scene a few times together so that they are prepared and you can hear it out loud.

HOT TIP!

Often your reader will be closer to the camera than you are, so make sure their speaking volume is lower than yours during the scene!

10. Breathe!

Take a moment for yourself before you dive into your self-tape. Take some slow, deep breaths and focus your energy. Now is the time to trust the preparation that you have done and live truthfully in your work. Oh, and HAVE FUN!

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



HELLO
Broadway
BROADWAY'S
ONLINE ACADEMY

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".



HELLO
Broadway
BROADWAY'S
ONLINE ACADEMY

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.

YOUR HELLO BROADWAY COACHES

HELLO
Broadway
BROADWAY'S
ONLINE ACADEMY



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".

HELLO
Broadway
BROADWAY'S
ONLINE ACADEMY



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.

YOUR HELLO BROADWAY COACHES

HELLO
Broadway
BROADWAY'S
ONLINE ACADEMY



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).

HELLO
Broadway
BROADWAY'S
ONLINE ACADEMY



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".

YOUR HELLO BROADWAY COACHES



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!



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.

YOUR HELLO BROADWAY COACHES

HELLO
Broadway
BROADWAY'S
ONLINE ACADEMY



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.

HELLO
Broadway
BROADWAY'S
ONLINE ACADEMY



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.

YOUR HELLO BROADWAY COACHES



HELLO
Broadway
BROADWAY'S
ONLINE ACADEMY

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.



HELLO
Broadway
BROADWAY'S
ONLINE ACADEMY

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.

YOUR HELLO BROADWAY COACHES

HELLO
Broadway
BROADWAY'S
ONLINE ACADEMY



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.

HELLO
Broadway
BROADWAY'S
ONLINE ACADEMY



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*

YOUR HELLO BROADWAY COACHES

HELLO
Broadway
BROADWAY'S
ONLINE ACADEMY



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*.

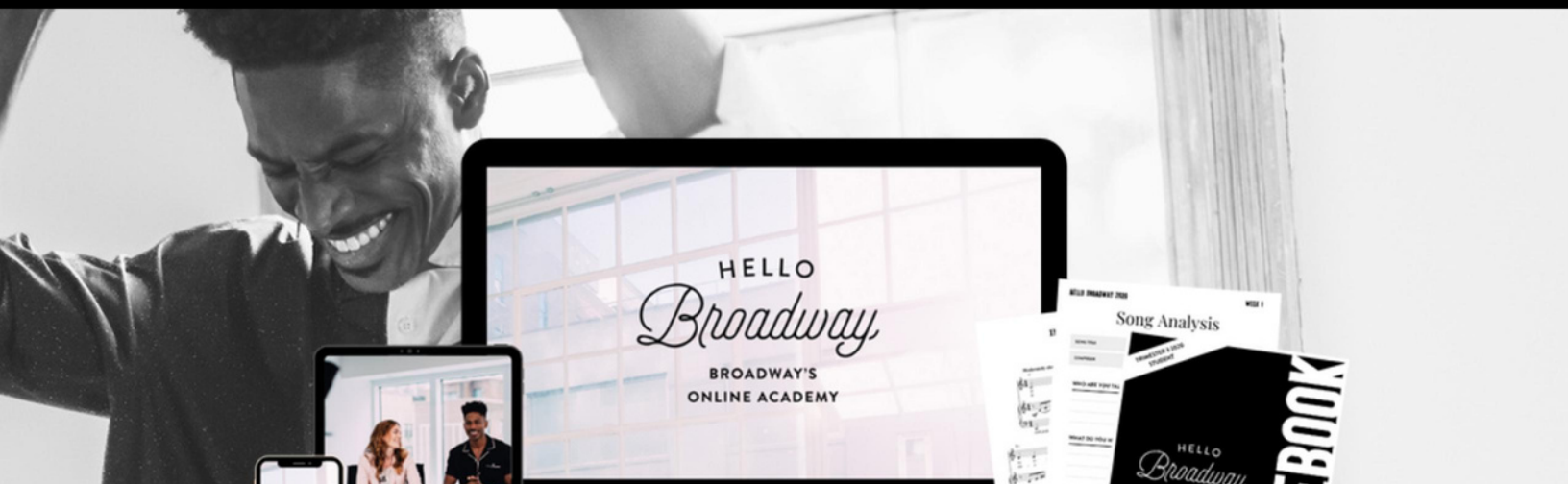
HELLO
Broadway
BROADWAY'S
ONLINE ACADEMY



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*.

ACT FAST! ENROLLMENT FOR THE YEAR CLOSSES SUN SEPT 27TH @ 11:59PM ET



FOR STUDENTS
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

READY TO ENROLL? CLICK THE LINK BELOW!

BWAYCOLLECTIVE.COM/HB

HAVE A FEW QUESTIONS? WE HAVE HB COACHES WHO WILL ANSWER YOUR QUESTIONS DIRECTLY! VISIT BWAYCOLLECTIVE.COM/HB#QUESTIONS

HELLO
Broadway,

BROADWAY'S
ONLINE ACADEMY

WHAT'S HOLDING YOU BACK?

“I don't know if online training really works.”

Do you want to join us in Hello Broadway but hesitant to believe that online training actually works?



**HELLO BROADWAY STUDENT,
HUNTER, BELIEVED IN
ONLINE TRAINING, BUT HIS
FRIENDS HAD DOUBTS.**

Hunter says: "When explaining to my friends that I was in Hello Broadway, an Online academy, they wondered if I was actually going to improve by just sending in videos. I can tell you right now that receiving feedback from Broadway professionals, even through videos, improved my skills immensely."

As a result of his commitment to training online, Hunter saw huge results!

Through Hello Broadway he was able to nail his 20 college auditions and went into those dance calls with confidence and ease all thanks to his time in Hello Broadway. He is now a student at the University of Oklahoma pursuing his BFA in musical theatre!



"Now, after having completed my college auditions, I can confidently say that I killed those college dance calls. My success in my college auditions I greatly attribute to the skills I achieved through the Hello Broadway."

-HUNTER

While so many programs have had to adjust to online learning during this time, The Broadway Collective has been a leader in online Musical Theatre education. We have been established for almost 5 years and we are only getting better.

ARE YOU WANTING TO COMMIT TO HELLO BROADWAY, BUT STILL UNSURE OF HOW IT WILL WORK ONLINE?

Set aside 10-15 minutes to really ask yourself the following questions:

— **How many of my current local teachers are actively working on Broadway?**

— **How often am I getting personalized feedback on my singing, dancing, and acting with my current local training?**

— **Am I surrounding myself with current like-minded people who have the same dreams and goals as I do?**

HELLO
Broadway,

BROADWAY'S
ONLINE ACADEMY

WHAT'S HOLDING YOU BACK?

“I'm afraid I don't
have the time.”



HELLO BROADWAY STUDENT, JESSY, HAD THE SAME QUESTIONS YOU DO.

Jessy was juggling a lot as a high school student and didn't want to commit to something that wasn't worth what little time she did have available to her.

- How could she fit Hello Broadway into her schedule with all of her extracurricular activities?
- She is already training locally. Is this additional time investment really worth it?
- Her family loves to travel. How will she be able to train while she's on vacation?

But she liked that HB was flexible and could be done on her own time as long as she set aside 3-5 hours a week to complete her coursework.

So...she took a leap of faith.

And guess what? Jessy saw BIG results.



"I didn't know if this would be worth the time. I loved that Hello Broadway could be done on my own time so I took a leap of faith. I cut out what wasn't working locally and committed to training with Broadway performers weekly in Hello Broadway, and got into my dream college and even landed a lead role freshman year!"

-JESSY

DO YOU WANT BIG WINS LIKE JESSY BUT ARE UNSURE OF HOW TO FIT HELLO BROADWAY INTO YOUR SCHEDULE?

Set aside 10-15 minutes to really ask yourself the following questions:

— **What am I currently dedicating my time to that is serving me the most?**

— **What am I currently dedicating my time to that is serving me the least?**

— **Where can I best fit 3-5 hours of time into my schedule for Hello Broadway each week?**

If you are able to find just 3-5 hours each week for Hello Broadway, we know you will get huge results. We would love to have you join us!

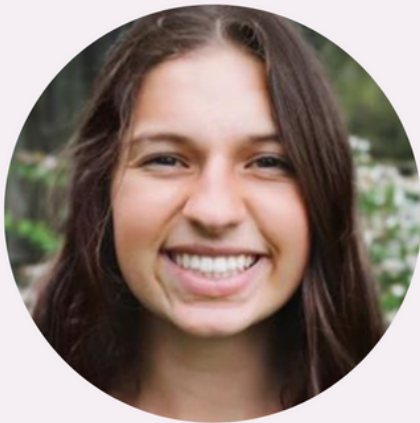
HELLO
Broadway,

BROADWAY'S
ONLINE ACADEMY

WHAT'S HOLDING YOU BACK?

“I don't think I can
afford Hello Broadway.”

We hear you. Training for your dreams is an investment. And we firmly believe in running full speed towards your dream no matter what it takes.



SYDNEY WAS ALSO WORRIED ABOUT BEING ABLE TO FINANCE HER TRAINING.

But Sydney chose to see this obstacle as an opportunity and not a roadblock.

As a result, she became an entrepreneur!

She now owns her own soap business, and let us tell you...she is not messing around!



"I now sell homemade soaps! I use this money to pay for my Hello Broadway training. I also mow lawns in the summertime! Any money I can't fundraise, I spend my own gift money from birthdays and holidays. I now have the confidence and skills for college auditions this year!"

-SYDNEY

ARE YOU READY TO COMMIT TO YOUR TRAINING IN HELLO BROADWAY BUT NEED TO FIND THE MONEY TO DO IT?

Set aside 10-15 minutes to really ask yourself the following questions:

— **What are some things I am currently spending money on that I can sacrifice in order to help finance my training?**

— **What are 3 additional talents I have that could be a potential business and way to help pay for my training?**

IF YOU ARE STILL HAVING TROUBLE THINKING ABOUT WAYS TO FINANCE HELLO BROADWAY, GO TO THE NEXT PAGE FOR SOME MORE IDEAS!

10 FUNDRAISING IDEAS FOR GETTING TO HELLO BROADWAY

1

Give a Benefit Concert

One way to show your friends, family, and community how much this dream means to you is by sharing your gift. Reach out to your local dance studio or church and ask to give a benefit concert with your friends on your program as well. *One student last year raised her entire Gathered tuition by doing one benefit concert at her studio!*

2

Sell Old Clothing

Old clothing can easily be sold using consignment apps. There are also stores that will buy old clothing for cash!

3

Crowd Fundraising

Websites such as Kickstarter give people the opportunity to donate. Create an exciting narrative that will tell your friends and family how important this experience is, encouraging them to donate to help you make it possible!

4

Family Ask Letters

Write handwritten letters to your family members and community arts leaders! Explain the amazing opportunities that The Broadway Collective can provide and ask them to help!

5

Babysitting Services

Talk to your neighbors with young children about babysitting! This is an easy way to make some good money!

6

Pet Services

Pets need services too! Offer to walk pets or watch pets when your neighbors are leaving town for vacation! Every penny adds up!

7

Teach a Group Fitness Class

Many people are looking for new ways to get in shape. Use your dance and coaching skills to lead a group fitness class! You can start with your neighbors. Dance party anyone?

8

Hold a Yard Sale

Find all of those old items that are taking up space in your closet. A yard sale is an excellent way to get rid of old stuff and make some money!

9

Car Wash

Washing cars is an easy way to fundraise for this special experience! Plan to wash cars on a warm, sunny day at a location with many cars driving by!

10

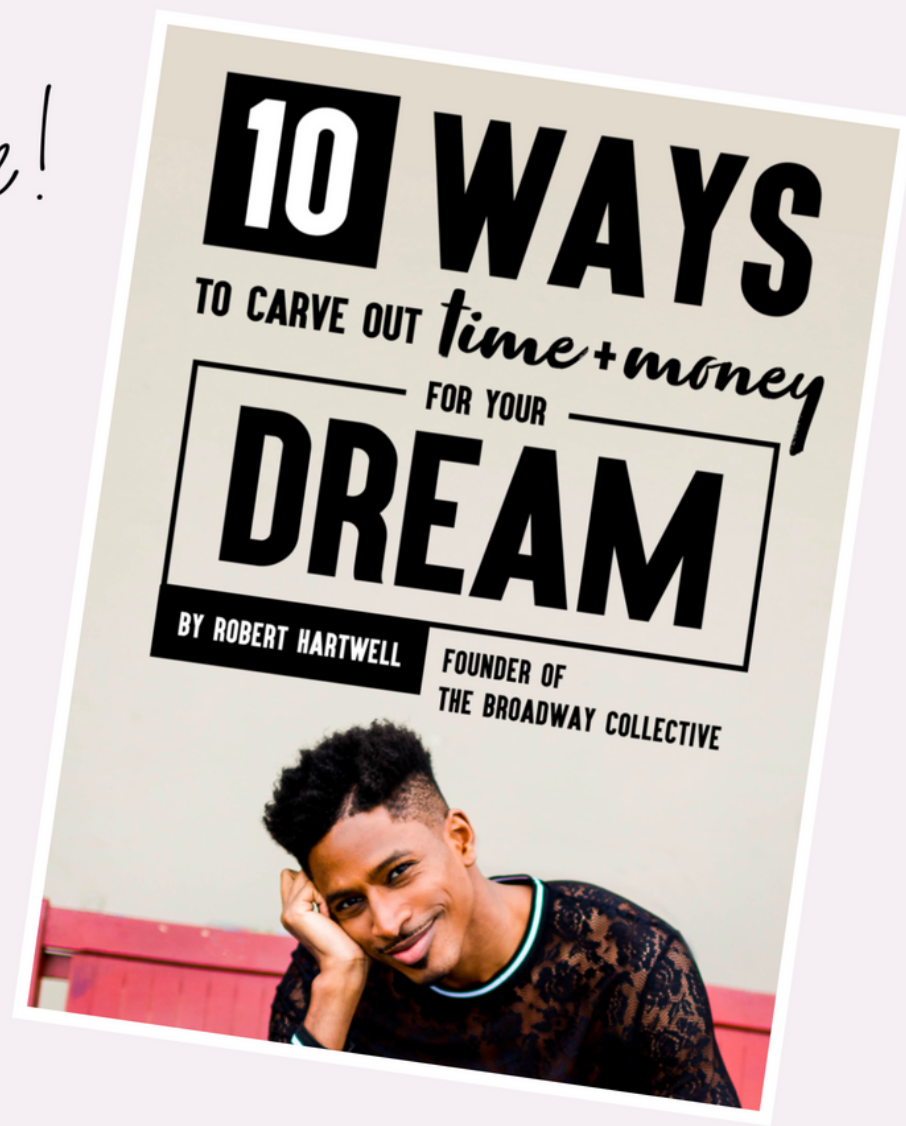
Bake Sale

Everyone loves sweets! Bake some nice treats and sell them to raise funds! You can do this in your neighborhood or you can work with a local organization to see if they will let you sell baked goods at one of their events!

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](https://bwaycollective.com/10ways)

HELLO
Broadway,

BROADWAY'S
ONLINE ACADEMY

WHAT'S HOLDING YOU BACK?

“I'm afraid I'm not
good enough.”

Do you want to join Hello Broadway, but nervous that your singing, dancing, and acting skills aren't quite where they need to be?



**HELLO BROADWAY STUDENT,
EMILY, HAD THE SAME
DOUBTS THAT YOU DO!**

Emily was hesitant to join because she didn't think she had enough experience and feared being the worst student in the program.

But, Emily decided to face her fears head on and she committed to training with Hello Broadway...and she's happy she did!



“I didn’t think I was going to be good enough for Hello Broadway. I didn’t think I was valid, I didn’t think I belonged. The Hello Broadway family so quickly jumps on you to remind you, you are valid. You are capable of amazing things. You deserve to be here.”

–EMILY

DO YOU WANT BIG WINS LIKE EMILY BUT ARE UNSURE OF HOW TO PUSH PAST YOUR FEAR OF NOT BEING GOOD ENOUGH?

Set aside 10-15 minutes to really ask yourself the following questions:

————— **What negative things am I currently telling myself that might be getting in the way of achieving my dreams?**

————— **Let’s flip the narrative: what part of my training am I hoping to improve the most?**

————— **Where do I hope to see myself 12 months from now once I commit to this new way of training?**

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

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!

HELLO
Broadway,

BROADWAY'S
ONLINE ACADEMY

WHAT'S HOLDING YOU BACK?

“My child wants to join Hello Broadway, but I'm unsure of their commitment level.”

Hello Broadway parent, Alicia, had the same concerns for her daughter as you do.

She was unsure that her daughter, Chloe, could give her all to an online program. It is a big investment, that she couldn't see paying off unless Chloe was 100% committed to her work.

But guess what? Chloe jumped in and saw HUGE results. Because of Hello Broadway, Chloe got accepted into a competitive performing arts high school.

Alicia says:

"As a parent I look at Hello Broadway as an investment in her future. Chloe ended up diving head first into the program and committing to her training. I believe that Chloe's participation in Hello Broadway helped land her a place in her school's performing arts program, which validated this investment."

We are so proud of you, Chloe!



So, your child wants to do Hello Broadway. You're looking into their precious angel-face, you can see the excitement and hope gleaming in their eyes, and you want to say, "Yes!" But first, you want to make sure this is really a good investment.

BEFORE ENROLLING IN HB, HERE ARE SOME GOOD QUESTIONS TO ASK YOUR CHILD:

1. Why do you want to do Hello Broadway?

What do you feel this will add to your life?

2. You've signed up for other things before—karate classes, guitar lessons, etc.—and then you lost interest and didn't take the work seriously.

You have a history of getting excited about new things (new hobby, new class, new puppy, etc.) and then fizzling out. How is this time going to be different? Tell me how you plan to approach this differently.

3. You have schoolwork, chores, and other commitments besides musical theatre. How will you make time for everything?

Walk me through your plan.

4. Hello Broadway isn't free. It's \$395 per month. That's \$98.75 per week. Do you plan to contribute financially?

Are you going to chip in? What's your plan to do that?

5. Let's make a deal. If I agree to enroll you in Hello Broadway, then you will do _____. Does that sound fair? Deal?

Actions speak louder than words, so I am counting on you to follow through on your end of the bargain.

WE HOPE THIS CHAT WITH YOUR CHILD
GOES WELL!

You might also want to peruse the list of 10 reasons to enroll
your child in Hello Broadway below. And when you're ready,
enroll here:

BWAYCOLLECTIVE.COM/HB

WE HOPE TO SEE YOU INSIDE HB SOON!

**TEXT US FOR MORE EXCLUSIVE
CONTENT, GIVEAWAYS, AND
INSPIRATION!**

(646) 960-3421

BWAYCOLLECTIVE.COM