

THE PRODUCER'S PERSPECTIVE

GETTING YOU TO THE NEXT STAGE.



Greetings and Salutations Pros!

I just landed at JFK a few minutes ago after a whirlwind 36 hours in Los Angeles where I flew last week for a meeting about a "secret project" I'm trying to accelerate. But I took the opportunity of my time in La-La Land to meet with some of our fantastic high-flyin' West Coast Pros, including Terry, Chana, Rich, Genevieve and Susan.

After spending time with all of them, let me tell you this . . . don't believe anyone who tells you LA isn't a theater town. These folks are cranking up some great projects that I expect we'll be hearing a lot about very soon.

Speaking of Pros, a big welcome to the newest Pros on the block . . . welcome Barbara, Dawn, John and Terry! Glad you're here and we're looking forward to helping you make this *your* year.

But let me get back to my trip for a second. It was kind of a doozy. I had to get up at 3:30 AM here on Wednesday AM, and I took an 11:45 PM flight back that landed in NYC at 7:30 AM. And now I'm stuck in an hour and thirty-minute traffic back to the city. (And when you've got an adorable 9-month-old at home, it gets harder and harder to leave for 2 hours never mind 2 days!)

And here's the thing . . . I didn't have to take this trip.

The meeting could have gone on without me. I could have called in, Skyped in, or just skipped it entirely and sent an email. And maybe this deal that I'm working on would have still closed.

But, and here's the tip, when you tell people that you're trying to work with that you're willing to jump on a plane and travel across the country for a one-hour dinner meeting, they are flattered. They make time for you, because you're going out of your way. And they take you more seriously because you're showing them you're serious.

In 2019, it's easier and easier to rely on technology to make our communication easier . . . but that doesn't mean our communication is better.

If you're having trouble closing a deal for rights, raising money for your show, getting a theater owner to commit, getting a co-writer to meet a deadline, or any of the hundreds of things we need other people to do in this collaborative art form in order for us to be successful . . . try to get in front of them, wherever they are.

When things are stalling just say, "Why don't I come out? How's tomorrow/this weekend/next week?"

And just wait for it. There will be silence, and then usually a tone change when the person you're talking to realizes that you're someone who is gonna take charge and get things done.

I've also used *this* trick when I've just met someone I'm trying to get in front of but I'm unsure if they will take the meeting . . . "Hey, it just so happens I'm going to be in your area next week. Have some time for coffee?" And if they say yes? THEN I book the ticket.

This week, think about where you can go to accelerate your action plan. It might just be down the block. It might be in Brooklyn. Or it might be in Bulgaria.

Wherever it is, get there. I promise you that you'll move things along a lot faster than if you stayed at home.

Go get 'em.

Best,

Ken

P.S. For you non-NYC based Pros, I encourage you to try and get to NYC at least 2-4 times a year (once a quarter is perfect). You don't need to live here to build a successful theater career . . . but you do need to be here every so often. And I think you'll find it inspiring! [Book a trip!](#)

P.P.S. Want to promote your show to more than 49k subscribers on our Best of Off Broadway email list? Shoot Summer an email for more info.

[This Week on the PRO Facebook Group.](#)

Here are just a few of things that are being chatted about on the Facebook Group this week!

- Weekly Challenge: Go through each character in your show and describe what they have a strong opinion on.
- What are your thoughts on the Equity Strike?
- Lots of musicals are taking off! Let's celebrate our Pros who received good news this week!

[Come join the discussion!](#)