

THE PRODUCER'S PERSPECTIVE

A BROADWAY PRODUCER'S OPINION ON EVERYTHING BROADWAY AND BEYOND



Happy Monday, Pros!

So, I had a Dentist appointment last week.

I don't care what type of bubble-gum flavored teeth cleaning crap they use, Dentists appointments are no fun.

And those Hygienists always make you feel sooooo guilty.

"Brushing twice a day, Ken?"

"Yes, m'am."

"Flossing everyday, Ken?"

"Uhh . . . well, I've been flossing everyday for the last couple weeks because I knew I had this appointment coming up," I said, honestly.

"Hmmm, " she muttered with that . . . tone . . . as she took a peek at my chompers,

"I'm going to need you floss everyday, Ken."

That's when I shot back with a, "Well, if I had more dentist appointments, I probably would."

I meant to get a laugh out of her. I failed.

I took the awkward silence to think. Because what I meant as a joke was actually a mini-truth bomb to myself.

What I was really saying is, "If I had a deadline, and someone with authority to be accountable to, I'd work harder and faster and more efficiently."

You've heard me "tip" you off to this before, but I thought I'd use my tartar-scraping experience to help remind you.

When working with a collaborator, it's imperative that at the end of each session you set two things:

1. What you are both going to work on before the next meeting.
2. When you are going to have that next meeting to present that completed work.

The what AND the when is essential.

Be accountable to each other. And set appointments as often as possible. The more you meet, the more work you'll do. I call it my "Flossin' Theory."

If I had a dentist appointment every two months. Without a doubt I'd floss more, right?

Well, if you're a Writer, and you have weekly meetings with your collaborator, then you'll finish your show faster. Guaranteed.

If you're a Producer, it's your job to set these meetings FOR your writers, if they won't set them themselves.

If you're collaborating with yourself? Set your own meetings. Put 'em in your calendar. And get a buddy to make sure you're getting your work done.

Constant check-ups are essential to keep you show as healthy as can be.

Go get 'em.

Best,

Ken

P.S. I was cavity free, if you were wondering. ;-)

P.P.S. Only a few more weeks for the early bird rate for our ProducersPerspective Super Conference. [Click here](#) to register and save \$200.