

# THE PRODUCER'S PERSPECTIVE

## GETTING YOU TO THE NEXT STAGE.



Hello Pros!

Happy Monday and welcome to your weekly kick off Tip of the Week!

This week, we're going to take a page right out of my playbook from LAST WEEK. That's right, I did something to spur myself into a little action, and this week, I want you doing the same thing.

But first, say hello to our new Pros . . . Stacey, Quentin, Joseph and William. You've picked the BEST time to join up, because things are really getting exciting. We've got our first Reading coming up (and applications for our next one are around the corner), our free Personal Finance presentation with expert Craig Mazino of Cameo Wealth Management (this PRO bonus could pay for your membership in PRO for years!) is on February 27th at 7pm ET, and a few more surprises are soon to be announced! We're investing more into PRO than ever before to help you get produced and help hit our goal of #5000By2025.

I leaked one of those surprise announcements last week when I instagrammed that we'd be producing a Theater Festival in the summer of 2019! Just a few months away! AGH! How are we going to pull it all together?

Honestly, I have no idea. :-)

But it's not brain surgery. We will figure it out.

And that's this week's tip.

I've wanted to produce a theater festival for years. And with a few of the festivals dropping off the NYC scene and with so many of YOU wanting to produce your shows here but not for \$100k or more), I knew I had to do something.

But I spent a few weeks hemming and hawing about it. How would we do it? How much would it cost us? Could we get reviewers to come? Etc. etc.

I realized I was putting obstacles in my way that was preventing me from pulling the trigger.

That's when I said, "Eff this. I'm announcing it."

So I put it out on social media.

Now . . . I HAVE to do it.

And we will.

So this week, think about something YOU have been wanting to do . . . but maybe you've been hemming and hawing yourself, and coming up with excuses why now is not the right time.

Now IS the time.

So announce it. In our [Facebook group](#). On your social media. Or just yell it in the middle of your town square. Or just tell your family, even!

Dream it.

Announce it.

Then do it.

Something great will come of it. I can't tell you exactly what it will be. But something great will.

Positive action is always rewarded with a positive reaction.

So go get 'em.

And stay tuned for how to apply to our festival!

Best,

Ken

P.S. Want us to send your show to over 400 regional and community theatres across the country? [Click here](#) to submit your pitch for our Spring 2019 Pitch Book before the deadline on February 28th. Plus get \$50 off with your PRO Promo code: **PITCHPRO50**

[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: What are some specific action items that you learned from the resources you're using?
- Share why you love being a Pro.
- Share with us your stories of how you are holding yourself accountable.

[Come join the discussion!](#)

Here's some more fun and educational stuff we posted for you last week!

- [The Broadway Producer Pick List for 2018!](#)
- [Whiteboard Workshop Episode #14: The 3 Keys to a Super Demo](#)