

# THE PRODUCER'S PERSPECTIVE

A BROADWAY PRODUCER'S OPINION ON EVERYTHING BROADWAY AND BEYOND



Happy Monday Pros!

And this ain't no typical Monday. This is the 1st day of a brand new year. No matter what happened last year, this is the day when it all starts over . . . and it all gets better.

This is also the time of year when millions upon billions of people set New Year's Resolutions.

And a month from now is when millions upon billions of people will break those Resolutions.

But not you. Because you're Pros.

To help you set and KEEP your resolutions this year, whether they are theatrically-related or not, I thought I'd share with you the three keys that I use to set my resolutions that guarantee I keep 'em.

Here's how I set my resolutions:

## 1. Make them "The Two A's."

All of your resolutions should be follow the rules of the Two A's. They should be Ambitious but Achievable. Stretch yourself, but make sure your goal is something you can accomplish.

I once set a resolution for myself to start and finish a musical, a screenplay and a play in 90 days. . .while working two jobs that took up about 60 hours a week. I failed. And felt pretty bad about it.

Set a resolution that will challenge you but that isn't impossible. If you just finished a play, don't set a resolution to "Get it to Broadway." Maybe set one to have a a reading or a showcase production in 2018. If you just graduated from college and got your first job, don't say, "Make a million dollars this year." Push yourself, yes, but make it something that is possible.

Because falling short of a goal or breaking a resolution can actually cause you to regress on your journey towards success.

## 2. Make them specific.

Your resolutions should be as specific as possible. The more concrete and clear, the easier they are to follow. Resolutions are like directions. If someone says, "To get to my house, just go that way . . . for like, oh, I don't know, a while, and then turn . . . and after then you'll sort of end up there," you'll never get to where you want to go or you will spend hours on a trip that should have taken minutes.

But if someone says, "Drive three miles, take a left for 2 miles. Turn left at the stop sign then your first right and I'm the red house on the left with the balloons out front," you'll get there. Efficiently.

So don't set a resolution to "write more," or "go to the gym more often." Set a resolution that says, "I will write three hours a week," or better, "thirty minutes every day," or "I will go to the gym twice a week."

Specificity leads to success.

## 3. Make yourself Accountable.

Find someone and SHARE your resolutions with that person. Make him/her your Resolution Buddy! For some reason resolutions people often keep their resolutions private . . . but the best way to make sure you stick with them is to make them PUBLIC. Put 'em on Facebook, twitter, your refrigerator. Or in our Pro Facebook group!!!

And have periodic check-ins with your buddy. Or get yourself a trainer, coach, Mastermind, teacher . . . someone to make sure you do your homework. It works! I've had Accountability Buddies for about 20 years. And have been a member of Masterminds for over a decade.

Follow these three steps when you set your 2018 Resolutions and you'll have a guaranteed great 2018.

Go get 'em!

Best,  
Ken

P.S. Did you tune in to last week's Raising Money webinar? It was a popular one. And I got pretty juiced up during it . . . raising money tends to do that to me. :-) Make sure you check it out. And Co-Pros and Lead Pros . . . get the Advanced Training with Raise It now in your archives.

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

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

- Challenge: Get a Head Start on our 30 Day Script Challenge!
- Pros are posting about their 2018 goals
- The Players Theatre is accepting Submissions for their short play and musical festival.

[Come join the discussion!](#)