

THE PRODUCER'S PERSPECTIVE

A BROADWAY PRODUCER'S OPINION ON EVERYTHING BROADWAY AND BEYOND



Happy Monday Pros!

Let's talk about that Day Job, shall we?

If there's one thing I hear over and over from Pros it's that they want to ditch their day job and just work in theater all the time.

And you can. And you will.

But maybe not as quickly as you want. :-)

I know, I know, you're impatient . . . so am I! And that's a good thing, because it makes you go after what you want with more gusto . . . as long as you don't let it frustrate you so much that it stops you in your tracks. And frustration and anger can do that sometimes. So don't let it!

And believe it or not, Day Jobs can be helpful!

Where do you think I got my first investors? ALL of them were people I had worked with at my Day Job!

So, the question I want you to ask yourself this week is . . .

"How can my Day Job help me with my Dream Job?"

Can you meet potential investors?

Can you perfect your cold-calling sales technique?

Can you learn more about e-mail marketing?

Approach your day job as graduate school for what you really want to do. Go to work each day with your eyes open, with your brain soaking up stuff like a sponge, and think, "What can I learn today that can help me in the future?"

You'll find that you're not only a happier person and a better employee (who will probably get a raise!), but you'll be better prepared for your future in your Dream Job.

Go get 'em!

Best,

Ken

P.S. Early registration pricing for our conference ends in 8 days! Save \$100 and [register](#) today. Don't miss out!

[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: Writing Monologues
- Takeaways from the ["Time Management for Artists"](#) workshop
- The MELT Method: how Pros have been using it to stay calm

[Come join the discussion!](#)