

THE PRODUCER'S PERSPECTIVE

GETTING YOU TO THE NEXT STAGE.



Hello Pros,

Hope you had a fantastic weekend and are ready to start the week like a rocket. Which reminds me, got your Top 3 figured out yet? (Don't know what a Top 3 is? [Click here.](#))

First, a shout-out to our new pros in our community. Hello Brianna, Jenn, Laurie, Kayla and Chris!

Second, I don't know if you caught this on my facebook page last week, but [click here](#) to see a small moment in my life and career that meant something huge. Over the past few years, I planted a lot of seeds. And they are just starting to sprout now. The shows I talk about in [this post](#) are nowhere near done, but they have begun. I mention it here to remind us all that these things *can* get off the ground, and that it sometimes takes a long time. I know many of you can get frustrated with how slowly things move in this biz, but I promise, I'm the most impatient guy in the world, so if I can be patient, so can you. :-) Just keep working every day towards the goal and you will get there. And when you do, you'll feel like I do in [this post](#).

And I also promise this . . . we're here to help you get to your goals faster than you can on your own. Let us know what we can do and we'll do it!

And third, here's the tip!

If you're like me, or, well, like anyone else who has ever lived, sometimes you get writer's block, or producer's block, or whatever kind of block that prevents you from going forward.

You know what I do?

I write backwards.

I don't start at Scene 1. I start at the end of the play.

So often, I find that writers know where they want their show to end. They know the final image. The final line. Why not try writing FROM that point.

Starting from the opposite place will give you a shock to your creative system, often shaking you free from whatever you're stuck on.

On a recent show that I struggled with for weeks, I found that once I put myself in reverse (especially during the rewrite process), I wrote much faster . . . and better.

And this works for producing as well! Start at the end. When do you want your opening to be? If you have that, then when do rehearsals start? When is the reading? When do you need Act II done? And so on.

So this month, back up your show. It may be the fastest way to move forward.

Go get 'em!

Best,

Ken

P.S. Did you see our announcement this morning? Voting for our Inner Circle Investment Contest is NOW OPEN! [Click here](#) to cast your vote on who should win one of my \$10,000 investments!

The Song of the Week is . . .

"Forever in Your Eyes"

From: *Emergency the Musical*

Music and Lyrics by Inner Circle members, Jacob and Jeff Foy

[Click Here](#) to listen.

[Click Here](#) for the website.

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

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

- Website sharing/tips and tricks
- Published reviews of member's shows
- Bravo's Book Nook opening/building its inventory of Theatre/Music related books!
- Videos of Members' student productions

[Come join the discussion!](#)

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

- [3 Ways To Get Broadway Producers to Enhance Shows At Your Regional Theater.](#)
- [Broadway Grosses w/e 10/20/2019: Smooth sailing for ticket sales following Columbus Day](#)
- [Podcast Episode 198: The Creator of Freestyle Love Supreme, Anthony Veneziale](#)