

THE PRODUCER'S PERSPECTIVE

A BROADWAY PRODUCER'S OPINION ON EVERYTHING BROADWAY AND BEYOND



Happy Monday Pros!

You all know that I'm a big deadline guy. With all of my Lead Pros and consulting clients, I'm all about setting deadlines and hitting 'em. "Set it and stick to it," that's what I like to say.

But self-imposed deadlines are hard. They're hard for me too! Which is ironic, isn't it . . . because I bet if your Day Job Boss gave you a deadline, you'd hit it. But set one yourself, for something that could have emotional and financial rewards much greater than any Day Job, and it's harder to hit.

It's just part of human nature. Being self-motivated is harder than having other people motivate you. It just is.

But rather than just accept that, we Pros come up with ways to hack our own system . . . to break through this resistance, or work around it. Coaches, masterminds, and little tips and tricks are all ways to do this.

And here's a great one.

When you set a deadline to raise \$1mm or finish a script or find a show to produce . . . tell everyone about it.

"Hey, Ken, what are you up to these days?"

"Things are great. Just on a deadline right now to finish my script by November 23rd."

Boom chugga lugga.

Three things happen when you do this . . .

First, you speak your goal out loud, *to another party*, which makes it more real and it is scientifically proven that you will have a better chance at hitting it.

Second, you look super serious to anyone you say this too. For real! Watch what happens! And when you present yourself as serious about your task, people will take you seriously . . . and you will take yourself more seriously.

Third, it gives you an excuse to get out of any BS meetings or get-together with people that may distract you from hitting your deadline. "Sorry, can't get together right now because I'm on deadline. Maybe after the 23rd?"

Let me tell you, this @#\$% works.

So, this week, set a deadline . . . and then, tell everyone you know all about it. Don't have to brag, or boast, just tell.

In other words . . . Set it, SAY IT, and stick to it.

Go get 'em!

K

P.S. TWENTY FOUR HOURS LEFT TO SAVE \$200 on our Super Conference! [Click here](#) to register NOW!

[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: Creative Thinking.
- Lots of buzz over the Monthly Mixer.
- The [Play Submission Opportunities](#) section on PRO is updated with November Deadlines.

[Come join the discussion!](#)