

THE PRODUCER'S PERSPECTIVE

GETTING YOU TO THE NEXT STAGE.



Hello Pros!

Well, we had quite a conference this past weekend.

If you were there, then I'm sure your head is still spinning from all the knowledge and inspiration you got from the incredible speakers we had. I know mine is.

If you weren't there, chat with some folks in the [Facebook Group](#) and you'll get a quick read on the energy. (And make sure you save the date for next year . . . November 9th and 10th, because I've already got ideas on how to make it bigger and better.)

This week's tip is inspired by our conference but it can also be applied to any "event" in your creative life that lights a fuse of inspiration or starts the snowball of action rolling down the hill.

Whether it's a conference like ours, or a great meeting with your collaborator, I'm sure you leave inspired and ready to take over the world, right?

Good. Because you can.

As long as you keep the momentum going.

That's the hard part. Because John Cariani can't come to your home every day and pump you up like he did at the end of our conference. :-)

You have to pump yourself up. And make sure you keep yourself going.

Here's what I do:

When I leave a conference (and I'm off to an "Inner Circle" that I belong to tomorrow), I always have a to-do list of action items to tackle when I get back to the office.

I write my favorite quote from the conference at the top of the list . . . and then I put that list on my desk . . . where I can see it every day.

It's that simple. I stare at that list . . . and if there are 27 things on it, I make sure I do one thing a day for the next 27 days until it's done.

And boom. Not only do I keep the momentum going but at the end of the 27th day, I've gotten much further towards my goals, whatever they are.

So put that to-do list from the conference, or your last creative meeting, or notes from a great book you read, on your desk and go to it.

Go get 'em.

Best,

Ken

P.S. Early bird tickets for next year's conference are already on sale. Take action and lock in the best rate now. And then set a goal to write a script, had a reading, or something BIG by next year's conference . . . something you have to TELL ME ABOUT at the conference in 2019. It's your homework . . . with a year long deadline. Go! Get your tickets [here](#).

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

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

- Resource of the Week: The ABCs of Licensing Training Course
- Pros are discussing script length, and how it often ends up longer than you thought
- Look for ad feedback? Share yours now!

[Come join the discussion!](#)