

THE PRODUCER'S PERSPECTIVE

A BROADWAY PRODUCER'S OPINION ON EVERYTHING BROADWAY AND BEYOND



Happy Monday Pros!

One of the most significant "marketing movements" over the past ten years has been "gamification," or applying the principles of games or puzzles in your marketing to increase engagement.

This can take the shape of quizzes, "win a discount" scratch-off-cards, and more.

The principle is simple: give people a goal or something to "win," and they'll focus on that, without even realizing they are being sold something.

And it works.

But marketing isn't the only place that gamification can be successful. It can also work for self-improvement, writing-improvement, or any type of improvement.

Let me use a simple example from my life . . . and NOT my theatrical life.

Most of you know that I'm a golfer. It's the one thing I do besides the theater (and NOT coincidentally, golfing is when I get some of my best theatrical ideas - it's important to do something that is NOT theater related in order to cleanse your theatrical palette).

Golfers always want to work on those big drives, but never on the short game . . . the chipping and putting. Of course, that stuff is the most important.

At my golf club, there's a chipping range, and the other day, the Golf Pro came over and said, "Have you heard about our new challenge? 4 chips from here, here and here . . . 2 points if you hole it, 1 if you get within a club length, and zero for anywhere else. Top score is 13. Good luck."

I spent an extra 30 minutes chipping that day trying to get to 13.

Contests and games like this are a great way to trick your mind into working harder and faster, especially for competitive folks like all us Pros.

So this week, how can you game your writing or producing or whatever?

- Put 30 minutes on the clock and challenge yourself to write a 10 minute play.
- Call 10 people to ask for money. Give yourself 1 point if they say "maybe," 2 if they say "yes," and zero if they say no.
- Get a buddy to submit a scene to every day for a week. Have them grade you . . . and try to beat your grade every day.

The games are endless. And you'll find that when you stop obsessing about the work itself and just "winning" the game . . . which ironically can free you up to create better work.

Because games are fun. Work isn't.

So go get 'em and have fun! (Oh, and just today I got a 14!)

Best,

Ken

P.S. We had a fantastic Office Hours last week, which are now open to ALL PROs. Check out the recording in the archives. And save the date (and any questions you might have) for the next Office Hours, on Monday, December 18th at 7 PM ET. PUT IT IN YOUR CALENDAR.

P.P.S. This Sunday, I open Once on this Island on Broadway! Throw me some positive vibes, will ya? And if you haven't seen the show, come. For Pros, I guarantee you'll love it.

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

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

- A bunch of Pros saw Once On This Island when they were in town for the [SuperConference](#).
- Challenge: tackling action items
- Suggestions for festivals to submit to.

[Come join the discussion!](#)