

# THE PRODUCER'S PERSPECTIVE

GETTING YOU TO THE NEXT STAGE.



Happy Monday My Pros!

Ready to get your week started off right?

Let's do it . . . with this week's Tip of the Week . . . straight from a killer Inner Circle weekend we had here in NYC with my elite group of Pros and speakers.

One of those speakers was none other than Jack Viertel, author of [THE book](#) on writing musicals, "The Secret Life of the American Musical," as well as the Artistic Director of Encores, Tony Award- winner and so much more.

Because Jack has read and seen and CREATED a @#\$% ton of musicals and plays, I asked him what the most common flaw he has seen when he reads a new play or musical . . .

His answer?

"I often can't tell who the protagonist is. Who is the guy or gal that we are following on THIS story on THIS day who WANTS something desperately and will do anything to get it? I've got to know that and know that fast."

This advice coincides with where I see the most common problems in shows I cover (including my own!) . . . which is in the first 30 pages. Too many shows wander about, trying to set the scene *too* much and provide too much exposition. All that you need to do is:

1. Show (not tell!) us where we are.
2. Show us who we're supposed to root for.
3. Show us what we're rooting for that protagonist to go and get.

And then, just like I tell you to "Go get 'em" after every one of my emails . . . let that protagonist of yours, "GO GET 'EM!" Open the gates and let that horse of yours run toward his or her goal.

So this week's tip? Show your script . . . or just the first 30 pages even . . . to a friend. And when they are finished reading, ask them one question- "Who's my protagonist?"

If they can't answer you in the snap of a finger, you've got some rewriting to do.

And if you can't answer that question, well, you've got some rethinking to do.

Listen to Jack and make it super clear who the focus of your story is and fast.

Go get 'em!

Best,

Ken

P.S. Jack is teaching a very rare Master Class just for my peeps and there are just a few slots left! Join us on December 8th and learn from the master directly! For all the details, [click here](#). It's going to be something special.

P.P.S. I did a podcast with Jack if you want to hear more about what makes musicals tick. [Click here](#).

**The Song of the Week is . . .**

**"See the World"**

From: *Bonhoeffer The Musical*

Music and Lyrics by Inner Circle member, Scott Wilkinson

[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!

- The Secret Room- New NYC Performance space
- Favorite script writing software
- Sharing experiences of writing your own book and directing your own musical!
- Eerie Halloween tunes

[Come join the discussion!](#)

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

- [Learn How To Write A Musical In Person from The Man Who Wrote The Book On It.](#)
- [What Disney Plus Could Mean To Us.](#)
- [Broadway Grosses w/e 10/27/2019: Ticket sales are getting spooky heading into Halloween](#)