

# THE PRODUCER'S PERSPECTIVE

## GETTING YOU TO THE NEXT STAGE.



Hello Pros!

Was quite a chilling week last week, wasn't it. Holy Polar Vortex! But we're coming out of it now, thankfully.

And yes, you can take that as a statement about the weather . . . and as a metaphor for any "cold streak" you may be experiencing with your projects, career or any part of your life. We all go through these winter chills when you think it's never going to get warmer . . . but if you just bundle up and keep doing what you're doing, you will come out of it. I know . . . because I've been there. MANY TIMES.

This week's tip is about how to come out of it even stronger than you were before. But before we get there, let's say a hello to all the new Pros who have joined our ranks and become a member of our terrific community. Welcome to Estee, Dennis and Orgena!!! (And make sure you've joined the [Facebook Group](#) so you can engage with each other and with me!)

And now, the tip . . .

This is hard one. Like one of the hardest things I'll ever recommend you do. It's harder than raising \$1mm.

It's harder than making your play have higher stakes.

Because you're going to have to real make yourself vulnerable.

### **1. First, identify what you want to do better than you are now.**

Do you want to be a better Producer? Writer? Actor? Boss? Spouse? This works for everything.

### **2. Ask a person you are close to that has seen you in action as the "job" you want to do better to coffee.**

The more you've worked with this person, the better. They don't have to be a best friend. They just have to have witnessed you in doing your thing and have to have been affected by your actions.

### **3. Ask this person what you can do to be better.**

This is the hard part. But simply say, "I want to be a better INSERT THING HERE. Is there something I do that you've witnessed that I could better? Is there something I'm doing that you see as preventing me from moving forward as fast as I want to?"

This is hard because you're asking for criticism on your talent, your personality, your ability to lead, whatever. But it's important. So suck it up and do it and then . . .

### **4. Shut up and listen.**

Really listen. Like harder than you ever have before. And take notes if you must. But this kind of "positive feedback" can do wonders for every part of your life.

I do this exercise with all the different aspects of my life every time I get through an intense period of activity (the end of a show, an anniversary, etc.) so that I can take steps to improve myself before I immerse myself again.

And when you do this, and you find people who are honest with you? NEVER LET THEM LEAVE YOUR LIFE.

Go get 'em.

Best,

Ken

P.S. Since you're a Pro, we want you to be the first to know... Our next NYC Producer Pitch Night is February 20th. And if you'd like to grab a seat before we announce it to the public, [click here](#) and use your PRO promo code **PROduce** for \$50 off ;-)

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

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

- Weekly Challenge: If you could give your younger self advice on how to handle the theatre industry, what would you say?
- Pros are working on adaptations. Check them out!
- Tips on finding an Attorney or Proper Representation.

[Come join the discussion!](#)

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

- Ken's Blog: [A Tip Of The Hat To Hollywood for Their Latest Heroes.](#)
- Guest Blog: [GUEST BLOG: An American in the U.K. by Jessica Rose McVay](#)