

THE PRODUCER'S PERSPECTIVE

A BROADWAY PRODUCER'S OPINION ON EVERYTHING BROADWAY AND BEYOND



Happy Monday Pros!

One of the most common questions I get from first time consult clients is . . . "How do I get a Lead Producer to produce my show."

Of course, there are a lot of strategies I teach to attract LPs to your productions.

But my first question I fire back to the asker is usually, "Why do you think you need one?"

The fact is, you don't need one. And there are actually significant financial and control benefits to NOT having one!

Am I advocating that you decide right now to go it alone? Absolutely not. A great Lead Producer can provide expertise, counsel, relationships, etc. that you may not have.

But if you can't get a Lead Producer, that doesn't sink your show. And, what I hate to see clients do is spend all their time trying to find a Lead Producer, while their project sits idle.

"But Ken," you're saying, "I don't have the knowledge to produce a show."

You may be right.

But if you can't find a Lead Producer, you can do what SO many great leaders of great companies have done . . . hire people that have the knowledge you lack.

Steve Jobs, Bill Gates, The Google Guys, Zuckerberg, etc . . . none of them had run companies before they started running companies. They developed great products, and hired people around them.

The same can happen in the theater.

Great General Managers, Marketing Directors, Executive Producers, can help fill in the missing gaps if you decide to get your project to the next step on your own.

So my tip this week is sure, look for a LP, but don't put all your eggs in that basket.

Because if you must do it on your own, you CAN.

And with a little help from your friends (including me!) . . . you will.

Best,

Ken

P.S. We're building out an Actor Database on Pro. If you perform, or know actors that want a free listing, [click here](#).

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

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

- CONTEST ALERT! The best EPK win's a 15 minute consult with me!
- Free space. Enough said.
- Backstage clips from Pro shows. Watch 'em.

[Come join the discussion!](#)