

THE PRODUCER'S PERSPECTIVE

A BROADWAY PRODUCER'S OPINION ON EVERYTHING BROADWAY AND BEYOND



Happy Monday Pros!

First, a big welcome to our new Pros, Wendy Macdonald, David Allyn, Sarah Idelson, Gerry Goldberg, Jenny Lyn Bader, Momo Akashi, J Elaine Marcos, and Lonnie Jackson! Take a peek in our [Facebook Group](#) to see my special welcome message to all of them.

As you know, every Monday, I send out my "Tip of the Week, which is a mix of inspiration and practical advice on how to get yourself producing or produce something yourself!

This week I'm giving you two of my specific tools that I use to manage my communications more effectively, which helps keep me focused, and which helps me follow up with potential investors, theaters considering my shows, and more.

And both are about taking control of your email inbox!

Let me ask you a question . . . you know that number that appears on your Mail icon on your phone? What does it say? 10? 100? Thousands???

I know someone who has 18,974 emails (and counting)!

Ugh! The stress of so many emails to read, right?

Imagine if that was your ACTUAL mailbox! You'd shut down, right?

TOO MANY EMAILS TO READ AT ONCE IS ONE OF THE BIGGEST TIME SUCKS THERE IS.

That's why I recommend you take control of your inbox. Here are two tools I use that plug straight into Gmail that give you more power over your email, and they're free.

1. **InBoxWhenReady** - This nifty tool acts like a dam on your inbox. It only lets email in at times you decide throughout the day, and will only allow in a predetermined amount at a time (you decide). Productivity guru Tim Ferris preaches that you should only check your inbox one time or two a day. IBWR helps you do just that.
2. **Boomerang** - When your inbox is flooded and something important comes in that you don't want to lose track of, a click on Boomerang will have it come back to you later, right at the top of your inbox. Or will remind you if someone hasn't responded to an email you've sent! Or my favorite trick, it'll schedule emails to go at certain times. That's right . . . if you want your boss to think you're working at 3 AM, have emails scheduled to go at that time with Boomerang! :-)

Because email delivery is passive (unlike checking your voicemail or going to the mailbox), it can distract you from your writing or producing goals, and actually slow down your productivity.

Let me be clear . . . I'm a big believer that every email needs to be answered and answered quickly. But you can't do that if you're overwhelmed.

Try these tools to help yourself accomplish more in less time.

Go get 'em!

Best,

Ken

P.S. Have you been watching my new #EveryDaysDifferent Facebook Live Episodes? Every day I give everyone a glimpse into what a Producer does with a 1-2 minute video on what I'm up to. People seem to be enjoying. [Click here](#) to watch what I'm up to tomorrow (make sure you "Like" my page, and that your notifications are on!)

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

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

- WEEKLY CHALLENGE: How to Pitch Your Script to Producers. A day-by-day step-by-step execution plan in our Facebook group!
- See promo videos created by Pros for their shows!
- Who is going to the LIVE Producer Pitch Night this week?

[Come join the discussion!](#)