

# THE PRODUCER'S PERSPECTIVE

A BROADWAY PRODUCER'S OPINION ON EVERYTHING BROADWAY AND BEYOND

The logo consists of the word "PRO" in white, bold, sans-serif capital letters, set against a red rectangular background with a slight 3D effect.

Happy Monday Pros!

First, as always, let's welcome our newcomers to our Pro community! Welcome to the club Jacklyn, Hazel, and Jonathan. We look forward to helping you get your shows on a stage.

Second, as you all know, I'm a big believer in setting goals . . . but not just generic ones like, "I want to produce a Broadway show" or "I want to eat healthier," or "Exercise more."

If you want to achieve a goal, it has to be specific and therefore actionable. You need dates and numbers and more to give you a target. That target allows you to formulate a plan.

And nowhere is a plan like this MORE important than in the arts. Many people think that because art isn't quantifiable like losing weight or making more money, these rules don't apply. Not only do they apply, but these goal-setting rules are even MORE important because it's not as easy to quantify our success. (This is what I teach in [my book](#).)

You need a goal. And a strategic plan to get there. Without one, you're going nowhere.

I set goals too. Ok, ok, I set a lot of them. Are you surprised? :-)

Just recently, the staff here at PRO, including Monica, Chris and your own awesome Community Manager, Summer, set a big one.

Like BHAG big.

BHAG stands for "big hairy audacious goal", which is a term designed by a couple of entrepreneurial experts as a way to expand your mind beyond your comfort zone. Because the mind has a way of making things happen . . . if you believe they can happen.

So we set a goal . . . and it's now our new PRO mission.

Our goal is to help get 5,000 shows produced by 2025.

Phew. Big, right?

But we're on it.

We're going to put our thinking caps on, roll up our sleeves, fire up our laptops, and start burning up the phone lines to come up with ideas, resources, connections, tools, money and lots more to help get 5,000 shows produced by 2025.

It's a big goal. A hairy audacious one. And one that scares me a little (as all big goals should). But it's a goal that we think is important. Because we've been so fueled by all of your hard work and passion for your own goals, that we want to work harder to help get you there.

So stick around, because we're hoping your show is one of those 5,000.

Go get 'em!

Best,

Ken

P.S. Got ideas for how we can help you get your show produced? Email us and let us know so we can work on making it a part of our community.

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: Submit your script to at least three festivals, contests, or theaters. As Ken would say, "Serve the tennis ball!"
- Our Facebook group has a new name . . . welcome to PROconnect!
- Collaborators needed? If you're a songwriter or a lyricist your next partner could be waiting for you in PROconnect!

[Come join the discussion!](#)