

THE PRODUCER'S PERSPECTIVE

GETTING YOU TO THE NEXT STAGE.



Hello Pros!

Happy Monday and welcome to your week! Hope it's off to a Kick A\$\$ start.

The Pro team had a heck of a weekend at our Company Retreat in Orlando, FL. We brainstormed, white-boarded and came up with a whole list of stuff we're going to do to make Pro even better than it is.

And work wasn't the only thing we did. We went to Waffle House, Magic Kingdom, and my lovely employees even volunteered me for an appearance as "Scout" in Disney's Hoop-Dee-Do Musical Revue. (There is a video on my Instagram. It's something special alright.)

I love retreats. So much good stuff comes from them . . . including ideas that we never would come up with if we were sitting in the office. That's why I encourage you all to have one for your business, career and/or personal life! Spend a couple days with your "team" and relax, reset and restructure everything you're doing with the goal of making it more efficient.

It works.

But that's not the tip of the week!

This week's tip is brought to you by Marcia Brady.

You remember the Brady Bunch? Well, older sister Marcia, kept a diary. She wrote down all her thoughts of the day in that book (and then Cindy went and read it!).

And I want you to keep a diary too.

But yours isn't going to be about who you are crushing on.

I want your diary to be about what you did today to get closer to your goal.

See, we all talk about to-do lists and action plans . . . and don't get me wrong, I love 'em. And they are necessary.

But it's often just as important to review what you DID during the day, to keep yourself accountable, and to make sure you're doing the work.

(For those of you who have ever been on a diet . . . what I'm asking for is the equivalent of a Food Diary.)

This week, at the end of each day, write down how long you spent writing, how long you worked on your show, what you did to market yourself, etc.

Remember you have to do this at the end of each night, and you'll find yourself being better about getting it done throughout the day!

So 1, 2, 3 . . .

go diary!

Best,

Ken

P.S. T-Minus 2 Months until Promote U, the only conference specifically for Theatre Maker Marketing. Check out the speakers and what you'll learn here. I guarantee, if you don't leave that day with a whole bunch of ideas on how to get more social media followers, sell more tickets, get more people to know you or your project, I'll refund your ticket price. See you there! [Click here](#) to get the early bird rate.

[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: Write your Call to Action
- Discussion on Jukebox Musicals
- How to build a website on a budget

[Come join the discussion!](#)

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

- [Should There Be A Ratings System for Broadway?](#)
- [We wrote the book on Broadway Investing. Literally.](#)