

THE PRODUCER'S PERSPECTIVE

GETTING YOU TO THE NEXT STAGE.



Hello Pros!

I'm baaaaaack!

If you didn't catch my Instagram post, I was on vacation last week for a little R & R . . . & R! That's right, I do things a little differently than most (are you surprised). [Click here](#) to see that post and to find out what my 3Rs of "vacationing" are all about.

And then, schedule yours. And I've returned just in time for the Tip of the Week!

But first, you know what we have to do . . . we have to say hello to our new Pros who joined us last week. Heyo Mary, Andrea, George, Marni, Joel, Barbara, Iris and Emil! Kudos to you for taking action on what you want to do . . . we're going to help you get there.

This week's tip is a simple one that's designed to help you do something that you want to do, and that you should do, but one that you're having trouble doing.

For example . . . let's say you want to write more. Because the more you write, the better you get, and the quicker you'll finish something. And the quicker you finish something, the quicker you get a producer, get it on its feet, get an agent, win a Tony, etc., etc., etc.

But you can't get any of it without that idea of yours on paper.

So, here's a way to get in the GOOD habit of writing more.

You've heard me talk about rewards before, right? About giving yourself something WHEN you've completed something. For example . . . you treat yourself to a massage when you finish a play. Or you buy yourself a latte when you finish a scene.

Rewards work. No question.

BUT, what if you have trouble sitting down to finish the play or scene?

What we need to do is anchor that task with something more pleasurable.

For example, if you loooooove lattes, drink a latte WHILE you write. If you love sitting in the sun, then go sit in the sun WHILE you write. Put on your favorite music, eat your favorite food, or yeah, even get a massage- WHILE performing the task that you're having trouble doing.

A great way to start building good habits is to link the new habit with something else you enjoy.

Simple . . . but powerful. Try it this week, and I guarantee you'll do more of whatever it is you want to do . . . and faster.

What's super cool about this strategy is that it not only works in the short term, but has compounding effects in the long term! Link the chore that gives you pain with the one that gives you pleasure and, soon enough, BOTH will give you pleasure.

And if you need me, I'll be out at a Starbucks on Sunday in LA drinking multiple Frappuccinos while I write. :-) And I promise you, I'll finish what I'm working on.

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Go get 'em.

Best,

Ken

P.S. Want to learn more about habits? I'm reading [Atomic Habits](#) this month- and it's fantastic. Get it here and put yourself on a path to incredible improvement.

P.P.S. I lied to you.. I'm not actually back in the office this week. I'm at my marketing mastermind in Beverly Hills. Did you know that Marketing conferences are where I learn all of my producing, developing and business strategies? This one costs me \$25k. And I always walk away with a ton of new ideas. And one of them usually pays for the conference on its own. That's the idea behind our marketing conference Promote U, which is coming up on 5/17. You coming? Ours is a lot less than \$25k. But we promise your small investment will pay for itself over and over for years. [Click here](#) to get your ticket now.

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

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

- Weekly Challenge: Plan out a full week's worth of social content and schedule it to go live at least once each day.
- Got a question for one of our composers or lyricists, ask away!
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[Come join the discussion!](#)