

# THE PRODUCER'S PERSPECTIVE

GETTING YOU TO THE NEXT STAGE.



Happy Monday Pros!

And a hearty hello to my new PROS that joined our community this week. Greetings and salutations to Matthew, Mark, Christopher, Kenady, James, Helene, John, and Ken. I hope you all saw my somewhat dorky video greeting to you all on our Facebook page. If not, check it out.

This Tip O' The Week goes out to all the leaders out there.

I've always been a guy who gets people together. I started a Dungeons and Dragons club when I was in elementary school (I told you I was dorky). I hosted poker games when I was in college. And, of course, I produce theater . . . which is all about getting people in a room.

And now, I want you to get people in a room too.

Over the past year we've hosted a few "Shut Up & Writes," which have been super successful. They've become my new favorite event.

Why are they my favorite?

They require little effort for set up and have massive returns.

A "Shut Up" and write is when you invite writers to a location . . . which can be a library, a Starbucks or your living room. And for a specified period of time, writers just write.

By having a start time and a location, the event feels like a job, and writers tend to show up . . . and produce. And what's even better, is you end up meeting people just like you. And oh the places you can go when you have buddies in this business!

So this week's tip is to host your own "SU&W"! (And I promise it's much easier than a D&D club.)

Here's what you do:

1. Find a location in your hometown (shoot for a public place your first time out, and make sure it has lots of desk space and outlets!)
2. Pick a start and end time (3 hours is usually good).
3. Email everyone you know and even people you don't about what you're doing (tell them I told them they had to go!). You might even contact your local papers, library etc to help you get the word out. And yes, Facebook is your friend. (Make sure you tell people who haven't written before that it's ok to show up - all you need is an idea and a desire.)
4. Show up, shut up and write!
5. Get the names and info of everyone who comes . . . and do it again.

If you get 1 other person to show up to this besides yourself, it's a success. Because I promise, you will get some good stuff done on your own show, and get closer to getting your show on a stage (and part of our #5000By2025 goal) and you'll have started to find a "crew" in your community.

So get out there, and SHUT UP!

Best,

Ken

P.S. Attention Inner Circle Members - have you RSVPed yet for our next goal-crushing weekend in May? Let Summer know you're coming asap, and be prepared for a weekend of in-depth personal convos with Tony Award Winners Jack O'Brien, Joe Dipietro and Hal Luftig.

P.P.S. Don't forget, our next Office Hours call is TONIGHT at 7pm ET!

[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: Bright Ideas - Share a time when a play or experience has sparked inspiration for your show
- Apply now for the Davenport Theatre Space Grant!
- Pros are sharing great photos from their readings all over the country! #5000By2025

[Come join the discussion!](#)