

THE PRODUCER'S PERSPECTIVE

GETTING YOU TO THE NEXT STAGE.



Hello Pros!

Happy Monday to you all! And welcome to another Tip of the Week!

Did you know we've got over a hundred of these suckers by now? You can read ALL the past tips in the resource section of Pro. Whatever it is you're trying to do, there's probably a Tip about it. Or will be. :-)

If you're a newbie to Pro (and I'm talking to you, Wendy, Gail and Jose), you should definitely check out the previous tips. It's a great intro to what we do here.

This week I'm talking to those of you who are stuck in the midst of writing something, or for those of you who want to write something new.

My suggestion?

Write something . . . short.

The idea of writing a play or a musical can be so overwhelming, that it causes tons of people to seize up . . . and not write at all! Or they never finish what they've started.

When you write a one act, or a monologue, or a 10-minute play or a short film, etc, you've got a much better chance of completing it . . . just because it's fewer pages!

Creating some "short form content" accomplishing two things:

1. It gives you something else to sell (and there are contests and festivals specifically for this kind of stuff - keep your eye out on your submission email from Summer.)
2. The psychological feeling of finishing something will make you want to finish something else . . . like that Great American (and long) play you're working on.

So this week, sit down and write a mini-something.

It could just help you finish something much bigger.

Go get 'em.

Best,

Ken

P.S. Promote U is just about sold out, but since our Pros are our top priority, we want to make sure you get in. Email Summer to find out how.

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

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

- Weekly Challenge: Choose another PRO member to Social Collab with. Each of you will feature one post about each other's project to get more exposure.
- The most common cases/circumstances regarding Producers interested in championing your show for a regional and/or Off Broadway theatrical production.
- Tips on how to see your show from the audience's eyes.
- Social Media Tricks.
- Connecting with other PROs in your area.

[Come join the discussion!](#)

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

- [Why Rock & Roll on Broadway is here to stay.](#)
- [The definition of BHAG](#)