

THE PRODUCER'S PERSPECTIVE

GETTING YOU TO THE NEXT STAGE.



Hello Pros!

Happy Monday everyone, and welcome to your Tip of the Week!

And of course, a big “hey yo” to all our new Pros! Say hello to Christopher, Sandy, John, Susan, Fred, David, Robert, Luisa, Pamela, Dall, Ian, Dan and Gwen! Greetings y’all. Every Monday you’ll get an email like this in your inbox with a quick jolt of inspiration or a new tactic or strategy that will help you get to your goals and faster.

This week’s tip is something I want you to remove from your vocabulary.

If you’ve ever used the phrase “starving artist,” or some other phrase or term to describe your situation, I want you to stop. Now.

I never refer to yourself as a “starving artist” again.

For some reason, this phrase has become a badge of honor for a lot of people. It obviously derived from the desire to say how far one was willing to go for their art. They’d starve . . . if they had to.

And that commitment and passion is a good one.

But the phrase got tweaked along the way, and now I hear people say, “Oh I can’t do that, I’m just a starving artist,” as if a lack-of-abundance somehow made them a better artist of one that deserves more respect.

First, when you say you’re starving, guess what you’re likely to continue to do . . . starve. Say it and you will be it. It’s simple.

Second, it’s ok to want to be successful . . . and want to be very successful . . . because you know financial success gives you? The opportunity to create more art! Having a strong desire to be a “fat artist” is actually more admirable than being a starving artist because of the many things you’ll be able to do not only for yourself, but for others.

So eliminate the words “starving artist” from your vocabulary. And focus on being an artist with and abundance of resources. And you’ll be amazed how quickly it becomes a reality.

Now go get ‘em!

Best,

Ken

P.S. Our July 12th Pitch Night is Sold Out! But because you’re a Pro, you get first dibs on a spot for August 15th. [Click here](#) to secure your seat now. [This Week on the PRO Facebook Group](#)

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

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- #WeeklyChallenge: Is your Script Gender-Balanced?
- #ResourceRoundup: Execution Plan: How to Create a Marketing Plan For Your Show.
- Pros are asking for recommendations on NYC meeting spaces.

[Come join the discussion!](#)