

THE PRODUCER'S PERSPECTIVE

GETTING YOU TO THE NEXT STAGE.



Hello Pros,

Happy Monday and welcome to another Tip of the Week!

And to the new Pros who have just joined our community, Alan, Jeffrey, Sarah and Will . . . a big bear hug of a welcome. You're among friends.

This week's Tip is for those of you out there with a big project, something that requires a big staff, a lot of logistics, and maybe even a lot of \$, just to get it out off the ground.

No, no, I'm not going to tell you NOT to pursue it . . . you should! Do what you're passionate about . . . period.

But because those projects can often take a lot of time and resources to get going, I want to make sure it's not the ONLY thing you're pursuing.

When I got started, I had big dreams of big musicals I wanted to produce . . . but it was my small, little, interactive show that got me started. I put it together for \$20k, and off it went, for 10 years.

If you're a consulting client or Inner Circle member, then you know I always encourage my clients to work on two projects at once (because you never know which one will grow roots first), but for that second project, try to find something a bit easier to get up on its feet.

Think about a one person show, or a two person play, or a revue of your original songs, or a three person musical.

These projects may not be the ones that go global and make you \$100mm . . . but they are likely to get up on their feet faster which can open a lot of doors for you.

Jason Robert Brown's first foray was cabaret act like Songs for a New World before his Tony winning Parade.

Andrew Lipka's first musical was a two hander called John and Jen before The Addams Family.

Pasek and Paul wrote a song cycle called Edges . . . and then came Dear Evan Hansen.

Your first project doesn't have to be your life's work. But it can lead to the one that is.

Go get 'em!

Best,

Ken

P.S. Office hours are tonight! Tune in and bring your questions!

P.P.S. Only 2 slots left in my Back To School Strategy Session. [Click here](#) to sign up now and get the school year started off right.

[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: Connect 4: Make 4 new connections this week
- #ResourceRoundup Resource of the Week: How to Create A Marketing Plan For Your Show Execution Plan
- Poll: Who is your favorite Broadway Composer?
- Lots of readings and shows around the PRO community, get on out there to support your fellow Pros ;-)