

THE PRODUCER'S PERSPECTIVE

GETTING YOU TO THE NEXT STAGE.



Hey Pros,

First, a huge congrats to all those Pros who participated in this year's RAVE Theater Festival! Woohoo! And here's to all of you who will participate in next year's! Yep, that's right . . . we will be doing it again. And submission time will be here sooner than you think . . . so set a goal right now that you will submit at least ONE show to Rave next year.

And yeah, here comes the tip . . . and it goes for RAVE and it goes for NYMF, NAMT, and any festival out there that may require you to self-produce, raise money, etc, etc.

I know, I know, many of you don't submit because you think, "I can't raise that money," or "I can't afford it," or "I don't have a director," or any one of those very valid excuses.

You know what I say to all of them?

Forget them. At least for now.

Just submit. Get in. We'll deal with those challenges then.

See, every one of us (including myself), come up with reasons NOT to do something, before the challenge is even real!

And I'm a big believer that there is a way through every challenge, if we want it badly enough. And I know you want it badly enough.

So why stop yourself from giving an option that you might figure out a solution to later!

Here's how I think about it. I have a 17 month old daughter. When she is 17 *years* old she may come to me and say, "Dad, I'm going to apply to Harvard."

I won't say, "You can't. We can't afford it. It's too expensive. It's too far away."

No way. I'll say, "You go for it. Get in. And we'll figure it out when you do."

And if you get into Rave, or NYMF or any of the festivals that are out there that Summer sends you deadlines for each week, you'll figure it out too.

Or maybe you won't. Maybe it won't be the best thing for you . . . now.

But at least give yourself an option to turn it down.

And I'm here to tell you that if you do get in, and need some help, every one of us at Pro, including me, is here to help you.

In this business, the person with the most opportunities wins. Go out there and get some.

Go get 'em!

Best,

Ken

P.S. Welcome our newest members of our community, Ashley, Teri, Joe and Kate! Introduce yourself in the Facebook group, folks!

P.P.S. Our next PRO Mixer is on Wednesday in NYC, Orlando, FL and San Francisco, CA. Head on over to the [Facebook group](#) to RSVP.

The Song of the Week is . . .

"She's a Woman "

From: *We The People*

Music and Lyrics by Coaching/Inner Circle Alumni, Leo Schwartz

[Click Here](#) to listen.

[Click Here](#) for the website.

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

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

- New Keynote announced for the Super Conference
- Broadway Box Office Grosses
- Opportunities to meet other Pros
- Tips for Crowdfunding

[Come join the discussion!](#)

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

- [Here's something to take to the beach . . . and a lesson too.](#)
- [3 Dramatic Ideas for the Movie Industry from a Broadway Producer.](#)