

# THE PRODUCER'S PERSPECTIVE

## GETTING YOU TO THE NEXT STAGE.

PRO

Hello Pros!

And welcome to this week's Tip of the Week brought to you by . . . well, me. :-)

I hope the beginning of September is treating you well, and you're back in the swing of things with summer in our rear view mirror.

I also want to welcome our newest students here at ProUniversity, Nancy, Valerie and Atos. You're in good company, folks and this is going to be a killer year.

This week's tip is about something that so many of us Artrepreneurs do NOT like doing . . . but MUST learn how to do.

And that is . . . ask for help.

It's hard for us, isn't it? If you're a Type A person, who likes doing things yourself and controlling everything, then you just want to be able to do everything, on your time, and not have to rely on anyone or anything else.

But the theater (and life, by the way), doesn't work like that.

To achieve the things you want to achieve, you are going to have to ask for help. You're going to have to ask for money.

You're going to have to ask a director to direct your show (maybe for NO money). You're going to ask for a theater from a Broadway Theater owner. You're going to need to ask for time off from your job to go to an audition. You're going to have to ask for the rights to something you want to adapt. You're going to need to ask your wife to let you work until 2 AM and have her take care of the baby (oops - that was a personal one there!).

You're going to need to ask for a lot . . . no matter WHERE you are in your career!

Because you know who has to ask for a ton of things? ME! Still. And I'll always be asking. It's something I've had to accept, which wasn't easy.

And it's something I've had to get better at.

And you need to as well. Because the better askers out there are the ones who are getting more.

So check your ego, learn that there is a difference between asking and begging, and go out there and get people to sign up for whatever you are selling . . . a show, tickets, or just a chance to work with you.

If you're looking for a good book on this subject, I strongly recommend [The Art of Asking by Amanda Palmer](#), who had one of the first \$1,000,000 Kickstarters (and she offers killer tips on how to crowdfund - so if you're even thinking about raising money that way, then you MUST read this book), and a Ted talk that went crazy viral.

Get the book [here](#).

And get out there and ask for help.

Because it's amazing how many people there are in this world that are WAITING to help you. If you just ask.

Go get 'em!

Best,

Ken

P.S. Did you miss the Super Conference Early Bird rate? No worries! As a Pro, you can still use your bonus bucks to save up to 50%. Reply to this email, to find out how many bonus bucks you have!

**The Song of the Week is . . .**

**"It Can Wait"**

From: *City of Light*

Lyrics by Inner Circle Member, Julie Weiner

[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!

- Ways to Run an Audition Room
- Lessons Learned from Musical Theatre Concert Presentations
- Tools for Following Up
- NYC Based Lawyers to Review Production Contracts

[Come join the discussion!](#)

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

- [We ask again: Why Do Some Broadway Ticket Buyers Show Up At The Theater So Early?](#)