

THE PRODUCER'S PERSPECTIVE

A BROADWAY PRODUCER'S OPINION ON EVERYTHING BROADWAY AND BEYOND



Happy Monday Pros!

You know what websites and theater have in common?

You can constantly make adjustments to both while they are "running" to make them even better.

Constant improvement is my goal when I produce a show and that has been our goal here at PRO since we launched the site. Two years later, and the site is jammed packed with 5x the amount of resources and tools we had back then.

One of the most successful additions we made to PRO in the past few months was my monthly "Office Hours," which features me and an open phone line . . . waiting for you to call in with your questions.

These mini-consults have been filled with info and a heck of a lot of fun.

If you haven't been on an Office Hours call yet, make sure you save the date for the next one, on Monday, Feb 19th at 7 PM.

Because the Office Hours have been so successful . . . we're going to ADD another call to next month. This one will feature the one and only Eric Webb, my Director of Creative Development! That's right, this is the guy who reads all of our submissions, who goes to see readings for me, and who brings me shows that he thinks I should produce, or writers that I should keep on my radar.

On Monday, Feb. 26th at 8 PM, Eric will hold his own Office Hours, and will take your questions on character development, pitch letters, and anything about writing for the theater (or even about what Producers like me are looking for).

If you've gotten script coverage or had a coaching with Eric then you know how good he is and why I trust him so. If you don't know Eric, then this is your chance to get to know him.

And, if it goes well on the 26th and we have a lot of folks on the line, something tells me we can convince Eric to do this monthly, and offer it to you as a bonus to your Pro membership.

See you on the 19th of Feb. for my office hours and make sure you tune in to Eric's on the 26th!

Go get 'em!

Best,

Ken

P.S. Our first Inner Circle is next weekend. Don't know what that is? Ask me. It's by invitation only.

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

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

- CHALLENGE: Communications: Writing Letters of Inquiry, Cover Letters and Follow-Up Emails.
- Pros seeking Co-Producers.
- Read about the tools discussed on our last Office Hours.

THE PRODUCER'S PERSPECTIVE

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Happy Monday Pros!

And this ain't no typical Monday. This is the 1st day of a brand new year. No matter what happened last year, this is the day when it all starts over . . . and it all gets better.

This is also the time of year when millions upon billions of people set New Year's Resolutions.

And a month from now is when millions upon billions of people will break those Resolutions.

But not you. Because you're Pros.

To help you set and KEEP your resolutions this year, whether they are theatrically-related or not, I thought I'd share with you the three keys that I use to set my resolutions that guarantee I keep 'em.

Here's how I set my resolutions:

1. Make them "The Two A's."

All of your resolutions should be follow the rules of the Two A's. They should be Ambitious but Achievable. Stretch yourself, but make sure your goal is something you can accomplish.

I once set a resolution for myself to start and finish a musical, a screenplay and a play in 90 days. . .while working two jobs that took up about 60 hours a week. I failed. And felt pretty bad about it.

Set a resolution that will challenge you but that isn't impossible. If you just finished a play, don't set a resolution to "Get it to Broadway." Maybe set one to have a a reading or a showcase production in 2018. If you just graduated from college and got your first job, don't say, "Make a million dollars this year." Push yourself, yes, but make it something that is possible.

Because falling short of a goal or breaking a resolution can actually cause you to regress on your journey towards success.

2. Make them specific.

Your resolutions should be as specific as possible. The more concrete and clear, the easier they are to follow. Resolutions are like directions. If someone says, "To get to my house, just go that way . . . for like, oh, I don't know, a while, and then turn . . . and after then you'll sort of end up there," you'll never get to where you want to go or you will spend hours on a trip that should have taken minutes.

But if someone says, "Drive three miles, take a left for 2 miles. Turn left at the stop sign then your first right and I'm the red house on the left with the balloons out front," you'll get there. Efficiently.

So don't set a resolution to "write more," or "go to the gym more often." Set a resolution that says, "I will write three hours a week," or better, "thirty minutes every day," or "I will go to the gym twice a week."

Specificity leads to success.

3. Make yourself Accountable.

Find someone and SHARE your resolutions with that person. Make him/her your Resolution Buddy! For some reason resolutions people often keep their resolutions private . . . but the best way to make sure you stick with them is to make them PUBLIC. Put 'em on Facebook, twitter, your refrigerator. Or in our Pro Facebook group!!!

And have periodic check-ins with your buddy. Or get yourself a trainer, coach, Mastermind, teacher . . . someone to make sure you do your homework. It works! I've had Accountability Buddies for about 20 years. And have been a member of Masterminds for over a decade.

Follow these three steps when you set your 2018 Resolutions and you'll have a guaranteed great 2018.

Go get 'em!

Best,
Ken

P.S. Did you tune in to last week's Raising Money webinar? It was a popular one. And I got pretty juiced up during it . . . raising money tends to do that to me. :-) Make sure you check it out. And Co-Pros and Lead Pros . . . get the Advanced Training with Raise It now in your archives.

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

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

- Challenge: Get a Head Start on our 30 Day Script Challenge!
- Pros are posting about their 2018 goals
- The Players Theatre is accepting Submissions for their short play and musical festival.

[Come join the discussion!](#)

THE PRODUCER'S PERSPECTIVE

A BROADWAY PRODUCER'S OPINION ON EVERYTHING BROADWAY AND BEYOND



Happy Monday Pros!

Do you remember the “Be like Mike” campaign?

It was a Gatorade commercial that was pretty successful back in the early 90s.

And it was a load of bull pucky.

I’ve studied a lot of super successful people, by reading about them, interviewing them on my podcast, and just plain fan-stalking them.

Two things I’ve learned in this study . . .

First, every single person had people they looked up to in their chosen field who they studied and learned from as they marched up the ranks.

Second, every single person did NOT want to be “like” any of those people.

It’s easy to say, “I want to be the next Lin-Manuel Miranda, or Cameron Macintosh or Aaron Sorkin.”

But I got news for you. You can’t be. Because, well, you aren’t them!

However, that doesn’t mean you can’t be MORE successful.

The only way to guarantee that you’re on the path to becoming a super success is to be UNLIKE anyone else out there.

In other words, you have to be you.

I sometimes catch myself as I watch other successful Producers negotiate or get press or attract investors, and I think, “Oh, I should be like so-and-so.”

But I shouldn’t. Doing what others would do wouldn’t be as successful because it wouldn’t be as organic.

Can we learn from observing successful people in the field we want to be a success in?

Yes.

But to achieve the success we all dream about, we have to take those learnings and make them our own.

Don’t get me wrong, you can have a career just by copying someone else.

But you can’t have a great career.

So, @\$% Mike.

Be you.

And go get ‘em!

Best,

Ken

P.S. New Masterminds are starting NOW! Just in time for the new year. [Click here](#) to apply before they fill up.

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

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

- Challenge: New Years Resolutions!
- Pros are looking for producing partners to bring their shows around the country.
- Pros are being nominated for BroadwayWorld Awards!

[Come join the discussion!](#)

THE PRODUCER'S PERSPECTIVE

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Happy Monday Pros!

This last week was a doozy. I was on a deadline that at times even I thought was impossible. But turns out it wasn't. I just needed to listen to my own advice.

And it worked.

Here's what happened:

This past summer, I started work on a new musical with my collaborators from Somewhere in Time. You all know why I encourage you to submit to festivals and competitions, right? Because, first, there's a deadline, and second, if you win, that badge of honor means something to Producers, Agents, etc.

Well, a festival deadline was coming up, and the judges only wanted the first twenty pages of the show. And wouldn't you know it, that was close to what we had. So we set a deadline, and off we wrote. We submitted, and then set our next deadline for a few months later.

Then, as sometimes happens, life and work got in the way. I had *Once on this Island*. My collaborators had other projects. So we didn't write another page.

And then, wouldn't you know it, that festival got in touch and said we had made it to the second round, and they wanted to read the full script.

Gulp!

We didn't have a full script!!!

And they wanted it in ten days!

"I guess that's that," we all thought. No way we could write the remaining two thirds of a musical in 10 days.

And we almost gave up. But then we thought . . . what's the worst that could happen, no matter what we submit? We don't get in. No one would live or die if the script wasn't Broadway ready. But it would be done.

So we made a vow to complete the show in 10 days.

And, ladies and gentlemen and Pros . . . today is the 10th day, and I'm happy to say that I just clicked the send button and got a completed script off for evaluation.

How did we do it? Just like I teach in "How to Write A Script in 30 Days," I took the number of scenes I had to write, and divided that by the amount of days before the deadline, and came up with the number of scenes I had to write each day.

Once I had this more manageable number, I found a time each day to write (and blocked off the time in my calendar) and went to town.

And now we have a draft.

And I think it's pretty good. Does that mean we'll get in to the festival? Who knows. But I do know that by simply competing the script, our odds for success go up about 1000%. We have something tangible to work with.

Because you can't produce an idea.

This week, give yourself a deadline, calculate what you need to write everyday in order to finish your draft in 10 days.

And go get 'em!

Best,

Ken

P.S. Do you know about Shut Up and Write? It's this weekend and Pros get in for FREE! [Click here](#) to RSVP. And [Click here](#) for more information.

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

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

- The Weekly Challenge: Creating Subtext
- Applications are being accepted for the annual ANT Fest
- Call for submissions: PRO written Male and Female monologues to be added to the database.

[Come join the discussion!](#)

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Happy Monday Pros!

So, it's true. I cheated. And it isn't the first time.

It always happens when I travel. I cheat.

And honestly, I cheated several times.

I cheated on my diet. I cheated on my writing schedule. I cheated on working out.

And now I gotta get back on track. Which as you probably know, is hard. Once you derail a speeding train it's hard to get it back on track.

Since we're getting to the end of January when most of New Year's Resolutions start to bend a bit and are at risk of breaking, I thought I'd devote this week's Tip to what to do when you cheat. Because it happens. To everyone.

No matter how much will power you have, there are going to be times when your routine gets slapped around by something popping up in your schedule (travel is a common problem for most people). And you have to be prepared to get yourself back in the groove of accomplishing your goals. Or maybe you just have a bad day and want to lie on the couch and drown yourself in Netflix documentaries.

I've been there, which is why I wanted to email you these three tips on how to deal with cheating:

1. Admit it and accept it.

If you fall off your wagon, don't beat yourself up. No, "I always do this," type stuff. That'll just make you feel like crap and it'll be even harder to pick yourself back up. As I like to say, never say anything to yourself that you wouldn't want someone else saying to you. If you wouldn't want someone else to call you lazy, don't call yourself lazy. If you wouldn't want someone else to call you a bad writer, don't call yourself a bad writer.

2. Schedule your cheats.

Everyone needs a break now and then . . . or YOU will break. Diets all have cheat days. Writing schedules should as well.. Build into your week moments when you WILL cheat. Where you'll indulge. Where you'll not give a @#\$%. This will give you something to look forward to, and also relieve some pressure. (TIP: Move your cheat days or times to those difficult schedule moments like when you're traveling, to allow yourself some flexibility at these high pressure times.)

3. Consult with your buddy.

You have someone to chat with, right? A goal buddy, coach, spouse, mastermind, etc., right? Tell them what happened and ask them for help to keep you accountable as you get back on track. The moment you slip from your schedule is when your goals are at their greatest risk of taking a backseat. So call in the troops.

Remember, it happens to everyone. It happened to me three times in the last three days. But don't use that as an excuse to not get back into doing what you set out to do.

Go get 'em!

Best,

Ken

P.S. Thanks to everyone who came to our Shut Up and Write last weekend! And stick around, because our next in-person event is going to be one of infamous collaborator speed dates! You asked for it, so we're giving it to you. Stay tuned as Pro Members get priority and these Speed Dates always fill up.

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

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

- The Weekly Challenge: 5 Prompts to Jumpstart your Writing
- We are looking for Pros who have written solo shows
- The Monthly Mixer is this Thursday. Don't forget to RSVP!

[Come join the discussion!](#)

THE PRODUCER'S PERSPECTIVE

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The logo for 'PRO' is a red rectangle with the word 'PRO' in white, bold, sans-serif capital letters.

Happy Monday Pros!

As you know, my goal, and the goal of PRO is to help get your shows produced, and faster than you can on your own. Period.

That's why I'm excited to tell you that one of the options for getting produced here in New York City, just got a heck of a lot more attractive.

The most inexpensive form of producing a full production of a show with union actors is called an "Equity Showcase."

It's an entry level production that has been used for years to give new Writers, Producers and Actors a chance to have their work seen in the city (hence the name "Showcase").

But it has restrictions . . . Showcases can only be done in 99 seat theaters. Budgets have to be capped (although, in practice, most are not). And, you could only charge \$18 for a ticket.

I remember arguing with Actors Equity when I first started producing almost twenty years ago about this low ticket cap (it was \$15 then), because it made the show a guaranteed losing proposition, because of the cost of renting the theater alone!

If this was a problem twenty years ago, you can imagine how out-of-whack those ticket caps are today.

Which is why, they finally did away with them.

Actors Equity announced just last week that the ticket price cap restriction is no more! (See [here](#).)

This is great news for emerging Producers and Self-Producers for two reasons:

1. Your show just got more economically viable. It's actually possible to show that you can actually break even!
2. Your ticket price will no longer say to your audiences and the press, "This is a showcase!" (The \$18 price tag was a huge "tell" to anyone seeing the show that it was an entry level production, which had a negative effect on press coverage specifically.)

If you're contemplating producing your show in New York City, you should now seriously consider the Showcase Code. It's a much more viable option.

But whatever way you chose to get your show up on a stage . . . go get 'em!

P.S. If you need some assistance in navigating the Showcase Code, Mini Contract, and other options for your show, we offer consults with my General Manager, Ryan Conway, who can guide you towards the type of contract that is right for you. Click reply to this email and I'll set you up.

Best,

Ken

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

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

- Networking in the Arts
- What to pay a GM for a start-up Non Profit.
- The 7th Annual Players Theatre February Short Play Festival has selected it's finalists!

[Come join the discussion!](#)

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Happy Monday Pros!

One of the most common questions I get from first time consult clients is . . . "How do I get a Lead Producer to produce my show."

Of course, there are a lot of strategies I teach to attract LPs to your productions.

But my first question I fire back to the asker is usually, "Why do you think you need one?"

The fact is, you don't need one. And there are actually significant financial and control benefits to NOT having one!

Am I advocating that you decide right now to go it alone? Absolutely not. A great Lead Producer can provide expertise, counsel, relationships, etc. that you may not have.

But if you can't get a Lead Producer, that doesn't sink your show. And, what I hate to see clients do is spend all their time trying to find a Lead Producer, while their project sits idle.

"But Ken," you're saying, "I don't have the knowledge to produce a show."

You may be right.

But if you can't find a Lead Producer, you can do what SO many great leaders of great companies have done . . . hire people that have the knowledge you lack.

Steve Jobs, Bill Gates, The Google Guys, Zuckerberg, etc . . . none of them had run companies before they started running companies. They developed great products, and hired people around them.

The same can happen in the theater.

Great General Managers, Marketing Directors, Executive Producers, can help fill in the missing gaps if you decide to get your project to the next step on your own.

So my tip this week is sure, look for a LP, but don't put all your eggs in that basket.

Because if you must do it on your own, you CAN.

And with a little help from your friends (including me!) . . . you will.

Best,

Ken

P.S. We're building out an Actor Database on Pro. If you perform, or know actors that want a free listing, [click here](#).

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

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

- CONTEST ALERT! The best EPK win's a 15 minute consult with me!
- Free space. Enough said.
- Backstage clips from Pro shows. Watch 'em.

[Come join the discussion!](#)

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Happy Monday Pros!

One of the biggest lessons I've had to learn is that I can't do everything myself.

The problem is, give me enough time, and I can usually figure out how to do just about anything at a decent enough level.

I'm sure you know exactly what I'm talking about, am I right?

There's only TWO problems with this. No one has enough time when it comes time to getting to your goals. And "decent enough" ain't gonna fly in any business.

That's why one of the best things I did for my business was to outsource some of my work to others.

But I'm not talking about my full time staff here.

What you don't know is that I have a staff of folks all over the country. I've had apps built in the Philippines. Art designed in New Zealand. And websites built here in New York.

By freelancers.

There are a lot of sites out there to help connect you to people all over the world who can deliver A+ work for a lot less than you'd normally pay.

But my new fave is Fiverr. (Partly because I love their marketing campaign - "Don't just dream. Do.")

Fiverr is fantastic if you need a logo, a website, transcription, or just about anything. Give it a whirl!

And if you have a skill, put yourself up there and make some extra cash in your spare time. (I know a few folks that make their living off these sites - from home!)

So your tip of the week is this . . . ask yourself, what is ONE thing that you want done, that you've put off because you don't have the time to figure out how to do it, or you don't have the money to pay any of the "usual" vendors?

Now go post what you need on Fiverr. You'll have options by the end of the day.

Then it's up to you.

Go get 'em!

Best,

Ken

P.S. Office hours tonight at 7 PM! Bring your Qs and I'll give you my As.

[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: Write an 8 line scene using a famous movie one-liner.
- 2 New Execution Plans! "How to Write, Produce, and Star in Your Own Web Series" and "The 7 Steps to the Perfect Title!"
- Welcome the new Pros who joined last week! I did! On video! Watch it in the Facebook group.

[Come join the discussion!](#)

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Happy Monday Pros!

What does your calendar look like today? Or tomorrow?

Is it filled? Do you have some free time anywhere? Any "white space" where you have nothing to do?

If you're trying to achieve something . . . and achieve it fast . . . then there shouldn't be.

White space on a calendar is the enemy.

Your tip this week is to look at your calendar . . . and fill it up.

Email a collaborator and ask for a writing meeting, brainstorming session or just go see a show together (get inspired!).

Call a potential investor and ask him/her for coffee (whether or not you need money right now - the most effective money raising is done when you're not raising money!).

Schedule an hour to read a book to read about playwrighting (yes, you can and should schedule your personal development time).

Whatever you do, pack your day with progress.

Taking action is the principle philosophy in my book, but if you want to achieve something magnificent, and you want to achieve it fast, then you have to take massive action and take advantage of every possible moment you have!

Because, life is short. And we all have big things we want to accomplish, am I right? An hour we don't use today, is one we can't use tomorrow.

So, do this:

1. Take a moment right now and look at your calendar.
2. Count the # of hours you have free (be reasonable - you don't have to work 24 hours, and yes, schedule in some downtime too.)
3. Make a list of what you can do this week during those hours and start setting 'em up!

I guarantee if you do this, you will be closer to your goals by the end of the week.

And isn't that what we all want?

Go get 'em!

Best,

Ken

P.S. Producer Pitch Night is SOLD OUT! I knew it would be popular but we did not expect to sell it out in just a few hours. And we only put it out to Pros! (You get first dibs on everything we do.) GOOD NEWS! We are scheduling another one RIGHT NOW for April and for May. Email summer@davenporttheatrical.com ASAP to be added to the wait list.

[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: Improve your storytelling with a 10 minute writing workout.
- Office hours with Eric Webb, my creative Director of Development is TONIGHT at 8 PM!
- Did you see Ken's welcome video to all our new Pros?

[Come join the discussion!](#)

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Happy Monday Pros!

Field of Dreams is one of my favorite movies. Baseball, James Earl Jones, and a magic voice from a corn field that whispered, "If you build it, they will come." What's better than that?

I'm a big believer in the "Build it, they will come" strategy in business and the arts. But my advocacy comes with a pretty serious caveat that the mysterious corn field voice forgot to mention.

Think about that movie for a second. Do you remember that "it" that the voice was talking about? It was that baseball field. And oh you had never seen such a baseball field! It was gorgeous. Perfectly sculpted out of that corn field. Manicured grass. Dirt so soft you could almost feel it through your screen.

So yeah, of course people came to see that!

Had that field been overrun with weeds, or been missing home plate, or had rocks in the middle of center field, then no one would have come.

And the same is true for your show. It needs to be special if you want people to come. And yes, of course, I'm talking about the content itself. But I'm also talking about the presentation of your material, from your invitations to the actual production itself.

You don't want weeds growing in your outfield.

So when you're planning your next reading, production, or even rehearsal, remember that the magic voice only told you half the story.

Yes, they will come if you build it . . . as long as it's something special worth seeing.

Otherwise, they'll find someone else who built something just like it.

Go get 'em!

Best,

Ken

P.S. Our first two Producer Pitch nights have both sold out in a matter of hours. If you'd like to be added to the waiting list for the next session, email summer@davenporttheatrical.com

[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: Write a short play in a genre you've never written in before
- Pros are offering exclusive discount codes for their shows
- Thanks to all the Pros who came out to meet us in Los Angeles last Thursday!

[Come join the discussion!](#)

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Happy Monday Pros!

First, a big welcome to our new Pros, Wendy Macdonald, David Allyn, Sarah Idelson, Gerry Goldberg, Jenny Lyn Bader, Momo Akashi, J Elaine Marcos, and Lonnie Jackson! Take a peek in our [Facebook Group](#) to see my special welcome message to all of them.

As you know, every Monday, I send out my "Tip of the Week, which is a mix of inspiration and practical advice on how to get yourself producing or produce something yourself!

This week I'm giving you two of my specific tools that I use to manage my communications more effectively, which helps keep me focused, and which helps me follow up with potential investors, theaters considering my shows, and more.

And both are about taking control of your email inbox!

Let me ask you a question . . . you know that number that appears on your Mail icon on your phone? What does it say? 10? 100? Thousands???

I know someone who has 18,974 emails (and counting)!

Ugh! The stress of so many emails to read, right?

Imagine if that was your ACTUAL mailbox! You'd shut down, right?

TOO MANY EMAILS TO READ AT ONCE IS ONE OF THE BIGGEST TIME SUCKS THERE IS.

That's why I recommend you take control of your inbox. Here are two tools I use that plug straight into Gmail that give you more power over your email, and they're free.

1. **InBoxWhenReady** - This nifty tool acts like a dam on your inbox. It only lets email in at times you decide throughout the day, and will only allow in a predetermined amount at a time (you decide). Productivity guru Tim Ferris preaches that you should only check your inbox one time or two a day. IBWR helps you do just that.
2. **Boomerang** - When your inbox is flooded and something important comes in that you don't want to lose track of, a click on Boomerang will have it come back to you later, right at the top of your inbox. Or will remind you if someone hasn't responded to an email you've sent! Or my favorite trick, it'll schedule emails to go at certain times. That's right . . . if you want your boss to think you're working at 3 AM, have emails scheduled to go at that time with Boomerang! :-)

Because email delivery is passive (unlike checking your voicemail or going to the mailbox), it can distract you from your writing or producing goals, and actually slow down your productivity.

Let me be clear . . . I'm a big believer that every email needs to be answered and answered quickly. But you can't do that if you're overwhelmed.

Try these tools to help yourself accomplish more in less time.

Go get 'em!

Best,

Ken

P.S. Have you been watching my new #EveryDaysDifferent Facebook Live Episodes? Every day I give everyone a glimpse into what a Producer does with a 1-2 minute video on what I'm up to. People seem to be enjoying. [Click here](#) to watch what I'm up to tomorrow (make sure you "Like" my page, and that your notifications are on!)

[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: How to Pitch Your Script to Producers. A day-by-day step-by-step execution plan in our Facebook group!
- See promo videos created by Pros for their shows!
- Who is going to the LIVE Producer Pitch Night this week?

[Come join the discussion!](#)

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The logo consists of the word "PRO" in white, bold, sans-serif capital letters, set against a red rectangular background with a slight 3D effect.

Happy Monday Pros!

First, as always, let's welcome our newcomers to our Pro community! Welcome to the club Jacklyn, Hazel, and Jonathan. We look forward to helping you get your shows on a stage.

Second, as you all know, I'm a big believer in setting goals . . . but not just generic ones like, "I want to produce a Broadway show" or "I want to eat healthier," or "Exercise more."

If you want to achieve a goal, it has to be specific and therefore actionable. You need dates and numbers and more to give you a target. That target allows you to formulate a plan.

And nowhere is a plan like this MORE important than in the arts. Many people think that because art isn't quantifiable like losing weight or making more money, these rules don't apply. Not only do they apply, but these goal-setting rules are even MORE important because it's not as easy to quantify our success. (This is what I teach in [my book](#).)

You need a goal. And a strategic plan to get there. Without one, you're going nowhere.

I set goals too. Ok, ok, I set a lot of them. Are you surprised? :-)

Just recently, the staff here at PRO, including Monica, Chris and your own awesome Community Manager, Summer, set a big one.

Like BHAG big.

BHAG stands for "big hairy audacious goal", which is a term designed by a couple of entrepreneurial experts as a way to expand your mind beyond your comfort zone. Because the mind has a way of making things happen . . . if you believe they can happen.

So we set a goal . . . and it's now our new PRO mission.

Our goal is to help get 5,000 shows produced by 2025.

Phew. Big, right?

But we're on it.

We're going to put our thinking caps on, roll up our sleeves, fire up our laptops, and start burning up the phone lines to come up with ideas, resources, connections, tools, money and lots more to help get 5,000 shows produced by 2025.

It's a big goal. A hairy audacious one. And one that scares me a little (as all big goals should). But it's a goal that we think is important. Because we've been so fueled by all of your hard work and passion for your own goals, that we want to work harder to help get you there.

So stick around, because we're hoping your show is one of those 5,000.

Go get 'em!

Best,

Ken

P.S. Got ideas for how we can help you get your show produced? Email us and let us know so we can work on making it a part of our community.

P.S. Have you been watching my new #EveryDaysDifferent Facebook Live Episodes? Every day I give everyone a glimpse into what a Producer does with a 1-2 minute video on what I'm up to. People seem to be enjoying. [Click here](#) to watch what I'm up to tomorrow (make sure you "Like" my page, and that your notifications are on!)

[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: Submit your script to at least three festivals, contests, or theaters. As Ken would say, "Serve the tennis ball!"
- Our Facebook group has a new name . . . welcome to PROconnect!
- Collaborators needed? If you're a songwriter or a lyricist your next partner could be waiting for you in PROconnect!

[Come join the discussion!](#)

THE PRODUCER'S PERSPECTIVE

GETTING YOU TO THE NEXT STAGE.



Happy Monday Pros!

How is everyone's spring going so far? Doing some cleaning? Some script cleaning? :-)

Before we begin, a big shout out to our new Pros out there who joined over the last week (check out the welcome video now in the Facebook Group). Welcome Andre, Elle, and Darrin to the coolest theater makers group on the web.

Now, here's a tip for those of you raising money out there right now (or who will be in the future):

First, you have a goal, right? If you follow the steps I wrote about in Raise It (my course on raising money available for free to Co-Pros and Lead Pros), then you know that one of the first things you must do when raising money is set your \$ goal. You can't raise money without knowing how much you need and exactly what you are raising money for.

But that's not the tip.

The tip has to do with that time of your raise when you get close to that goal (and you will!).

As you narrow in on that goal . . . and are racing towards the finish line and talking to investors or donors that could help you get there . . . I want you to tell them that you're close to finishing. . . and that they could help finish you off!

This works for two reasons:

1. Remember, people invest in people. And those people who are contemplating investing in you may be even more motivated if they know that they are going to help you complete your goal! And, they can be the hero to help "save the day." People like being heros.
2. The Dr. Cialdini principle of "Social Proof" plays into account big time here as well. When an investor hears that you have almost hit your target, they know that many others have supported you, and they can feel more comfortable that they are not alone. If others have donated or invested, it's easier for them to do the same. We're pack animals.

So, during your raise, let folks know WHEN you are just about finished.

Oh, but one thing . . . do NOT ever, and I mean ever, use this or any tip if it's not true, and you are not actually close to finishing. It can be tempting . . . but I promise you it will backfire and will cost you more money than you can ever raise.

Now go raise that money and be one of our #5000By2025!

Go get 'em!

Best,

Ken

P.S. Today is the last day for Pros to register for my exclusive Breakfast. [Click here](#) to sign up using the promo code **KENPRO18** to get your PRO discount.

P.S. My Spring Strategy Intensive is filling up FAST, but we've still got a couple of spots left, [Click Here](#) to grab a seat and use the PRO promo code **SPRING18** for \$100 off!

[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: The Play Plot Diagram. Share your diagram in the group to receive a special surprise from me in the mail!
- Look who got into the Yale Writer's Conference!
- Check out our recent success stories of Pros who are part of our #5000By2025! Are you next?

[Come join the discussion!](#)

THE PRODUCER'S PERSPECTIVE

GETTING YOU TO THE NEXT STAGE.



Happy Monday Pros!

First, a warm welcome to our new Pros from this past week, Frederic, Laura and Ben. Welcome to the Productive Party, y'all.

And second, a belated Happy Passover and Easter to those who celebrated this past week.

In case you missed it on my Facebook or Instagram, I had a life-alternating event last week.

I had a kid.

My own little Broadway Baby, McKenna Kay Davenport, came into the world at 4:04 PM on March 29th, at a delicious 7 lbs 10 oz.

And all are doing fine. :-)

The truth is, for a long time, I thought I might never say the words, "I had a kid." The reason? Well honestly, I thought a child might get in the way of my success.

See, I knew that parenting a child (especially the way I would want to do it) would take time, money, and require a lot of sacrifices on my part.

And, of course, they do.

But the truth is . . . your family, whether that's your children, your spouse, partner, parents, or whomever it is in your life who you love and who loves you . . . they don't get in the way of your success, they contribute to it.

Napoleon Hill talked a lot about this in his classic, Think and Grow Rich. But what I've done over the years whenever I felt that familial pressures might prevent me from moving forward, was look around . . . the most successful people in the world, aren't sitting in a room, all by themselves, facing their challenges and obstacles by themselves.

No. They have people who depend on them, and who they depend on.

Sure, sure, there is not doubt that family will be something you have to navigate as you pursue the dreams you have in your professional life.

But you can do it. Because so many others have.

And if you ever find yourself saying, "I can't make this happen because of this person or that person," well, this person or that person is most likely you.

So take this week to embrace the loved ones you have around you who without a doubt are one of the reasons you achieve your goals.

Without them, it'd be so much harder.

Ok, I'm going to go embrace this little 7 lb 10 oz bundle of goodness sitting in front of me.

And then change a poopie diaper.

Go get 'em!

Best,

Ken

P.S. This week's Breakfast with Ken is SOLD OUT. [Click here](#) to reserve your spot for our next Breakfast on May 9th and use your PRO promo code, **KENPRO18** for \$100 off!

P.S. Did you know that Pros also get a discount to our Producer Pitch Nights? Use promo code **PROduce** for \$50 off your reservation! [Click here](#) to secure your spot for May 3rd.

[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: #Taglines - rewrite a tagline for your favorite musical.
- Share your favorite thing about working in the theater for World Theatre Day
- PROs are launching Investor/Donor campaigns for their project and become one of our #5000By2025!

[Come join the discussion!](#)

THE PRODUCER'S PERSPECTIVE

GETTING YOU TO THE NEXT STAGE.



Happy Monday Pros!

And a big PRO hello to our new members Samuel, Brent, Leo, Darrin, Frederic, Laura, Ben, Michelle, and Mark. (And hey new folks, if you haven't visited our [facebook page](#) yet, you should check it out because I recorded a video message just for you.)

As you may know, I'm a big believer in a morning routine. Doing the same thing every morning so you are ready to plan and tackle your day is a great way to get closer to your goals. Mine consists of getting up at 5, having a protein shake at home, going to my golf club to hit at least 50 balls, and then to work by 8 for my morning pages, meditation, #MyMorningWhiteBoardQuote on my Instagram, my egg sandwich, an hour of writing, and I'm off . . .

I get ready for work at my golf club. And the other day I did something just a wee bit different.

I turned around in the shower.

Sounds silly, doesn't it. But stick with me.

See, I always get in the shower the same way. Back to the water, facing the shampoo and soap dispensers on the wall. You probably do too . . . right? It's just a habit. Think about it.

So this day, I just turned around.

And as small of a thing that is, it just gave me a totally different "perspective" . . . and reminded me that habits and routines and traditions are great, but it's essential to shake 'em up every once in awhile to see if there's a better way to look at things, or a more interesting or efficient way to do things.

If you don't turn around every once in awhile, a habit can quickly become a rut.

And ruts are where goals go to die.

So this week, turn around in the shower . . . walk a different way to work . . . eat something different from the menu at your favorite diner. Whatever.

Just do something a little different and you just could end up somewhere different than where you are now.

Go get 'em!

Best,

Ken

P.S. My new Facebook Live series #EveryDayIsDifferent is about to get very interesting. We start a "lab" for Gettin' The Band Back Together today. [Click here](#) and watch the fun!

P.P.S. Tomorrow is the LAST day to apply for a Mastermind group before we close registration for an entire year. [Apply 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!

- WEEKLY CHALLENGE: Dream Teams. Who is your ideal collaboration?
- Best tips on how to present music at readings
- Pros are being nominated for Laurel Awards!

[Come join the discussion!](#)

THE PRODUCER'S PERSPECTIVE

GETTING YOU TO THE NEXT STAGE.



Happy Monday Pros!

And a hearty hello to my new PROS that joined our community this week. Greetings and salutations to Matthew, Mark, Christopher, Kenady, James, Helene, John, and Ken. I hope you all saw my somewhat dorky video greeting to you all on our Facebook page. If not, check it out.

This Tip O' The Week goes out to all the leaders out there.

I've always been a guy who gets people together. I started a Dungeons and Dragons club when I was in elementary school (I told you I was dorky). I hosted poker games when I was in college. And, of course, I produce theater . . . which is all about getting people in a room.

And now, I want you to get people in a room too.

Over the past year we've hosted a few "Shut Up & Writes," which have been super successful. They've become my new favorite event.

Why are they my favorite?

They require little effort for set up and have massive returns.

A "Shut Up" and write is when you invite writers to a location . . . which can be a library, a Starbucks or your living room. And for a specified period of time, writers just write.

By having a start time and a location, the event feels like a job, and writers tend to show up . . . and produce. And what's even better, is you end up meeting people just like you. And oh the places you can go when you have buddies in this business!

So this week's tip is to host your own "SU&W"! (And I promise it's much easier than a D&D club.)

Here's what you do:

1. Find a location in your hometown (shoot for a public place your first time out, and make sure it has lots of desk space and outlets!)
2. Pick a start and end time (3 hours is usually good).
3. Email everyone you know and even people you don't about what you're doing (tell them I told them they had to go!). You might even contact your local papers, library etc to help you get the word out. And yes, Facebook is your friend. (Make sure you tell people who haven't written before that it's ok to show up - all you need is an idea and a desire.)
4. Show up, shut up and write!
5. Get the names and info of everyone who comes . . . and do it again.

If you get 1 other person to show up to this besides yourself, it's a success. Because I promise, you will get some good stuff done on your own show, and get closer to getting your show on a stage (and part of our #5000By2025 goal) and you'll have started to find a "crew" in your community.

So get out there, and SHUT UP!

Best,

Ken

P.S. Attention Inner Circle Members - have you RSVPed yet for our next goal-crushing weekend in May? Let Summer know you're coming asap, and be prepared for a weekend of in-depth personal convos with Tony Award Winners Jack O'Brien, Joe Dipietro and Hal Luftig.

P.P.S. Don't forget, our next Office Hours call is TONIGHT at 7pm ET!

[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: Bright Ideas - Share a time when a play or experience has sparked inspiration for your show
- Apply now for the Davenport Theatre Space Grant!
- Pros are sharing great photos from their readings all over the country! #5000By2025

[Come join the discussion!](#)