

THE PRODUCER'S PERSPECTIVE

GETTING YOU TO THE NEXT STAGE.



Hello Pros!

How's everybody feeling this Monday AM? Ready to tackle another week?

I sure am . . . which may be partly because I'm in Florida, so my blood is thawing a bit from the brutal cold we had in NYC last week.

I'm down here for a Broadway League leadership conference that happens every two years. We talk about what's happening on Broadway, where we want it to go . . . and then figure out action steps we can take to get there.

Sounds like what we should all do with the projects in our lives, right? Have a mini-conference with ourselves? Or our teams? I recommend it. And I recommend going someplace warm to do it.

But that's not the tip this week . . . heck no.

Before I do get to this week's Tip, I want to say hello to our brand-spankin' new Pros . . . hello to Synne, Jonathan, May, Karen, John, Tony, Rafa, Valentina, Judy and Esther! Welcome to the largest community of theatrical Doers on the planet.

And now . . . the tip.

You've all heard me use the phrase, Artrepreneur before, yes? I kind of made it up. It's because too often Artists don't think of themselves like business people, or entrepreneurs. And that's what we ALL are. In fact, the most successful artists I know and work with all have developed a strong business sense to complement their artistic side. And those who do, end up crushing it.

So here's a tip that most artists won't ever do . . . and that's why we're going to do it.

In just about every town across America there is a Chamber of Commerce, which is an organization designed to help small businesses. Because if the small businesses in that town are successful, then there's more money going back into the town through taxes, employment, etc.

So you should join. Go to a meeting. I guarantee you'll be the most interesting person there. You'll meet potential investors. You'll meet people who may have a warehouse that could be used as a rehearsal space. You'll meet people . . . period.

And you never know where that's going to take you. And odds are, there won't be other artists vying for the attention of the people in the room, so you'll own it all to yourself.

Networking is an essential part of building any business. But what most people don't realize is that networking OUTSIDE of your primary area can be even more rewarding.

Check out your Chamber of Commerce today!

Go get 'em.

Best,

Ken

P.S. Since you're a Pro, we want you to be the first to know... we just scheduled our next NYC Producer Pitch Night. And if you'd like to grab a seat before we announce it to the public, [click here](#) and use your PRO promo code **PROduce** for \$50 off ;-)

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

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

- Weekly Challenge: Why does your story need to be told?
- Pros are sharing Promo Videos and TV Interviews for their productions
- Pros are looking for Directors and Actors
- Who's meeting up to share ideas/challenges?

[Come join the discussion!](#)

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

- Ken's Blog: [Top 100 Theater Books Every Theater Maker Should Read](#)
- Ken's Whiteboard Workshop: [Episode #13: How To Write A One Person Show . . . Fast.](#)
- Ken's I Effed Up: [Episode #2: Hiring a Big Name Star](#)