

# THE PRODUCER'S PERSPECTIVE

A BROADWAY PRODUCER'S OPINION ON EVERYTHING BROADWAY AND BEYOND



Happy Monday Pros!

It's a super big week here at the ol' DTE Offices! Look what we've got going on:

- Previews of my production of Once on this Island begin on Thursday (get your tickets [here](#) and come say hi!).
- We put tickets on sale for Gettin' The Band Back Together and our 7 Day "Best Seats for only \$50" promotion ends on Wed. (Check out that promo [here](#) . . . and think about how you can apply this type of promo to your shows.)

And of course . . .

- Our first ever SuperConference is THIS SATURDAY and SUNDAY! Woohoo! I can't wait. I hope you're coming. Because I guarantee you'll end up educated and inspired to take your career to the next level. [Click here](#) to sign up.

Phew! That's a lot, right?

But amidst all this . . . I've been thinking a lot about you. Because, well, I found myself up against something the other day, and I remembered thinking, "I gotta share this with my Pros, so they hear that this kind of thing happens to everyone."

I told you already that Once on this Island starts previews this week. And that means, over the past few months, I've been raising money like a politician before an election.

About a month ago, as I was getting close to finishing up my "raise" . . . I lost an investor. A big one. Like high six figures.

Just like that . . . he pulled out.

Gulp.

And I didn't have many leads left. And I was running out of time.

It was one of those sucker punches that could have knocked me out. I'd be lying if I didn't tell you I got that, "What am I going to do now," type of feeling.

I could have spent the next several hours worrying . . . wondering . . . banging my hands against the table . . . swearing at the sky.

I could have.

But what good would that have done? Would screaming, crying, worrying solve my six figure problem?

No.

And it won't solve any problem you have either.

So I took a deep breath, and started dialing and emailing my fingers off.

And by the end of the day, I not only replaced that investor's six figure investment, I even raised a little more.

Boom!

@#\$\$% happens. Success isn't about avoiding the @#\$\$% . . . it's about how you deal with it when it does happen.

So when you've got a problem, or if you're dealing with one now . . . first, remember, it happens to everyone at every level. So I don't want to hear the, "Why does this stuff happen to me," crap. And second, don't waste time on emotions that can only make you feel worse.

Try action instead of emotion.

Take a deep breath, buckle down, and get it done.

You got this.

Now, go get 'em!

Best,

Ken

P.S. SUPER CONFERENCE IS SATURDAY! [Click here](#) to sign up before it's too late!

[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: What makes great show artwork?
- Pros looking for collaborations on European productions.
- Check out the websites Pros are making after listening to our online workshop: [Websites: Why You Need One and What It Should Look Like](#)

[Come join the discussion!](#)