

THE PRODUCER'S PERSPECTIVE

A BROADWAY PRODUCER'S OPINION ON EVERYTHING BROADWAY AND BEYOND



Happy Monday Pros!

Last week was a pretty big one here at DTE. We opened *Once on this Island* on Broadway on Sunday night.

We partied late into the night, got those great reviews, sold a bunch of tickets and then slept in and got into the office around noon the next day, right?

Nope.

Monday morning at 10 AM, we started rehearsals for a reading of *Gettin' The Band Back Together*, my next show which starts performances on Broadway in July.

A lot of folks thought I was crazy to jump right back into the fray after the insanity that is opening a show on Broadway.

My response? "If it was good enough for Hal Prince, it's good enough for me."

See, I learned this trick from Hal . . . who has like 147 Tony Awards, 147 million dollars, and has given us some of the greatest musicals in history.

When Hal was coming up, he had a tradition. He always, always, scheduled a production meeting for his next show the morning after an opening.

His theory . . . if the reviews on the show that just opened were bad, he didn't have time to think about it, because he had to get to work on his next show.

If the reviews were good, he didn't have time to let the positive response go to his head, because he had to get to work on his next show.

I've always summed up this concept by saying, "On Broadway, you're only as good as your nextshow."

What I did, and what I preach to my clients is to always, always have two projects going at once. First, you never know which one is going to "open first" (I would have bet you a lot of money that *Gettin' The Band* would have opened on Broadway years before *Once on this Island*), and second, you can't get caught up in the success or lack thereof when another show is asking for your attention.

You just have to get back to work.

And if there's one thing I've learned over the years, and from watching the success of mentors of mine like Hal, is that you just have to keep going, keep working . . . keep doing.

So this week, make sure you've got a 2nd project to work on, and when the first one has a moment, switch gears and focus on the 2nd.

Sooner rather than later, big time success will happen, even though you might not even notice.

Go get 'em!

Best,

Ken

P.S. Speaking of Gettin' The Band Back Together, there's only 3 more weeks to get tickets for only \$99! [Click here and get 'em now](#), before the prices go 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: Goal Ladder check in: have you achieved any goals you've set since September?
- Rave reviews from recent Pro productions!
- The Pro Holiday Mixer is scheduled for December 19th at NY Beer Company

[Come join the discussion!](#)