

# THE PRODUCER'S PERSPECTIVE

## GETTING YOU TO THE NEXT STAGE.



Hello Pros!

Happy Tip Of The Week Day! I hope your week is already off to a productive start.

This week's Tip is about being productive . . . how to make sure we accomplish the things that are the most important to us and the things that will have the biggest impact on our future.

But first, a warm welcome to our new Pros! Welcome Tom, Kevin, John and Sonia. Make sure you join the [Facebook Group](#) and post something so I can say hello!

Now, back to The Tip, which I call The Big 3.

Here's what I want you to do this week, to guarantee you not only make progress, but that you make significant progress on whatever it is you want to accomplish.

See, here's the thing. We all have a to-do list a mile long, right? You've got 147 projects, plus a family, plus a day job, plus plus plus plus. And your to-do list is epic.

For most of us, when we look at a to-do list that is super long, our first instinct is to make it short and fast . . . by doing the smallest and easiest tasks first.

This does two things . . . it shortens the list . . . and chemically it shoots a bit of dopamine into our brain making us feel good for getting something done. Yep, it's like a drug. Scratching something off a list is a quick high for us achievers.

The only problem? These small and easy tasks often aren't the most important things we have to do and don't have the kind of impact on our careers that we want.

That's why this week, I want you to incorporate a strategy I call "The Big 3."

Write down RIGHT NOW the three biggest things you want to accomplish this week that will have the biggest impact on your life and/or career if you finish them. For example . . .

1. Finish Act II of play.
2. Raise \$25k for reading.
3. Finalize summer vacation plans (yes, personal goals can and should be in here too!)

Then? Do those. And ONLY those. That's it. These are your Big 3 "To-Dos" for the week. And you can't do anything else, until these are done.

Don't even think about the other items on your list until these are done. Don't fall into the dopamine trap and check off 17 little things and think you've done a lot by the end of the week. Focus on your Big 3 and finish them, and watch how fast your show gets on a stage

Go get 'em.

Best,

Ken

P.S. Want us to send your show to over 400 regional and community theatres across the country? [Click here](#) to submit your pitch for our Spring 2019 Pitch Book before the deadline on February 28th. Plus get \$50 off with your PRO Promo code: **PITCHPRO50**

[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: Create a folder of all the marketing materials from your show.
- Tips on collaboration etiquette
- Book Club discussion on "How To Be A No-Limit Person" by Dr. Wayne Dyer
- Congrats to Kurt Johns ("Hello Kitty Must Die") on being selected as the winner of our Spring 2019 PRO Reading Series!

[Come join the discussion!](#)

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

- [The latest addition to our Development Slate.](#)
- [What Marie Kondo can teach you about rewriting your script.](#)