

THE PRODUCER'S PERSPECTIVE

A BROADWAY PRODUCER'S OPINION ON EVERYTHING BROADWAY AND BEYOND



Happy Monday, Pros!

My newest toy? Audiobooks.

I don't know what took me so long to catch the [Audible.com](https://www.audible.com) bug. I guess it's because I don't drive. And in the winter, I don't walk very far either. So when would I listen?

But lately, boy oh boy, I've been pouring book after book into my ears as I walk down the sunny street, while I wait for the subway, etc.

In a few short weeks, I've learned a ton. And I'm still listening tons of 'em, from inspirational to businessy to just plain ol' good reads.

You might think that the tip of the week is [to listen to audio books](#), especially since, it is proven that the most successful CEOs in the country read about 50-60 books a year! That's 4-5 a month!

To read more would be a good tip, right?

Yep. And you should.

But I'm going to take it to the next level. Because "read more" is a good amateur tip. But you guys are Pros.

See, my obsession with [Audible](https://www.audible.com) went beyond consumption. After a few weeks of it, I said to myself, "Boy, if I'm this obsessed with audio books, then there are certainly more people just as obsessed, if not more obsessed."

In other words, there's a market here.

That's when I stopped listening to my latest audiobook and went out to make one. That's right, last week, I went to a studio and laid down the audiobook version of [How to Succeed in the Arts . . . or in Anything](#). And I've already started working on my second. (BTW, if you haven't received your hard copy of *How to Succeed* in the mail yet, yours is on the way so keep your eye out.)

This week's tip is a derivative of financial guru's Peter Lynch's theory on investing: Invest in what you use every day. Because if you're using it, then so are other people.

This is one of the reasons I created and produced my very first show that got me started on the path to where I am now. I saw that so many people were going to interactive shows, I knew if I made one too, and it was unique enough, I'd share in that success.

So when you fall in love with something . . . don't just keep consuming it, think about how you can spin it into your own form of gold. Love *The Walking Dead*? What can you do with zombies? Love Uber? Is there a subscription *sharing* program for your theater?

The world is filled with consumers and creators.

You are the latter.

Let whatever you are in love with today, inspire you to create something for tomorrow.

Go get 'em.

Best,

Ken

P.S. I do now swear by [Audible.com](https://www.audible.com). I'm trying to get to 50 books a year myself. Can you do it? Lets have a how-many-books-can-you-read-by-the-end-of-the-year challenge!