

# THE PRODUCER'S PERSPECTIVE

A BROADWAY PRODUCER'S OPINION ON EVERYTHING BROADWAY AND BEYOND



Hey PROs!

Top o' the Morning to you! Tea and crumpets, anyone?

So, can you guess where I am?

That's right, my Pros, I'm writing this week's tip from jolly ol' England, where I've spent the last few days as part of my work for Andrew Lloyd Webber's Really Useful Group. Unfortunately, it doesn't look like I'll have time to see any shows on this trip, but it's always fun to spend some time in our theatrical sister city.

But, I did have some time for some reading. A 7.5 hour flight will give you that, now won't it?

I read a lot of stuff these days. Most of it is stuff I can learn that I can pass on to all of you . . . from research reports on marketing (I subscribe to a lot of paid newsletters and groups myself) to textbooks on writing to biographies of some of the smartest people in our biz who accomplish the things we all want to accomplish ([Steve Martin's](#) is outstanding by the way - part inspiration, part bible on comedy).

One of the things I read on my flight was a simple scientific fact that I had to share:

39.5%.

Do you know what that percentage is?

Well, in one of those fancy MIT-like psychology studies, it was determined that you are 39.5% more likely to accomplish a goal if you . . . write it down.

It's that simple.

Write it down and you have almost a 40% better chance of making it happen.

So guess what this week's tip is?

Yep . . . think about whatever it is you want to accomplish . . . finish a play, start a play, produce a musical, find an agent, lose 10 pounds, get a new job, find five more friends . . . whatever . . . and WRITE IT DOWN. (Just do me a favor and add a specific date to that goal. The deadline helps fire up the mind to make it happen (e.g. I want to finish my "Manual on Marketing" by July 31st at 11:59 PM - the more specific the better.)

Did you write it down? Go ahead. I'll wait.

Great. Now put it somewhere you can see it every day. (Fridge, wallet, tattooed on your hand, etc.)

And boom, just like that, you are 39.5% closer to getting that @#\$% done.

Just don't forget, the rest of that 60.5% depends on you, and nobody else but you.

So . . . blokes and blokesses . . . put down the fish and chips, and let's crack on!

Translation?

Go get 'em!

Best,

Ken

P.S. Head's up! **Early Bird Pricing for our PRO SUPER CONFERENCE ends THIS FRIDAY!** [Click here](#) to grab your ticket and save \$\$\$\$. New speakers just announced including Broadway Director John Rando, Agent Jonathan Lomma and Marketing Guru Sara Fitzpatrick!