

THE PRODUCER'S PERSPECTIVE

GETTING YOU TO THE NEXT STAGE.



Hey Pros,

Happy Monday! And no time for small talk, because we got @\$% to do, right? So let's get to it.

This week's tip is about what you do *before* you do what you have to do. Because it's the action before the action that can have the biggest effect on the outcome of whatever it is you are trying to do at that moment.

It's like my ballet teacher used to tell me . . . the pirouette is all about the plié before you turn.

So how are you plié-ing before you pick up the phone to raise money, or pick up the phone to write, or pick up those dumbbells to do those curls even?!?

All of these things can be difficult to do . . . and especially difficult to start. That's why it's important to put yourself in the right "state," before you do them.

Ever try to sit down and write when you feel like you're not going anywhere? Or ever try raising money when you wonder if anyone will ever give you a dime?

I can promise you, if you try to write or raise feeling like that, you won't get very far.

You've gotta jump into these challenging activities with a focus energy and positive commitment to getting them done.

Easy to say, of course . . . but how do you do it?

Here are some ideas:

- Run a sprint.
- Listen to high energy dance music.
- Play with a child.
- Chant over and over, "I got this, I got this, I got this!" or whatever phrase works for you.
- Juggle.
- Put your most favorite food on your desk with you.
- Etc.

Get where I'm going? Do whatever it is that'll put you in the right state to tackle your task, and you'll find that you not only accomplish more faster, but your output will be even better.

And if you have any tips on how you get yourself going, throw them in the [Facebook group](#)!

Go get 'em!

Best,

Ken

P.S. One of the ways I plié before I start each day is with one of [these](#).

The Song of the Week is . . .

"Like Her Mother"

From: *Mary Marie*

Lyrics by Inner Circle Member Chana Wise, Music by Carl Johnson

[Click Here](#) to listen.

[Click Here](#) for the website.

[This Week on the PRO Facebook Group.](#)

Here are just a few of the things that are being chatted about on the Facebook Group!

- Tips for Hosting your own Cabaret
- We announced a new side project
- New Resources Added to PRO

[Come join the discussion!](#)

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

- [Forget 15 Minutes a Day to Flatter Abs. Use Those 15 Minutes to Do THIS Instead.](#)
- [SPINOFF ALERT: A New Broadway and Off-Broadway General Management Company](#)
- [Broadway Grosses w/e 7/14/2019: We Are Powerless](#)