

# THE PRODUCER'S PERSPECTIVE

A BROADWAY PRODUCER'S OPINION ON EVERYTHING BROADWAY AND BEYOND



Happy Monday Pros!

Two weeks ago, my "Tip of the Week" email told you how to increase the chance of you completing your goal by 39.5%.

(If you're new to PRO, first . . . welcome! And second, you can read ALL of the past "Tips of the Week" in the archive section of PRO. Just [click here to sign in](#) and check 'em out.)

In case you need a reminder, the way to get that 39.5% edge over your neighbors is to take your goal . . . and write it down.

That simple. Takes twenty seconds. And you're more likely to finish your script, raise that money, or stop drinking coca-cola (That was mine six months ago . . . and it worked!).

Now . . . what if I told you there was a way to increase the chance of you completing your goal by 76%?

You'd be interested in that, am I right?

It's not as easy as just writing it down . . . and it involves you putting yourself out there a bit . . . but hey, we're in the theater, right? Our JOB is to put ourselves out there and up on a stage. So this is easy.

To increase the chance of you increasing your goal by a scientifically proven 76%, just do this:

Share your goal with a friend.

There, now that wasn't that hard, was it?

I've been doing this in my office for the past three months and let me tell you it works. I make my staffers pick goals every 30 days and pick a fellow staffer to share it with (they also share it in our staff meetings) and they end up crushing them. And I end up giving them a Day Off when they do.

So this week, take your goal, whatever it is, make sure it's written down (and put it somewhere you can see it every day). And then, share that goal with your spouse, friend . . . or fellow Pro! (You can meet a goal buddy at this [Thursday's Networking event!](#) See details below). Develop a system so they can check in on you and hold you accountable.

Just this simple act of having someone to walk down the aisle of success with will help you not only get there, but it'll help you get there faster.

Go get 'em!

Best,

Ken

P.S. Our first new MONTHLY networking event is this Thursday! Details below. And remember, come camera ready to get a free headshot for you to use in your marketing toolkit by Photographer Jordan Axelrod!

PRO Networking Event - JULY

Thursday, July 27th

6:30 - 8:30 PM

The Playwright Tavern

202 West 49th St. 3rd Floor

Special Guest: Photographer Jordan Alexrod!

[CLICK HERE TO RSVP.](#)