

# THE PRODUCER'S PERSPECTIVE

## GETTING YOU TO THE NEXT STAGE.



Hello Pros,

Welcome to the Tip of the Week email, brought to you this week by [Toodledo!](#)

Lots of folks ask me how I get all the stuff done I work on, and how I keep it all straight. The answer . . . Toodledo. It's the best To-Do list software around, and I've tried them all. So check it out.

Before I tip you off this week, let's say a big hi-de-ho to the new members of our Pro family . . . Brooke, Christina, Kathy and Sam. Welcome y'all.

And prepare to get busy, in the best way possible.

And now . . . La Tip!

It's the season of Summer Reading . . . and whether you do it on the beach or on a subway, I'm adding a MUST to your to-read list.

I've read this particular book twice already. And recently, since I picked up a new project, I decided to read it again.

And I was once again reminded how it is one of the absolute best books on structuring musicals in the freakin' world.

I'm talking about Jack Viertel's [\*The Secret Life of the American Musical\*](#).

Jack has been a critic, producer, writer, professor and is currently the Artistic Director of City Center's Encore series. And his study of the musical theater and what makes a hit is unparalleled.

Get the book [here](#).

I don't have to give you any more of a tip than that. Because when you read the book, you'll see that Jack gives you hundreds.

(Inner Circle Members - I just snagged Jack for our November session so you'll hear from him live and in person in our intimate group.)

Enjoy [the read](#) and enjoy making your musical that much better.

Go get 'em!

Best,

Ken

P.S. Want some more recommended reads? [Click here](#).

**The Song of the Week is . . .**

**"Hello"**

From: *The Book of Merman*

Music and Lyrics by Coaching and Inner Circle Member, Leo Schwartz

[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 on recording your songs
- National tours
- Stepping out of your comfort zone

[Come join the discussion!](#)

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

- [TREND ALERT: Is the new model for musical revivals on Broadway NOT to be on Broadway?](#)
- [The Economic Impact of Touring Broadway 2016-17](#)
- [5 Shows That Stand Out at NYMF 2019](#)