

THE PRODUCER'S PERSPECTIVE

A BROADWAY PRODUCER'S OPINION ON EVERYTHING BROADWAY AND BEYOND



Happy Monday, My Pros!

And as always, a big heIIIIloooooo to the newest members of our PRO community this week, and welcome to your first Tip O' The Week email!

This week's tip is all about critics.

And not just the [New York Times type of critics](#). I'm talking about online trolls, peers that may talk behind your back, etc.

You know who I'm talking about . . .

It's important we learn to deal with these critics because, if there's one thing that I know is 101% going to happen in your career, it's that . . .

You're going to be criticized.

Why?

And no, it's not just because you're in a business that depends on reviews.

It's because you're trying to do great things.

You're trying to do things that so many other people are afraid to do. And when people can't get themselves to do something, they criticize other people that do. It's a self-defense mechanism. It's the only way they can get up in the morning.

It's unfortunate, but true.

And heck, maybe you've even criticized some folks at some point. I have. For sure. I'm just trying to get better at not doing it . . . because it's just a waste of time. And I'd rather spend that time making my life and career better than by trying to take down someone else.

But when you face critics, whether it's those who review your work, or those who pick-a-little-talk-a-little in chat rooms, or it's a co-worker who gets mad at you for not going boozing with them on a Fridayafternoon because you tell them you've got 10 more pages to write . . .

Whatever type of critic you face, remember this great [Zig Ziglar](#) quote . . .

No one . . . no one has ever raised a statue for a critic.

People raise statues for artists, politicians, entrepreneurs . . . people who do things to change the world for the better, not people who talk about how they would have done it.

Statues are raised for people like you.

So go get 'em.

Best,

Ken

P.S. Did you see that we announced *Gettin' The Band Back Together* last week? That show started out as an idea, and now is headin' to Broadway! Make sure you [click here](#) and get your free CD . . . not only will you love the tunes, but you'll learn a lot from the marketing we do over the next few weeks. [Click here](#).