

THE PRODUCER'S PERSPECTIVE

A BROADWAY PRODUCER'S OPINION ON EVERYTHING BROADWAY AND BEYOND



Happy Monday Pros!

The hardest thing about being an arts-repreneur is holding yourself accountable. When you are your own boss, whether you're a writer or a restaurateur, no one is going to force you to show up to work . . . except yourself.

And you've not only got to get yourself to show up to work (writing every day at the same time for one hour, etc.), you've got to keep yourself motivated to work on your projects.

And that's hard. Even for me.

Which is why I make sure I have lots of help. I have a biz coach who I've had for 17 (!) years. I'm part of a \$25k/year mastermind. Etc.

But, there are also lots of little things I do that don't cost a dime that can help poke you towards action along your journey.

For example, I have images of all my projects surrounding my whiteboard in my office so I can see them every day. They're like pictures of my kids (if I had 27 kids), begging me to give them a little attention. So I do.

Or here's my latest favorite "action poke" that you can do right this second.

Create a Google Alert.

For those of you who don't know what that is, a Google Alert is when Google will send you an email about any subject you want, every time a new mention of that subject appears on the web. For example, you can tell Google to send you an email every time your name appears, or the name of your show (all things you should do, by the way.)

But to use Google as a motivational tool, we're going to do something a little different.

Here is a two step, two second process to remind you to get to work!

1. [Click here](#) to visit the Google Alert page.
2. Type in something that has to do with your project (for example, "George Washington," "domestic violence," "prison riot.")

And that's it!

Now, whenever that subject, name, etc. appears on the web, Google will be your little helper, and send you an email about it . . . which will serve as a "Hey! Remember this? Have you worked on it lately?"

You'll find that they are random, unscheduled and surprising . . . which is the fun part! You never know when Google will pop up and say, "Hey! Get back to work!"

And, the bonus of this fun, free tool, is that you may stumble on an article that gives you a new point of view on your project.

It's Motivation and Research all in one.

Use it. Why? Well, more importantly, why not?

What we do is challenging. And the more help we have to guide us to where we all want to go, the better.

Go get 'em!

Best,

Ken

P.S. NEW PRO FEATURE UPDATE ALERT! Our "Play Submissions Opportunities" have been updated with September deadlines. Check it out. And submit to something this September. What's stopping you? [Sign on and check it out.](#)

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

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

- Using "The Wishing" Technique to help make @#\$\$% happen. (Super Popular Posts!)
- Link up with a Pro and go see an Off Broadway show for only \$20 with 20at20!
- How to get VIP access at our [conference.](#)

[Come join the discussion!](#)