

THE PRODUCER'S PERSPECTIVE

A BROADWAY PRODUCER'S OPINION ON EVERYTHING BROADWAY AND BEYOND



Happy Monday Pros!

In today's theatrical world, it can take ten years to develop a musical. Never mind get it produced! Look at me . . . [Gettin' The Band Back Together](#) came to me in a "shower moment" in 2008. It'll be on Broadway 10 years later! Whew!

When it takes that long to develop a show (*Hamilton* was 8 years, *Rent* was well over 5, etc.), you want to make sure you've got an idea that'll work. Because how many shows can you develop in one lifetime with those kind of gestation periods, right?

Our goal here at PRO is to help you create something great . . . and to help you create it faster than you could on your own. Because wouldn't it be more awesome to accomplish your goals quicker?

On the [podcast I did with Pulitzer Prize winner Tom Kitt](#) last week, Tom revealed that *Next to Normal* started out as a 10 minute musical in the BMI workshop. And THAT'S when he knew it would work. Because he could see the whole arc of that show in that mini-musical . . . and yep, you guessed it, it didn't take him 10 years to write those 10 minutes.

So, to save you years off your developmental life, you should try the same exercise on any idea you have for a play or a musical . . . before you sink your limited time into it.

It's simple.

1. Get an idea.
2. Write a 10 minute version.
3. Do a reading of the 10 minute version.

It's the best way to give you an instant temperature read on your show. It will show you "proof of concept," to use a businessy word, and give you data on whether or not it's worth pursuing.

It won't always be accurate of course. And there are times you'll just want to go with your gut and your passion no matter what. At the end of the day, **create what you want to create.**

But this tool could help you focus your energy on ideas that have a much better chance of getting you to your goals . . . and fast.

Your challenge this week?

Write a 10 Minute Play or Musical.

You have until next Monday.

Submit them to summer@davenporttheatrical.com before next Monday and everyone that completes one (I don't care how good, bad or whatever . . . as long as its done) . . . will get a free copy of my new book, *How To Write A Script in 30 Days*.

Want a tip to make sure you accomplish this goal? Go to the Facebook Group right now and announce to the group that YOU WILL WRITE (NAME OF 10 MINUTE PLAY OR MUSICAL) BYNEXT MONDAY. (Public announcements of goals are more often achieved.)

Ready, set . . .

Go get 'em!

Best,

Ken

P.S. Office hours TONIGHT! 7 PM Eastern. For Co-Pros and Lead-Pros only. Email summer@davenporttheatrical.com right now to upgrade!

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

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

- A discussion about our "Self Producing" online workshop.
- CHALLENGE: The Goal Ladder.
- Did you take the Self-Diagnosis Your Script workshop? It's in the archives!

[Come join the discussion!](#)