

# THE PRODUCER'S PERSPECTIVE

A BROADWAY PRODUCER'S OPINION ON EVERYTHING BROADWAY AND BEYOND



Happy Monday PROs!

Do you feel that you're doing even more stuff than you did ten years ago? In your life, your work, your hobby . . . it's like all of sudden, just to survive, we're required to juggle ten balls instead of three. Am I right?

Technology was supposed to make things easier for us, but instead, it's just made us able to do more. And so we're expected to. (Before cell phones, people just had to wait longer for stuff . . . and they survived. Now? Forget it, people can get a hold of you now, so they expect stuff NOW!)

And to succeed in the competitive biz of the theater, even *more* is expected of you.

That's why it has become even more important than ever to be working on multiple projects. So much of our collaborative art form depends on timing, that it's amazing any projects actually happen! I think getting a show on Broadway is like landing the Space Shuttle. There's just a sliver of a window. Touch down, or keep circling.

So you have to be working on several projects at once. No question.

Are you?

If you don't have a second project, or even a third, make some time this week to have a meeting with other creative folks and do some brainstorming for a second or third idea. (Need to meet some people to work with? [Come to this week's Pro Networking event!](#))

But how do you make sure that each one of those ideas marches forward? At least a little?

I have a giant e-sticky on my computer with a list of all of my projects (Lead Pros and consulting clients, next time you're in my office, I'll show it to you). I stare at it every day. And my simple rule for making sure I'm keeping those 10 or so balls in the air? I make sure I do one thing . . . no matter how small . . . for each project, every day. It could be, "Email a non profit theater about their interest in a tryout." It could be "Buy the domain name for that musical." It could be "Come up with a list of 10 actors that could play that role."

But it's something. Every day. For every project.

It keeps momentum and energy behind each project and eventually, each one gets to the finish line. I don't know when it'll happen for each project, but this process guarantees that it will happen. (And when one project is stalled, I don't have time to get disappointed . . . I just move on to the next.)

Give this a shot on your projects and then talk to me in three months. I guarantee you'll be further along than you are today.

Go get 'em!

Best,

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P.S. Come to our free Networking Event this Thursday at 6 PM! Meet other Pros and our Mastermind Participants! [Click here to register](#) and for more info.

P.P.S. Just a few slots left for our last two Agent workshops of the spring! [Click here](#) to meet Beth Bickers from APA or Jonathan Lomma from WME.