

# THE PRODUCER'S PERSPECTIVE

A BROADWAY PRODUCER'S OPINION ON EVERYTHING BROADWAY AND BEYOND



Happy Morning After The Tony Awards, PROs!

Whew! What a night, right? A great show with some great surprises. And for those of you who watched the excitement with me at my Tony party, thanks for joining me on what is my favorite night of the year! (See the photos of the night posted in our PRO Private Facebook Group.)

If you weren't at the party this year, well, mark your calendar for next year! You don't want to miss it. Our Pro "crew" is a fun one.

I love The Tony Awards not just because of the excitement of watching who is going to win. Because frankly, even when I know who is going to win, it's still an amazing night.

How come?

Because you can just tell that all of those people who get on that stage just love the dang theater so much. And they've worked so hard to get there.

And now, they're being rewarded for it. It's just awesome.

And it also reminds me that it *is* possible. It happens. People work hard. They study. They learn. They risk. They fail. They fail again. They fail a third time. Maybe 20 times.

But if they keep studying, keep trying, keep risking, keep learning, keep meeting people, and yeah, keep failing, one day they can stand on the stage of Radio City Music Hall, stare out at the legends of the theater and say, "Thank you for this Tony Award."

It can happen. It's not easy. You've got to be committed. But it is possible.

And I have no doubt that at some time over the next several years, people on this list will be standing on that stage.

So this week, double down on your commitment to get there someday. Ask yourself, "what is the action item I can take today to get me closer to that stage?"

Will you start writing that idea you've had for 10 years? Will you call a friend to ask for a recommendation to their agent? Will you take a course? Look for a mentor? Design a marketing plan? Book a theater for your showcase?

Whatever you do . . . do something.

And go get 'em.

Best,

Ken

P.S. A reminder that the clock is ticking on the early bird PRO price for our first ever Producer's Perspective Conference. I hope to see you there! [Click here](#) for the full scoop and to book before the price goes up.