

THE PRODUCER'S PERSPECTIVE

A BROADWAY PRODUCER'S OPINION ON EVERYTHING BROADWAY AND BEYOND



Happy Monday Pros!

So, true story.

Between shows of the original Broadway production of Ragtime, a small group of us (that included Audra McDonald!) used to play poker.

One of the games we played was a nutty one called, "in-between," where two cards are dealt and you bet whether the next card would be a number in-between the other two.

First, Audra was awful at this game. (This was nickel-dime stuff and at one point, she had to pull out her checkbook!)

Second, playing in-between may be a fun card game after a matinee, but you can't play it with your goals.

For example . . . I've got this buddy of mine . . . he's co-produced a handful of shows, but has never lead produced one of his own.

He says he wants to lead produce, but he hasn't done it.

Recently, he said to me, "Hey, I think I can get the rights to this play that I love."

"That's great," I said, "You gonna lead produce it?"

"Well, I'm going to go out to a few people, see if I can raise a little or get a few co-pros before I put down that option payment. You know . . .

Because this person is a friend, I said, "No. I don't know! If you want to produce, then plunk down that option payment, and produce the show. If not, shut up about it."

He hasn't talked to me since. Probably because he knows I'm right.

See, he will NEVER be successful in raising money, getting a partner, or any part of accomplishing his goal if he hasn't committed to it. "Trying," or "Testing the waters," or "Let me see what some other people think," are all ways of giving yourself an out. And believe me, when you are trying to do something hard, if you give yourself an out, you will end up taking it!

(By the way, big WARNING: if you hear any of the above phrases from a potential partner, I wouldn't count on them for jack squat.)

The sad and ironic truth is that treating a goal like this can actually HURT your potential for success. Since you're much less likely to accomplish what you want to accomplish when you fail to commit, that failure will only make it harder for you to commit the next time you want to do something.

See what I mean?

That's why, the first step to accomplishing a goal is committing to the goal.

Tip this week? Make a commitment to a specific goal you can accomplish this week. I will ask 10 people for money. I will finish Act One. I will go to the gym 3 times. I will join a MeetUp for networking.

I will.

Best,

Ken

P.S. Big welcome to all the new Pros who have joined us this week! Get ready to set those New Year's resolutions, y'all. It's going to be a killer 2018.

P.P.S. Looking for a good holiday gift for a loved one or need to suggest something for yourself TO a loved one? [Click here for our 2017 Holiday Gift Guide!](#)

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

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

- Co-Writing Like A Pro
- Recommendations for Stage Managers and other Staffers
- The PRO Holiday Social is scheduled for Tuesday, December 19th!

[Come join the discussion!](#)