

# THE PRODUCER'S PERSPECTIVE

A BROADWAY PRODUCER'S OPINION ON EVERYTHING BROADWAY AND BEYOND



Happy Monday Pros!

Do you remember the “Be like Mike” campaign?

It was a Gatorade commercial that was pretty successful back in the early 90s.

And it was a load of bull puckey.

I’ve studied a lot of super successful people, by reading about them, interviewing them on my podcast, and just plain fan-stalking them.

Two things I’ve learned in this study . . .

First, every single person had people they looked up to in their chosen field who they studied and learned from as they marched up the ranks.

Second, every single person did NOT want to be “like” any of those people.

It’s easy to say, “I want to be the next Lin-Manuel Miranda, or Cameron Macintosh or Aaron Sorkin.”

But I got news for you. You can’t be. Because, well, you aren’t them!

However, that doesn’t mean you can’t be MORE successful.

The only way to guarantee that you’re on the path to becoming a super success is to be UNLIKE anyone else out there.

In other words, you have to be you.

I sometimes catch myself as I watch other successful Producers negotiate or get press or attract investors, and I think, “Oh, I should be like so-and-so.”

But I shouldn’t. Doing what others would do wouldn’t be as successful because it wouldn’t be as organic.

Can we learn from observing successful people in the field we want to be a success in?

Yes.

But to achieve the success we all dream about, we have to take those learnings and make them our own.

Don’t get me wrong, you can have a career just by copying someone else.

But you can’t have a great career.

So, @#\$% Mike.

Be you.

And go get ‘em!

Best,

Ken

P.S. New Masterminds are starting NOW! Just in time for the new year. [Click here](#) to apply before they fill up.

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

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

- Challenge: New Years Resolutions!
- Pros are looking for producing partners to bring their shows around the country.
- Pros are being nominated for BroadwayWorld Awards!

[Come join the discussion!](#)