

THE PRODUCER'S PERSPECTIVE

A BROADWAY PRODUCER'S OPINION ON EVERYTHING BROADWAY AND BEYOND



Happy Monday Pros!

One of the biggest lessons I've had to learn is that I can't do everything myself.

The problem is, give me enough time, and I can usually figure out how to do just about anything at a decent enough level.

I'm sure you know exactly what I'm talking about, am I right?

There's only TWO problems with this. No one has enough time when it comes time to getting to your goals. And "decent enough" ain't gonna fly in any business.

That's why one of the best things I did for my business was to outsource some of my work to others.

But I'm not talking about my full time staff here.

What you don't know is that I have a staff of folks all over the country. I've had apps built in the Philippines. Art designed in New Zealand. And websites built here in New York.

By freelancers.

There are a lot of sites out there to help connect you to people all over the world who can deliver A+ work for a lot less than you'd normally pay.

But my new fave is Fiverr. (Partly because I love their marketing campaign - "Don't just dream. Do.")

Fiverr is fantastic if you need a logo, a website, transcription, or just about anything. Give it a whirl!

And if you have a skill, put yourself up there and make some extra cash in your spare time. (I know a few folks that make their living off these sites - from home!)

So your tip of the week is this . . . ask yourself, what is ONE thing that you want done, that you've put off because you don't have the time to figure out how to do it, or you don't have the money to pay any of the "usual" vendors?

Now go post what you need on Fiverr. You'll have options by the end of the day.

Then it's up to you.

Go get 'em!

Best,

Ken

P.S. Office hours tonight at 7 PM! Bring your Qs and I'll give you my As.

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

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

- Weekly Challenge: Write an 8 line scene using a famous movie one-liner.
- 2 New Execution Plans! "How to Write, Produce, and Star in Your Own Web Series" and "The 7 Steps to the Perfect Title!"
- Welcome the new Pros who joined last week! I did! On video! Watch it in the Facebook group.

[Come join the discussion!](#)