

# THE PRODUCER'S PERSPECTIVE

A BROADWAY PRODUCER'S OPINION ON EVERYTHING BROADWAY AND BEYOND



Happy Monday Pros!

What does your calendar look like today? Or tomorrow?

Is it filled? Do you have some free time anywhere? Any "white space" where you have nothing to do?

If you're trying to achieve something . . . and achieve it fast . . . then there shouldn't be.

White space on a calendar is the enemy.

Your tip this week is to look at your calendar . . . and fill it up.

Email a collaborator and ask for a writing meeting, brainstorming session or just go see a show together (get inspired!).

Call a potential investor and ask him/her for coffee (whether or not you need money right now - the most effective money raising is done when you're not raising money!).

Schedule an hour to read a book to read about playwrighting (yes, you can and should schedule your personal development time).

Whatever you do, pack your day with progress.

Taking action is the principle philosophy in my book, but if you want to achieve something magnificent, and you want to achieve it fast, then you have to take massive action and take advantage of every possible moment you have!

Because, life is short. And we all have big things we want to accomplish, am I right? An hour we don't use today, is one we can't use tomorrow.

So, do this:

1. Take a moment right now and look at your calendar.
2. Count the # of hours you have free (be reasonable - you don't have to work 24 hours, and yes, schedule in some downtime too.)
3. Make a list of what you can do this week during those hours and start setting 'em up!

I guarantee if you do this, you will be closer to your goals by the end of the week.

And isn't that what we all want?

Go get 'em!

Best,

Ken

P.S. Producer Pitch Night is SOLD OUT! I knew it would be popular but we did not expect to sell it out in just a few hours. And we only put it out to Pros! (You get first dibs on everything we do.) GOOD NEWS! We are scheduling another one RIGHT NOW for April and for May. Email [summer@davenporttheatrical.com](mailto:summer@davenporttheatrical.com) ASAP to be added to the wait list.

[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: Improve your storytelling with a 10 minute writing workout.
- Office hours with Eric Webb, my creative Director of Development is TONIGHT at 8 PM!
- Did you see Ken's welcome video to all our new Pros?

[Come join the discussion!](#)