

THE PRODUCER'S PERSPECTIVE

GETTING YOU TO THE NEXT STAGE.



Happy Monday Pros!

Most of the world hates Mondays. Honestly, I kind of love 'em. Because they represent the start . . . a beginning . . . and a new beginning.

Last week was a tricky week for me, to be honest. In the midst of an over-packed schedule thanks to the Broadway Spring Road Conference, I had a little family emergency (everyone is fine). So getting through the week was a challenge . . . but now, we can start fresh . . . we can start anew . . . and think, "What wondrous things does this week have in store?"

So you ready for this exciting week?

Awesome.

First, as always, let's begin with a shout-out to our new Pros! Your welcome video is coming so check out the Facebook group soon, but until then, let's all welcome Amy, Melissa, Lloyd, John, Diana, Susan, Jennifer, Rick and Sam to our crew!

And now, speaking of that Spring Road Conference, I heard a great quote at one of the sessions that actually came from a critic!

That critic was talking about her days in journalism school. She said one of the best lessons she was taught about writing a story was that "A story is like a shark. It either moves forward or dies."

Mic drop.

You know where I'm going with this, right?

Because this truth bomb of a quote doesn't just apply to news stories. It **MUST** apply to your script as well. (I'd even argue that plays and musicals should have a bit of news story in them, anyway). Every scene, every piece of dialogue, must, must, must keep your story pushing forward . . . and quickly!

If there's something in your show that is "treading plot water" as I refer to it, then out it goes. (This is especially true for comedies, by the way, where it's easy to fall in love with a joke or something funny . . . that doesn't do anything for the story except take up time. Out, out, damn joke!)

Your hero of your story is running a marathalon . . . and there can be nothing weighing him or her down as he/she runs toward the end. And that hero certainly can jog in place.

So think like a shark, or a marathoner, or whatever you want . . . but make sure your show doesn't die but standing still.

Because that critic that gave us this enlightening quote, will also be the first one to kill your show if it does.

Go get 'em!

Best,

Ken

P.S. Curious about how Broadway Investing works? Maybe you want to give it a go, or you just want to understand it so you can raise money more effectively? Learn the basics TOMORROW on my free webinar, guaranteed to teach you the ins and outs of investing and help you mitigate your risk, and have fun while you're doing it. [Click here](#).

[Click here.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: Setting goals with the Raising Money Thermometer
- Nominations have been announced for our #PROnyAwards! Congrats to all our nominees!
- Did you see the Gettin' The Band Back Together "first look" video? [See here](#). What are you doing for your show in video that's unique to get it to stand out?

[Come join the discussion!](#)