

# THE PRODUCER'S PERSPECTIVE

GETTING YOU TO THE NEXT STAGE.



Hello My Pros!

And a special hello to those new Pros who are getting their first Tip Of The Week! Welcome to the newest members of our community . . . Robin, Jaselyn and Victor, . Thanks for joining our band of merry theater makers. You're going to fit in perfectly.

First a quick tip before the real tip . . . it's the week BEFORE July 4th. That means, if you've got @#\$\$% to get done that involves other people, try to get it done this week. If you're raising money, negotiating a lighting rental, touring theaters, whatever . . . try to do it before THURSDAY. Because as we get closer to this weekend, everyone will start to shut down for the holiday.

And here's what happens, whether it's true or not, you'll start to hear, "Oh, I can't deal with this until after the holiday," even if what all you're asking is for your contact to answer one email with a yes or a no! ARGH. Frustrating, but that's most people. So do what you can to get them before they squirrel away to the Hamptons or Paris or wherever they're going.

Now, the real tip . . . at last week's "Breakfast with Ken" brainstorming session, one of my attendees talked about being so overwhelmed with stuff to do for his show, from raise money to post on social media to copy scripts, etc, and he was concerned that the sheer volume of stuff to do was slowing down his progress.

AHHH!!! Sound the alarm! A Pro is slowing down!

We don't like that here at Pro headquarters. Our job is to get you to your goals and faster, so I said to him what I will say to all of you.

Get some help.

How? And more importantly, who?

Here are three ideas:

## 1. Get an intern.

Seriously. If you can present a real learning experience for someone, then look for an intern. Post on Playbill.com, or even in our Facebook Group and look for someone to help you. If you really are providing someone with an opportunity to learn and grow, this is a very viable way to help you with some of your more "busy" work.

## 2. Ask your team.

If you've got a cast, or creative team assembled, there is usually at least one person who might have business skills, or graphic skills, or just want to help out with the production side. Put out the request. "Hey cast/crew/creatives . . . anyone want to be an Associate Producer on this show?" Get someone to ride sidecar with you. What's great about this idea is that they are usually invested in the project's success, because they are an actor or creative team member, etc. so they work hard.

## 3. Hire a freelancer.

Sites like Upwork and Fiverr connect with you freelancers all over the world who will do smaller tasks for you for very little money. Need emails uploaded, or social media posted, or any other busy, digital data work? These freelancers are great for that (just make sure you're very clear with your instructions as often language barriers can cause confusion).

Being an art-trepreneur can be a lonely thing . . . and it's sometimes hard to think anyone can do one of the many tasks you have to do as well as you can do it.

And you're probably right.

But you must learn to delegate the little stuff, so you can focus on the big stuff.

This is not only a way to speed up your progress, but it's a guaranteed way to make sure your end result is better.

Go get 'em!

Best,

Ken

P.S. Our next Breakfast with Ken is in the books for September 26th . . . book it [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: The What If Challenge. What if you said yes to that opportunity, what if you went to that dinner?
- #ResourceRoundup Resource of the week: The Staged Reading Guidelines
- Help out your fellow Pros with their questions on structure building

[Come join the discussion!](#)