

# THE PRODUCER'S PERSPECTIVE

GETTING YOU TO THE NEXT STAGE.



Hello Pros,

Happy Monday, and the start of another week!

I like to think about the start of a week, like the start of a sprint . . . I say, "How far can I get to by the end of this week? Ready, set go!!!!"

But before we start that race, let's say hello to the new Pros who have joined us. Greetings and salutations, Joseph, Karen, and Danny! Welcome to the Pro party.

And now, this week's tip.

There are a lot of things you can study on your journey towards mastery of playwriting, producing or whatever it is you want to do in the theater arts (or in anything, as the title of my book says).

But today, I'm going to tip you off to the one skill that can have the biggest impact on most areas of your career . . . and your life.

It's the study of Persuasion, or understanding why people do the things they do, and teaching you how to get them to do the things you WANT them to do.

Why is this important to you?

If you're a Writer, you need to understand what moves an audience during your show, and what will move them to tell others about your show.

If you're a Marketer, you need to know how to motivate people to make a purchase.

If you're a Producer, you need to raise money . . . and this education will increase your results by 10x for sure.

Becoming a master "salesperson" (because that's really what we're talking about here) is applicable to areas of our industry and our lives. If you know how to sell (ethically, of course), then you can sell an idea to an audience, a play to an agent, a musical to an investor, etc.

And it'll improve your personal lives as well.

So how do you learn?

Start with [this book](#). It's my favorite, and I loved it so much, I took the live seminar that cost me thousands.

Then look for a negotiating class, or take a commission job (nothing teaches you faster than that), or watch how people sell you things.

Because if you become a master at understanding what makes people tick, you'll sell a lot more tickets.

Go get 'em! Because it's Monday, which means the race is on. :-)

Best,

Ken

P.S. Pros get a discount to our Musical Theater Libretto workshop with Kait Kerrigan on August 8th in NYC. [Click here](#) to secure your seat and don't forget to use code **MTWRITER50** for \$50 off.

[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: Summertime Inspiration. Get inspired by beautiful weather; go write by the lake, beach or park and share how you let the season inspire you!
- #ResourceRoundup Resource of the Week: The breaking Down A Broadway Budget Course
- Looking for suggestions on what do you call your first workshop production of a new play? We've got 'em!
- Congrats to all our Pros who opened their shows this past week!

[Come join the discussion!](#)