

# THE PRODUCER'S PERSPECTIVE

GETTING YOU TO THE NEXT STAGE.



Hello Pros,

Happy Last Monday of August!

Sleepy summer days are just about over, as we prepare to get back to school in September. (I've already picked out what I'm going to wear, sharpened my new #2 pencils and got a new Trapper Keeper, have you?)

But before we start class again with this week's Tip, let's give a hearty welcome to all of the new Pros who just joined us last week. Welcome to Michael, Tony, Barbara and Momo. Our wonderful group of Senior Pros will make sure you don't feel like the new kids at school.

**PLUS! we have a brand new partnership program that we're introducing this September! Read on to learn more\***

And now, the tip . . .

One of the most important things for all of us to do is be objective about our work, whether we're writing it, producing it, directing it or whatever-ing it. Being able to look at something we've created and say, "That's not good enough," or "That can be better," is what separates the Pros from the Amateurs.

Because let's face it, It's easy to fall in love with something we've done. It's hard to say we need improvement. But those who can recognize a flaw . . . and do something about it, are those who achieve big-time success.

Here's a simple trick to help you can gain perspective on something you've done, especially for all you writers out there.

The next time you finish a draft, or a rewrite, print out the script, put it in an envelope and file it away. Do NOT touch it. Do NOT rewrite it. I want you to forget everything you've done on it and to it.

Set a reminder to go off no sooner than two weeks (or even two months!) from the day you seal that envelope (I use Toodledo for these types of task and reminders.)

In the time that you're waiting, move on to a second project, or go to see lots of shows, or read a bunch of great plays. But cleanse your palette of your own work. I want you to FORGET what you've done.

When the alarm goes off, unseal the envelope, pour yourself a cup of coffee, and read the script in one sitting.

The simple passing of time and not staring at the same script every day will give you a sense of perspective that you can't get when you are "in it," day in and day out.

As you read, you'll find yourself saying, "Oooh that's good," as well as "Ooooh, that's NOT good."

You might even think some stuff is God awful.

That's even better.

Because that's objectivity.

And that's when you can take something from good to great.

Go get 'em!

Best,

Ken

\*We are excited to announce our next initiative in helping you reach your goals faster.

This weekend, I spent time with my Inner Circle members and some of my colleagues - Joe Mantello, Dori Berinstein and Rick Elice.

The Inner Circle Community talked a lot about the power of collaboration, the importance of staying on track with your goals and how community can help us in our career pursuits.

These conversations inspired the new **PRO Accountability Partner Program** - available exclusively to Pros.

In this Program, you will be matched with a fellow Pro at your level (Lead Pro, Co Pro, or Associate Pro).

You will then work with your partner to set a time to connect on the phone for a 15 minute "Check-In Call" (project update, goal update, etc.)

If you want to participate, just fill out [this quick survey](#) and we'll match you with a fellow Pro!

P.S. Only 1 slot left in my Back To School Strategy Session. [Click here](#) to sign up now and get the school year started off right.

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

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

- The 10 minute play contest closed this week. Winner will be announced on August 23rd!
- Resource Roundup: Raising Money 101 Online workshop
- Weekly Challenge: Writers block: what helps you get through your writers block?