

# THE PRODUCER'S PERSPECTIVE

GETTING YOU TO THE NEXT STAGE.



Hello Pros!

Welcome to another week of getting just a little bit closer to your goals. And a cozy welcome to our new army of Doers, our new Pros! Hello to Graham, Diana, Andrew and Heather!

This week's Tip comes in response to one of my consult clients who found herself producing a reading that she wasn't expecting to produce.

Something tells me she's not alone.

And if you haven't found yourself in this position yet, maybe you're thinking about it.

Of course, this client was nervous and concerned. "I've never done this before," she said.

The first thing I did was remind her of the most commonly heard phrase on my podcasts with some of the greatest artists in our industry. You know what that phrase is?

"I had no idea what I was doing."

But they figured it out.

The second thing I did was remind her that she was not alone. And you're not alone. And not only do you have this feeling in common with fellow writers/directors/producers/artists like yourself, but you also have this in common with just about every successful entrepreneur on the planet.

You think Mark Zuckerberg had any idea how to be the CEO of a multi-billion dollar company when he started Facebook in his dorm room? Or do you think Jeff Bezos knew that one day his idea for an online bookstore would become where most of us shop for . . . well . . . everything?

They had no idea what they were doing. They just didn't let that stop them.

And you shouldn't either.

You just start. With a small step. Like a reading. And you figure it out.

This business isn't brain surgery. The stakes aren't that high.

Actually, they are . . . because we're talking about your dreams here, and are there any stakes higher than that?

Start figuring it out this week, even if you don't have an effin' clue as to what you're doing.

Cuz a lot of time, neither do I.

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.

Go get 'em!

Best,

Ken

P.S. Reminder that mastermind registration closes tomorrow! [Click here](#) to apply.

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

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

- Weekly Challenge: Share Your Story! What are some of your accomplishments?
- #ResourceRoundup Resource of the Week: PRO Partner Accountability Program.
- Suggestions on the best ticketing websites for small events