

# THE PRODUCER'S PERSPECTIVE

GETTING YOU TO THE NEXT STAGE.



Hey There, Hi There, Ho There Pros!

Happy Monday to all you veterans and a welcome to all the "freshman" class of Pros who just joined us . . . I'm talking to Toby, Diana and George. Cherio folks! And welcome.

This week's tip comes to you straight from the front lines . . . of me reading scripts. I got sent a fancy script from a fancy agent this past week. And it was an agent who did me a solid a few months ago, so I owed him a read (Reciprocity is a bit reason why a lot of things happen, by the way . . . so, as the old quote goes, "What you're not GETTING, is probably what you're not giving.")

So, I read the script. Or tried. It took me awhile. And I finally gave up about 2/3 of the way through (if it hadn't come from that agent, I would have given up at page 10).

Why?

The script rambled like a lazy river. There were some many tangents that I got bored. It strayed from the plot . . . which, as Mamet says, should be a straight line from A to B.

If it's not directly related to your plot or story then it doesn't belong in your show, I don't care how funny or clever it is. It just has to go. The only scenes included in your show should be scene that the audience has to pay attention to or they won't understand the outcome at the end.

Because . . . if an audience doesn't have to pay attention, they won't. And once you lose 'em, it's impossible to get them back.

Go get 'em!

Best,

Ken

P.S. Who will be joining us for our first ever Orlando mixer this week? Don't forget to RSVP [here](#).

P.P.S. If you're interested in hosting a mixer in your location, shoot Summer an email ;-)

[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: Social Inspiration! In need of ideas? See what people are talking about online.
- Resource of the Week: List of Upcoming PRO Performances .
- Pros are sharing recommendations on new musical theatre podcasts.

[Come join the discussion!](#)