

# THE PRODUCER'S PERSPECTIVE

GETTING YOU TO THE NEXT STAGE.



Hello Pros,

Greetings and salutations and welcome to this week's Tip Of The Week!

First, is all your holiday shopping done? If not, three words. [Am. A. Zon.](#) ;-)

Second, hello to the Pros who joined our tribe of doers this week. Welcome new Associate Pros, Jill, Francis, and William, and Co Pro, Gary.

And last . . . here's a tip that increased my creative output at 150%. And I almost didn't do it.

I started my company like many bootstrappers . . . out of my apartment. Towards the end of DTE's residency in my living room, I had five people showing up every morning, including an intern who shared the couch with my yellow lab.

It was a mentor of mine who visited me one day who witnessed this dorm-like atmosphere and said, "Kenneth, (that's how I knew he was serious - he used my full first name), you gotta get an office."

I shook it off. We were doing just fine. Besides, how would I pay for it? Sure, there was some money coming in now, but I was using to pay all these people, and this is the theater . . . what if it all just stopped?

"Kenneth!"

Uh oh.

"Giving yourself a real space to work will not only increase the amount of the work you do, but it will increase the quality of that work you do. In other words, you will get more shows on and have more checks coming in."

I started looking for space the next day.

And boy oh boy was he right.

Having a place to show up every day, having a place to invite writers or investors, having a place that made my business feel like a real business instead of a hobby, made me look at my company even more seriously . . . and I really started kicking butt. In fact, I launched a new show (that I wrote) and three new businesses in the next year. There's no way I would have done that from my couch.

So what's my tip for you? The same as my mentor's to me so many years ago.

Find some space for *your* business. Now, look, maybe that's not office space right now. But I hope you at least have some a room or a desk or even a few square feet partitioned off in your living space so you can show up at work every day. Do you?

And if you want to take it to the next level (and watch how quickly you rise TO that level - because entrepreneurs are like flowers . . . they grow towards the sun), get a [Breather](#) space every once in a while. Or check out WeWork.

But get yourself in a room that isn't where you sleep, and you'll find yourself awake with energy and opportunities.

AND, because I know how much this can help get your shows off the ground, here's what I'm doing in 2019. We happen to have THREE desks available in our office. Yep, right here at Prod Headquarters in Times Square. If you're looking for a place to show up to write, work, brainstorm, REPLY to this email or email [summer@davenporttheatrical.com](mailto:summer@davenporttheatrical.com) and we'll fill you in on the details. And maybe we'll see you 'round the office.

But either way. Get yourself some space. It could be one of the most significant things you do to expedite your creative and business output.

Go get 'em!

Go get 'em.

Best,

Ken

P.S. Forgot to say that first choice for these three spots is for Lead Pros. But click reply now to see if we have a spot for you!

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

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

- Weekly Challenge: Write about what you've learned from each specific rejection. How can you improve your pitch/script?
- Our Holiday Social is Tomorrow! Have you RSVP'd for your area location yet?
- Interested in becoming a Mastermind Facilitator? Keep an eye on the Facebook Group this week for more information ;-)

[Come join the discussion!](#)