

THE PRODUCER'S PERSPECTIVE

GETTING YOU TO THE NEXT STAGE.



Hello Pros!

Happy Monday and welcome to another Tip of the Week! (By the way, did you know that all of our previous Tips are in the Pro Archives? There are over 100 now so check 'em out!)

Let's say a big hello to our new Pros . . . Richard, David, Karole, Brenda and Andre. Thanks for joining our party!

And now this week's tip . . .

You've all heard about summer reading lists, right? Well, I've got a a WINTER reading list for you. Hopefully you'll all have some quiet time over the holidays to snuggle up in front of a fire with a good book . . . or maybe you just want to pretend you're reading so you can avoid talking to old crazy Uncle Arnie! Either way, I've got some suggestions.

These books are unique. I didn't just read them. I read them twice! That's right. They've had such an impact, that I gave them another read (or listen, since I'm a huge [Audible audio-book person](#)).

Since all of us have a lot in common, something tells me you'll enjoy 'em. And they're great for getting ready to set those New Year's resolutions!

Here you go . . . Five Books I've Read 2x This Year!

1. [*How To Be A No-Limit Person*](#)

Sara Blakely, founder of Spanx, turned me on to this one. She said it helped her go from door-to-door fax machine salesperson to billionaire entrepreneur. That was enough for me to give it a listen.

2. [*Creativity, Inc.*](#)

The subtitle of this book is "Overcoming the Unseen Forces That Stand in the Way of True Inspiration." Get why I recommend it? It's also a great history of the development of Pixar Studios, one of the coolest and most creative hit-making orgs in Hollywood.

3. [*The 5 Second Rule*](#)

What started as a few seconds at the end of a Ted speech turned into a mass movement. Mel Robbins teaches you a simple concept to get you out of bed in the AM that can also help you accomplish anything.

4. [*The War of Art*](#)

It's hard to write. Like waging a war sometimes, am I right? Steven Pressfield teaches you how to fight . . . and win.

5. [*Think and Grow Rich*](#)

The classic. It's not just about money. It's about success in everything you want in life. Oh, and the masterminds we run? And that I've been a part of for years? The idea is in this book.

Is there a book you've read twice that you'd recommend? Put it in the [Facebook Group](#)!

Happy reading! Or happy gifting!

Best,

Ken

P.S. I've borrowed many of my successful strategies from these books. Do you have an idea that you just don't know what to do with? Our custom services are guaranteed to help get those ideas off the ground and FAST. Reply to this email and I can set you up today :-)

[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!

- Resource of the Week: Guide to Equity Contracts
- Weekly Challenge: Share your personal brand business card
- Check out my new "I Effed Up" series
- More PRO Holiday Social locations to be announced this week! Hint hint, Dallas, Toronto, and we may even pop over across the river ;-)

[Come join the discussion!](#)