

THE PRODUCER'S PERSPECTIVE

GETTING YOU TO THE NEXT STAGE.



Hello Pros!

Happy Tony Nomination week!

Lives are gonna be changed tomorrow morning when a whole bunch of people get Tony noms for their work on Broadway this year. Tune in at 8:30 AM to www.facebook.com/thetonyawards to watch them . . . and then imagine what it will be like to hear your name called one day.

So let's get to this week's tip and make that happen, shall we?

But first, a big welcome to our new Pros . . . Justin, Mary, Stephen and Jan who have just joined us this week. As we grow in numbers, we grow in our ability to help each other. Great things are going to come from this group, so thank you to all of you for being a part of it. We're grateful for your commitment to the theater and to yourself!

Ok, and now that tip! This one comes courtesy of a big-time Tony-Winner himself, Mr. Lin-Manuel Miranda.

If you're like me, sometimes you sit and think, "I need a new idea. I need a new idea. What will be the next big hit. I need a new idea."

I do that at least once or twice a week . . . until I figuratively punch myself in the face to wake myself up . . . because thinking like that has NEVER gotten me any of the great ideas I've had throughout my career.

Those ideas have always come while walking down the street, while in the shower, or usually . . . *listening to someone else talk*, instead of me talking!

And when I stumbled upon this Lin-Manuel quote, I realized I wasn't the only one. We all know that LMM found the idea for *Hamilton* while on vacation, but apparently that's a theme in his creative life. Read this!

"I take lots of breaks because I find that the best ideas come when I'm on vacation and when I'm not looking for them." - Lin-Manuel Miranda

So this week . . . stop forcing yourself to have a great idea. Take a break. That's when you will be the most creative. Let your mind relax and it will find a solution to whatever you want that much faster.

Go get 'em.

Best,

Ken

P.S. Our Super Conference is NEXT weekend! It's almost here! This is your last chance to get one of the few remaining tickets! [Click here](#) and join us. It's gonna be epic and inspiring. And you'll have a chance to raise your hand and ask me and other industry experts any question you want and in person! [Click here](#) to get your ticket today.

P.S. Promote U is in just 2.5 weeks! You coming?

P.P.S. Inner Circle Members, our next strategy weekend is coming up on 5/18-5/19. And we just landed Joe Iconis to join Kevin McCollum and Susan Stroman as your guest mentors for the weekend! Make sure you check in with Summer to get the weekend breakdown (surprises in store). See you soon!

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

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

- Advice on writing an "I Want" type of song
- Suggestions for volunteer lawyers in the arts

[Come join the discussion!](#)

And here's some more fun and educational stuff we posted for you last week!

- [100 Quotes Every Theater Producer, Playwright, Director, Actor, etc. Must Read](#)
- [5 Things we can all learn from the "drama" on The Voice.](#)