

# THE PRODUCER'S PERSPECTIVE

GETTING YOU TO THE NEXT STAGE.



Hello Pros,

Hope you all had a very relaxing and productive weekend. Anyone see any good shows? Let me know!

I went downtown to catch the next Joe Iconis musical, *Broadway Bounty Hunter*, and in case you missed it, I brought a Pro as my date! My wife and little kiddo are in Indiana at "Camp Grandma's" so Summer threw a note in the [Facebook Group](#) that I was looking for someone to join me, and the next thing you know . . . Sue Cohen and I are taking in the show! We had a great time . . . check my [Instagram](#) for the photos! And keep your eye on the Facebook Group for more surprise offers like that coming in the future.

If your name is Tom, William or Jesse, you may not even know about the Facebook Group! That's because you're new to our community! First, welcome! Second, [click here](#) to dive in. It's like the Pro water cooler. Awesome chats going on.

And now . . . The Tip!

If you've ever been on a diet, or have tried eating healthier, then you've probably been advised to keep a "Food Diary."

I know when I saw a nutritionist a few years ago to try to stop eating like a 14 year old boy, that was the very FIRST thing she had me do. (She was amazing, by the way - if you need a recommendation, let me know . . . I lost 15 lbs and fast.)

The concept of the food diary was simple - I just kept track of everything I ate for a week, and then showed it to her. And then, she gave me a grade. :-)

But keeping track and writing down what I did and when I did it, helped me be more cognizant of how I was helping myself or not in the pursuits of my goals.

The diary was eye-opening, and after the first week was done, I had a benchmark to BEAT for the next week. ("I ate poorly 10 out of 21 meals this week . . . next week, I'm going to only "cheat" 7 out of 21.)

It wasn't soon after that I was down to my prescribed 2 cheat meals a week.

All because of the diary.

So, NOW, I've adopted this concept for every goal of mine. Here's how you can apply it:

If you say to yourself, "I want to write more," then keep a diary of how often you write this week. Look at it at the end of the week (or even better, show it to a Coach or Writing Buddy), and then beat it next week.

If you want to raise money, then keep track of how many people you ask this week, and ask MORE people next week!

Same for working out, reading books, or whatever.

Keeping track in a diary or journal of whatever it is you want to do will not only help keep you on track, but it will have you accomplishing even MORE than you set out to, faster than ever before.

Give it a whirl!

Go get 'em!

Best,

Ken

P.S. We're super excited, because today is Amazon Prime Day! And that means that our Be A Broadway Star Board Game, Puzzle, and Binder are priced at a special discount. [Click here](#) to snag 'em!

P.P.S Want to have your very own office space right on Broadway, and get yourself in the same office building as some of the biggest names in the industry? Well, we've got an extra desk available in our office, and it could be yours! Reply back to this email if you're interested.

**The Song of the Week is . . .**

**"It's Your Life"**

From: *Mike and Mindy's Wild Weekend Jam*

By Inner Circle Members, Eileen Nelson and Mark Corallo

Music and Lyrics by Bucky Heard and Timothy D Lee.

[Click Here](#) to listen.

[Click Here](#) for the website.

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

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

- Where to get discount tickets
- Lots of show openings!
- Info about the New York Musical Festival

[Come join the discussion!](#)

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

- [Only 26 days until. . .](#)
- [Is THIS a sign of a market correction on Broadway coming?](#)