

THE PRODUCER'S PERSPECTIVE

GETTING YOU TO THE NEXT STAGE.



Hello Pros,

Happy 2nd Week of the New Year! How are those resolutions coming? Still on track? Good!

Don't forget, your January "Surprise and Delight" Offer is the free webinar at 7 PM TOMORROW night all about setting resolutions and goals . . . and accomplishing them.

A few hours after the webinar, I'm jumping on a plane to go to LA for a high profile new producing project that I'll be announcing in a few weeks. It's a good one so keep your eyes peeled. AND, I also have a few hours open for a consult if you're interested, so reply to this email if you need some guidance with those new goals of yours, and I'll try to squeeze you in. (UPDATE: As of sending there are only 2 slots left.)

And before we get to this week's Tip, let's welcome our New Year's Babies . . . the new Pros! Hello Adolfo, Desi, Kevin, Alan, Alec, Anna, Heather, Janine, Jeremiah, John D., Stephen, William, Marilyn, Janet, Jaco, Pamela, Michael L., Michael H., Louise, John G., Jeff, Sam, and Chris! This is gonna be a heck of year, guys and dolls.

Now . . . The Tip!

I teased this in the Facebook Group last week (lots of great stuff is happening there, so do join up and check it daily if you're not in it already - [Click here](#)), but one of the things I did over the break was watch *A Star Is Born*.

First, that @\$% is good.

Second, it reminded me of one of the biggest mistakes I see when I read new musicals and plays that are submitted to me through coverage. It's the easiest mistake to make (I make it on just about every show I'm on - I've just gotten good at recognizing it and correcting it before I get too far along).

If you've seen the movie, then you know it opens with our main character on stage performing. You see where he is in his life, and what his problems are. The performance ends. He wanders into a bar.

And he see a woman on stage. And bam . . . a star is born.

The show takes off. A chemical reaction happens. The "inciting incident" occurs. The rocket launches. The journey begins. Whatever you want to call it . . . but it happens . . . and it happens FAST.

The story doesn't meander before the two meet. There isn't too much exposition or backstory. The title is *A Star Is Born*. And in the first 10 minutes, the movie delivers on that promise.

Odds are you're taking too long in getting to the beginning of your story. The audience is waiting for it.

GET TO IT.

So this week, look at your show and decide, where does the show begin? And is it happening too late.

The sooner it takes off, the more engaged your audience.

Go get 'em.

Best,

Ken

P.S. Need some objective advice and guidance on your script and how to get it to the next level? Before you submit it anywhere, make sure it's in tip top shape. Check out our coverage options with Eric Webb or me. Pros save \$. [Click here](#) for more.

P.P.S See you on tomorrow's Surprise & Delight webinar!

[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: Survey Your Taglines.
- We announced our brand new PRO Reading Series!
- Want to take part in the PRO Book club? The first book is ["The 5 second Rule" By Mel Robbins.](#)

[Come join the discussion!](#)