

# 10 WAYS

TO CARVE OUT *time + money*

FOR YOUR

# DREAM

BY ROBERT HARTWELL

FOUNDER OF  
THE BROADWAY COLLECTIVE





**A legendary NFL football coach named  
Vince Lombardi once said...**

## **THE PEOPLE AT THE TOP OF THE MOUNTAIN DIDN'T FALL THERE.**

We often forget this. Especially in our hyper-fame-obsessed culture—filled with reality TV shows that make it seem like you can become an “overnight success”—we forget that success is never instantaneous. It’s a slow, patient, determined climb to the pinnacle of the mountain. It’s one step, then another, and another, day after day, year after year.

All of your heroes had to climb—with huge effort—to the peak of the mountain. And of course, many of your heroes had to overcome incredible odds—financial limitations, discrimination, racism, illness, injuries, rejection, criticism, all kinds of disappointments and setbacks—in order to build their artistic careers.



# Your Heroes Had To Overcome Incredible Odds... **YOU CAN TOO!**



## **DOLLY PARTON**    **Legendary Country Singer**

Dolly Parton grew up dirt poor in a rural mountain community. Dolly and her ten siblings (yes, ten!) all lived inside a cramped one-room cabin. Her momma couldn't afford real wallpaper, so they papered the walls of their home with old newspaper and magazine clippings.



## **SARAH JESSICA PARKER**    **Actress**

Parker was raised in an Ohio coal-mining town, born to struggling parents who would go on to divorce when she was 2. After her mother remarried, she became one of 8 children - and her family had even more difficulty getting by, as her mother was a housewife, and her stepfather was a truck driver. However, her ambition drove her to audition for her first Broadway role at 11, and at 16 she moved to Hollywood to appear in her first TV show, Square Pegs. Today she is worth \$90 million!



## **DONALD MCKAYLE**    **Dancer & Choreographer**

Born in Harlem, dance became a formative part of Donald's life watching his single parent father pretend to dance on the job, wearing steel-wool pads on his feet. As a young man, McKayle scraped together \$4.50 to see the show Haitian Roadside by the nations' first self-supporting black modern-dance troupe. Inspired by what he saw, Donald became a self-taught dancer--and through his hard work, received a scholarship to the New Dance Group. Donald McKayle became the first black man to direct and choreograph a Broadway musical (Raisin).





## **ANNA KENDRICK** Pitch Perfect Performer

At age 12, Anna got a Tony nomination for her supporting role in *High Society* and later went on to appear in *A Little Night Music*. But all of Anna's pay from those shows went into supporting herself and her family, where her father was already working two jobs to keep a roof over their heads. In fact she remembers a time before her breakthrough where she couldn't afford shoes to attend the Oscars for her best supporting actress nomination! Now she's an A-list household name with several musical star turns under her belt.



## **LADY GAGA** Musician, Actress, and Entertainer

And of course, we all know that before Stefani Joanne Angelina Germanotta became Lady Gaga, she was a young musician—waitressing in the West Village, then hauling her electric keyboard from one bar to another, playing songs for whatever tiny fistful of cash she could earn.

**All of these people had to focus, train, hustle, sweat, earn, save, and sacrifice for their dreams. If they can do it, why not anybody?**

**Dolly, Sarah, Donald, Gaga, all the people I've just mentioned...They completed a quest and so can you.**

# **WHY NOT YOU?**





You can carve out the time. You can create the money. If you need \$4,995 to pay for a summer arts training program, or \$595 for a masterclass with one of your heroes, or \$395 for an online course that will help you fill in the gaps of your training, or \$50 for a new pair of dance shoes, or whatever you need...you can earn that money and make it happen. “Earning money” is actually a relatively small obstacle, all things considered!

You might think, “But I am not ‘special’ like Dolly, Anna, Gaga. They are special and I am just normal.”

**Nope. We’re all special and we’re all normal. We’re all human beings. The only difference is that some human beings decide to commit to their dream 200%—and some people do not.**

Decide what kind of person you want to be. If you decide you're going to be a 200% committed person, that's a choice that will make your life incredibly successful no matter what profession you end up doing—whether it's accounting or illustration or athletics or medicine or music theater or anything else.

When you commit fully, then goals get achieved, victories stack up, doors unlock for you, and everything becomes possible.

Everything is possible when you commit 200% to your dream.







## IF...

... you or your child has an exciting dream.

... you dream of becoming an artist.

...you dream of performing in musicals and plays and yeah why not, maybe on TV and in films, too!

...you fantasize about which roles you would play in Hamilton & Dear Evan Hansen & Wicked & Spring Awakening.

...you dream about seeing your name inside the Cast section of a Broadway Playbill.

...you watch your heroes online and you think, "That's who I want to be."

... you have a dream that lights you up from the inside out.

**BUT HOW WILL YOU ACTUALLY... DO THIS?**



A photograph of two young women with dark hair, smiling and talking to each other. They are wearing black t-shirts with white text. The woman on the left has her hair in a bun, and the woman on the right has her hair in a bun. They are holding hands. The background is a bright, indoor setting with large windows.

**You might be filled with questions and insecurities.**

You might wonder (constantly) if you're "good enough" to make it in such a competitive industry.

And you might think to yourself, "I don't have enough money to pursue my dream" (dance shoes, clothes, training, ugh, everything is so expensive) and "I don't have enough time" (because life is already so busy and crammed with school, homework, chores, your job, and a million other things).

If you struggle to find enough time and money for your dream...

**THIS BOOK IS FOR YOU**

# YOU MIGHT FEEL OVERWHELMED.

You might feel like there's a massive gap between where you are now and where you want to be. Well, I am here to remind you that there is only one person who can close that gap...and that person is YOU.

## **So, how will you close the gap?**

You will do it with support from teachers and mentors, family and friends. You will do it with thousands of hours of hard work—training, rehearsal, repetition, blisters on your feet, sweat soaking your tank top. You will do it by cultivating a positive mindset through affirmations, meditation, or prayer. You will do it by learning how to manage your time wisely—and how to raise the funds that you need. Carving out time and money for your dream are two crucial life skills that everyone needs, regardless of what kind of career path you envision. That's what this book is all about.





I want to thank you for downloading this book—and for setting aside some time to read it. Simply by opening this book, you are already signaling to yourself, “I am getting serious about my dream.”

Take that feeling of seriousness, strength, and commitment and hold onto it. Don’t let go. This is the fuel that will carry you forward, forward, forward, all the way to Broadway in NYC, the West End in London, Hollywood, to the Tonys, the Emmys, the Oscars, the Grammys, Beyoncé’s private jet, running your own dance studio in Texas, or...

**Wherever you want to be.**





# BEFORE YOU CONTINUE READING THIS BOOK... STOP! DO THIS FIRST!

Join me in the most inspiring place on the internet...

## "Collectively Seeking Broadway" Facebook Group!

Why Bother Joining? Wherever you live, you will be welcomed with open arms as part of our family.

**THIS IS A SAFE SPACE TO SHARE YOUR DREAMS, PLUS...**

### **SURPRISE VISITS**

**From real-life Broadway performers!**

...You will scream into your iphone when your favorite star pops in to say "hi!"

### **BONUS VIDEOS**

**With The Broadway Collective team!**

...Help you strengthen your dance, voice, acting, audition skills and confidence!

### **HANGOUT SPACE**

**With fellow students who share your dreams**

...Talk about everything you love- musicals, plays, costumes, choreography, and who should totally win a Tony this year!

### **FUN CHALLENGES**

**Like the #8barchallenge...**

...Win prizes just for posting a video of yourself doing a quick dance routine!  
More on this later :)

**NOT ON FACEBOOK? JOIN US ON INSTAGRAM  
@BWAYCOLLECTIVE**



**OUR MISSION IS TO HELP OUR STUDENTS  
ACHIEVE THEIR DREAMS.**

**We prepare our students for success in the performing arts  
—and everywhere else in life.**

The Broadway Collective is a training academy for young aspiring performers (ages 12 and up!) who dream about pursuing a career in the Musical Theatre industry.

We're here to bring your dance, voice, acting and audition skills—and your confidence—to a completely new level. All of our instructors are actual Broadway performers, currently appearing in shows.

# WORK WITH US

HELLO  
*Broadway*  
**LIVE**

**MASTER CLASS**

Age: 12+

Experience: All Levels

*Gathered*  
[ NYC ] PRODUCED BY  
THE BROADWAY COLLECTIVE

**SUMMER INTENSIVE**

Age: 12+

Experience: All Levels



**COLLEGE PREP**

Age: 12+

Experience: All Levels

HELLO  
*Broadway*  
BROADWAY'S  
ONLINE ACADEMY

**ONLINE ACADEMY**

Age: 12+

Experience: All Levels

**BWAYCOLLECTIVE.COM**





# MY NAME IS ROBERT HARTWELL.

**I'm a Broadway performer,  
Director/Choreographer, and  
Founder/Artistic Director of  
The Broadway Collective in NYC.**

Ever since I was seven years old—a little kid growing up in North Carolina—I dreamed of being a Broadway Performer.

I dreamed of living in New York City. I dreamed of taking a bow onstage with glitter and sweat dripping down my face. I dreamed of hanging with fellow cast members after a show—wandering through the streets of NYC with our elbows linked, grabbing tacos at midnight, laughing until our faces hurt.

I had such a clear vision of the future that I wanted—the Broadway lights, the NYC dream, the life of an artist. I wanted that life so badly.

It took years of hard work—thousands of hours of dance, voice, and acting classes, so many blisters on my feet and bruises on my knees, so many early mornings and late nights, so many auditions where my heart was thundering through my chest, and so many moments where I was so exhausted I wanted to collapse on the concrete in a puddle of mush so a garbage truck could scrape me up and toss me away—but I didn't give up.

To date, I have performed in six Broadway shows—most recently, the Tony Award-winning production of Hello, Dolly! starring Bette Midler. I've also performed in shows like Motown, Memphis, Cinderella, Dreamgirls, and Nice Work If You Can Get It.

I've directed + choreographed regional and touring shows, too. And of course, I also run The Broadway Collective—a training academy for young performers who dream about pursuing a career in the music theater industry.

**TODAY, I AM LIVING MY DREAM.**





A young man with dark, curly hair and a goatee, wearing a black t-shirt and a headset with a microphone, is smiling and gesturing with his right hand. He is looking towards a woman whose back is to the camera. The background is a plain, light-colored wall.

# HOW I MADE MY DREAM HAPPEN

## Here's the short(ish) answer to that question:

- I got obsessed with Broadway musicals as a boy. When I say obsessed, I am talking OBSESSED. Over-the-top, STAN level obsession. Clipping photos of my favorite performers and pinning them to my bedroom walls...Wearing a t-shirt that said BROADWAY in huge letters...Playing CATS five hundred thousand times and crawling around my living room and meowing and...You get the idea.
- I became determined to work on Broadway.
- I committed to my dream completely. Not halfway Plan B committed. Not even 100% committed. I was 200% committed. All in.
- I took my dream seriously and I worked like a beast. Anything I could do to improve my skills and move closer to my dream, I was HERE FOR IT. I wasn't always the most “naturally talented” kid in the classroom (in fact, I usually wasn't) but I was determined to be the hardest worker.
- I got the best possible training and mentorship that I could find—including extra classes to work on my weak areas, summer programs, and a BFA in Musical Theatre from The University of Michigan.

### And most importantly:

- I learned how to manage my time—and how to raise money for my dreams—at a young age. These were vital skills to build, especially in my single home family where money was always tight.





**HOW I FUNDED MY DREAM...  
AND HOW YOU CAN FUND YOURS**

# “WATCHING MY MOM, I LEARNED THERE’S ALWAYS A WAY TO UPGRADE YOUR SITUATION.”



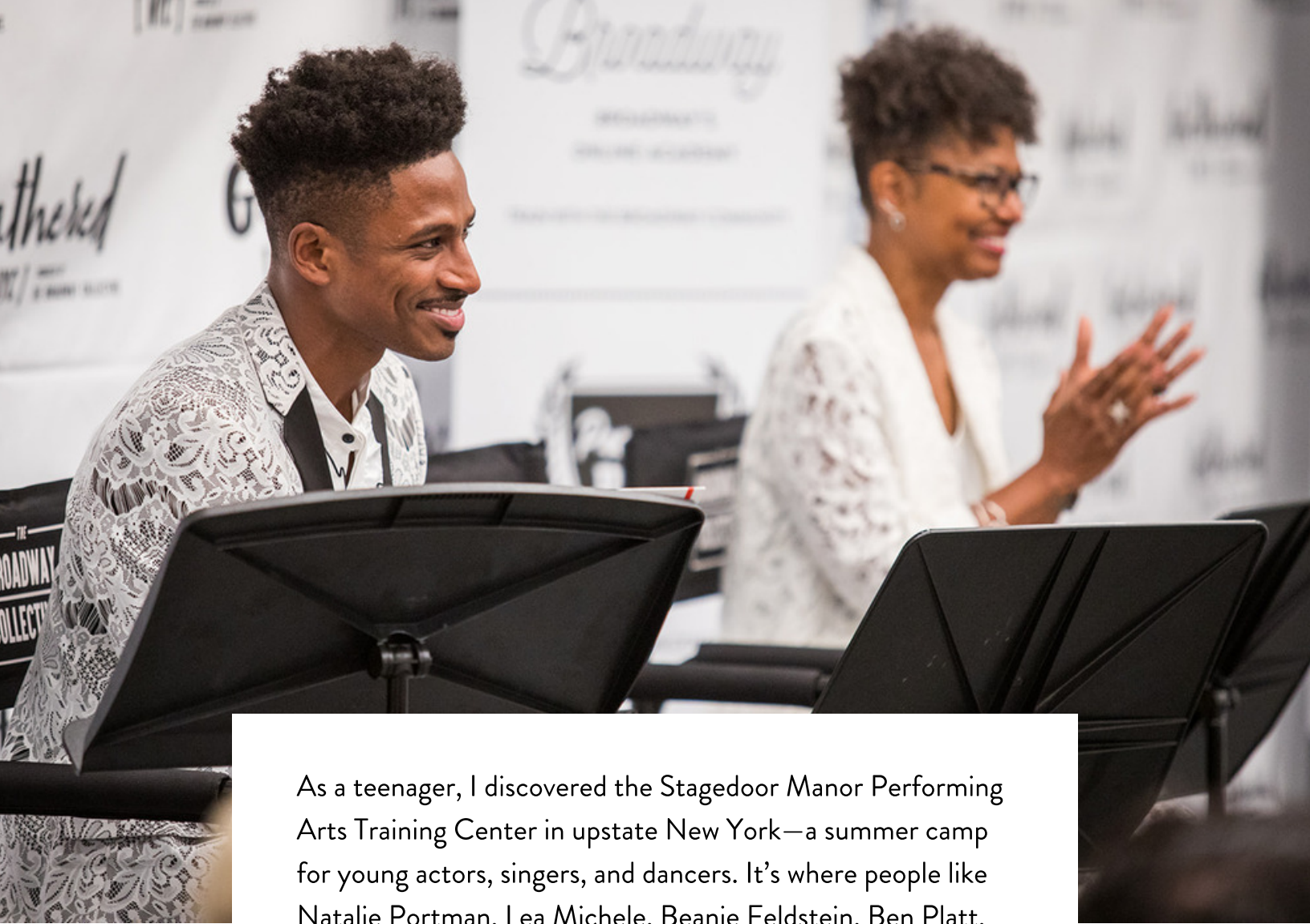
I grew up as a gay black boy in a single-parent household in North Carolina. We had no connections to the performing arts industry. No access to that world. And in our home, money was always tight. We were not “impoverished” or “starving,” but we were definitely not rich!

My beautiful mother worked so hard to keep a roof over our heads, keep my brother and I in a private Christian school, and put food on the table. She was frugal and resourceful and had a knack for taking “basically nothing” and making it look fabulous. With a \$10 can of paint from the hardware store, or some velvet fabric from a thrift shop, she could make a teeny little bedroom feel like a luxurious hotel suite!



Watching my mom, I learned that there’s always a way to upgrade your situation—and create miracles—even if you’re working with very limited time and money. You just have to get creative! It’s amazing what a spray can of gold metallic paint from the 99 Cent Store can do!





As a teenager, I discovered the Stagedoor Manor Performing Arts Training Center in upstate New York—a summer camp for young actors, singers, and dancers. It’s where people like Natalie Portman, Lea Michele, Beanie Feldstein, Ben Platt, and tons of other legendary performers got their early training.

I remember clutching a brochure about Stagedoor, reading about the program, looking at the photos, and my entire body felt electrified. I just knew in my gut that I needed to be there. Forget about a trip to Disneyland or a new cellphone—getting to Stagedoor was the only thing I wanted!



This was 2003. At the time, the Stagedoor summer program cost \$3,500. My eyes just about bulged out of my head when I saw this amount. This was a staggering sum of money. Probably more than my mom earned in a whole month at her job. My mom supported my dreams and gave me so much love, tenderness, and encouragement—however, I knew there was absolutely no way that she could afford to send me to this camp. If I really wanted to go, then I would have to pull the money together by myself.





To raise the funds for my dream, I decided to start a business called Robert's Crafts to Touch the Hart. (Yes, "Heart" was spelled "Hart," like my last name: "Hartwell." Oh, I was so proud of my cleverness! I felt like a branding genius! Mood: CEO).

I sold handmade baskets full of bath and body products—like scented soap, bubble bath, lotion, nail polish, and candles—and then I styled the baskets with curly ribbons and colored straw and made them look extremely fancy.



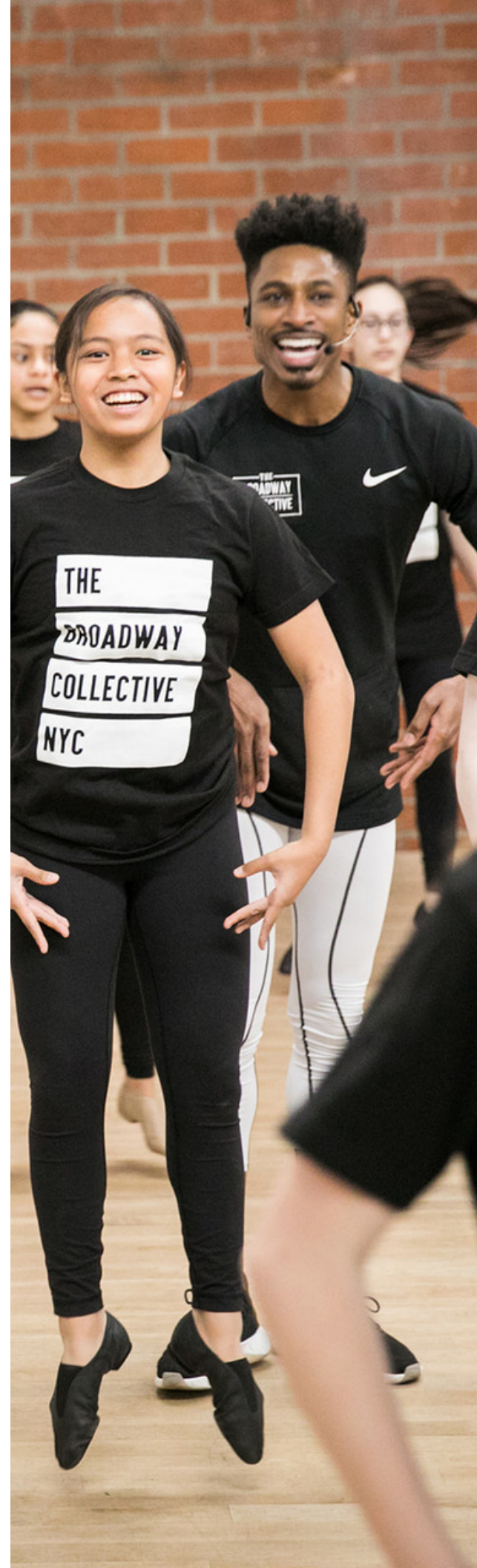
## “ I STARTED A BUSINESS CALLED ROBERT'S CRAFTS TO TOUCH THE HART...

The next Sunday, I told all the ladies at my church that they could buy baskets from me for themselves—or as gifts for birthdays, baby showers, weddings, any special occasion. And yes, I even took custom orders! If a lady told me her favorite color was “lavender” and her favorite fragrance was “vanilla musk,” then I would whip together a personalized basket just for her. I got all my supplies from the local Dollar Store. I could get supplies for one basket for \$15 and then I sold each basket for \$30—so I made a \$15 profit from each basket!

After a few weeks, word began to spread about my basket business and the orders were rolling in pretty consistently. I sold my baskets to churchgoers, to neighbors, and also at the local flea market on weekends. I saved every single dollar I earned for my Stagedoor Dream Fund.

I took some of my earnings and went back to the Dollar Store. This time, I bought a stack of cards and envelopes. Then I went home and wrote a bunch of letters to my aunties, uncles, and cousins. In each letter, I told them about my dream and asked if they could help me get to Stagedoor—either by contributing some money, or by contributing an idea on how I could raise more money.

I dropped 10 letters into the mail. Within a few weeks, my mailbox was full of envelopes from my relatives—with checks inside. These were small checks—some were for \$5, some for \$25 or \$50—but every single person contributed whatever they could. I was so humbled to see how much my family believed in me. Each check made me want to work even harder. I didn't want to let them down.





**It took many months, many baskets, and many contributions from family and friends, but eventually I reached my fundraising goal—and my heart exploded with pride.**

There's a classic show tune called "The Impossible Dream" from *Man of La Mancha*, which is all about fighting for your dream even "when your arms are too weary" and reaching "the unreachable star" and completing a "glorious quest." I had completed my quest—and it was the sweetest feeling I'd ever felt.

I went to Stagedoor that summer and it was a turning point in my life—for so many reasons. I got priceless training. I also made new friends. In fact, on the very first day of camp, I walked up and introduced myself to a fellow camper named MJ. We became instant besties. Little did I know, many years later, MJ and I would be cast in the same Broadway show and he would be my dance captain! Nowadays, I tell my students, "Always say 'hi' to the person standing next to you in class, because that person could be your best friend, or that person might become a colleague or castmate or even a casting director who hires you one day in the future! You never know!"







**I'm sharing my story about Stagedoor and the baskets because I want you to understand that you can do this, too.**

Because when you say, "I don't have time or money," you're actually saying, "I don't want to make time or money." You're going to have to make some choices in this life, friend.

You can create the time and money that you need for your dream. This is reachable. This is doable. This is within your power.

You might have a very big quest ahead of you. You might need to raise \$495 or \$995 or \$4,999 or more. I'm sure I don't have to tell you that training to become a performing artist is expensive! You have to pay for dance, voice, and acting lessons, and pay for shoes, leotards, tights, leg warmers, make up, costumes, wigs, sheet music, transportation, parking, sometimes airfare, housing, and meals if you're at a multiple-day workshop or summer program. It all adds up.



The sooner you learn how to manage your time—and how to generate money—the better. These are life skills that will serve you while you’re in high school, in college, and all throughout your career.

## **I WANT TO EMPHASIZE AGAIN: YOU CAN DO THIS.**

You can make a plan. You can make it happen. You can start today.

The sooner you start, the sooner you will reach your goal. Even if your parents can’t help, even if your family has very little money, even if you are “different” or disadvantaged or underserved in some way (you’re transgender, you don’t have white skin, you’re disabled, you’re an immigrant or refugee, you didn’t start training as young as some of your peers and you feel “behind”), even if all the odds are stacked against you, you can complete your quest. I wrote this book to help you do it.

**Let’s do this!**





# HOW TO USE THIS BOOK

**First, write down your big, amazing, beautiful dream. Be specific with your description. The more specific, the better. Here are some examples...**

My dream: I want to get into a top BFA college program so I can study music theatre.

My dream: I want to get an agent by the end of this year.

My dream: I want to attend The Broadway Collective's summer program GATHERED in New York City.

My dream: I want to get cast in a touring production of a Broadway musical so I can get paid to perform and travel all over the country.

My dream: I want to grow up and become a writer/composer/ performer and create my own original Broadway show.



# WHAT IS YOUR DREAM?

Write it below!

A large, empty rectangular area intended for writing the answer to the question above.





## **NEXT, WRITE DOWN WHAT YOU NEED IN ORDER TO ACHIEVE YOUR DREAM.**

*"I need to set aside 10 hours per week for training and rehearsal. I also need to earn \$500 so I can pay for BFA college application fees."*

*"I need to schedule 2 extra dance classes per week (60 minutes each) to work on some of my weak areas and improve."*

*"I need to earn \$4,995 so I can attend GATHERED in Summer 2020. I am going to BE THERE!"*





**The First Thing I Need To Achieve My Dream Is...**

A large, empty white rectangular box intended for the user to write their answer to the first question.

**The Second Thing I Need To Achieve My Dream Is...**

A large, empty white rectangular box intended for the user to write their answer to the second question.

**The Third Thing I Need To Achieve My Dream Is...**

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Once you've written down your dream—and what you need—read this entire book. I made sure to keep this book short so it's a pretty quick read.

If you're a visual learner rather than a reader, definitely join this Facebook group where I post videos to walk you through the concepts in this book. You can post questions inside the group for me to answer, too!

Take what you've learned from this book and put your plan into motion. Create that time! Make that money! Get that bread! Obtain the grain! The sooner you begin, the sooner you'll arrive at your goal.

## **AND...DON'T WORK ALONE.**

It's difficult to achieve a big dream when you feel lonely and isolated. That's why it's so important to find your tribe, your peeps, your squad—whatever you want to call them. Spend time with people who “get” your dream—people who are working to achieve similar goals. This will keep you positive and focused!



**Again, if you're not already a member, I strongly encourage you to  
Join the Facebook group I run.**

Yes, I know, I've mentioned this FB group already but seriously...this is the place to be. Once you join, you will Yeet with joy! Is that a cool thing to say? AM I COOL CHILDREN...HELP ME?!! I AM GETTING OLD!

But for real though, this FB group is like getting thousands of dollars of mentorship and inspiration—completely free. Do it. I will see you in there!



# 5 WAYS TO CARVE OUT MORE TIME



# #1

## BE COMPLETELY HONEST ABOUT WHERE YOUR TIME IS GOING.

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I know, boo. You're busy. You've got classes at school. You've got homework and essays. You've got after-school activities and maybe even a part-time job (or two). Plus, you've got responsibilities at home, like chores and babysitting younger siblings and helping out with grandparents. On top of all that, your time gets eaten away by...tons of other things! Showering, eating, riding the bus. Everything takes time. Fifteen minutes here. Thirty minutes there. Before you know it, the whole day has been gobbled up.

I completely understand that budgeting your time can be challenging. Maybe nobody ever taught you how to do this! In high school, you might learn Trigonometry and French and History (all great subjects, of course) but you've probably never been taught basic life skills, like how to take command of your time and spend it wisely!

The first step is to take an honest look at where your time is currently going.

Are you currently spending time on activities that are unproductive and unnecessary?

**In other words, are you wasting your own precious time?**





# FACT:

The average American teenager spends nine hours a day staring at some type of digital screen—a phone, iPad, computer, or TV. Nine hours! I am clutching my pearls in horror! I am aghast! I am spurting out my English Breakfast tea and THAT is the TEA about my tea! I AM SHOOK!

Nine hours—doing what, exactly? Oh, you know—posting things on Instagram, checking Twitter for updates, watching YouTube videos, reading memes, texting friends, bingeing Netflix shows, all the usual stuff.

Look, I love Netflix as much as anybody else. It's so fun to snuggle under a pile of blankets and get a jar of Speculoos Cookie Butter (Google it, kids) and dissolve into the soothing glow of Netflix once in a while.

But nine hours a day—glued to a digital screen? No, ma'am. We can do better than that. We need to reclaim some of that time and use it for activities that are more inspiring, productive, and important—like voice lessons, dance classes, memorizing monologues for auditions, working on your audition skills, fundraising for your dream, or getting some good-quality sleep!



Do you spend 45 minutes every morning blow-drying your hair?  
Could you just throw all those curls into a messy bun and call it good  
and march out the door?

Do you waste 20 minutes every single morning trying to decide  
what to wear because your closet is so sad and disorganized?

Do you spend 60 minutes every night scrolling through Instagram  
looking at pictures of unicorn toast and #fitspo memes while you're  
lying in bed and you should really be sleeping?

Do you spend 40 minutes every day stressing and worrying about  
your schoolwork and puttering around your bedroom,  
procrastinating, distracting yourself, instead of actually studying?

All of these wasted minutes add up. Over time, everything accumulates  
—totaling up to hundreds of minutes, thousands of minutes, and then  
hours, and then weeks.

**LET'S HAVE A REALITY CHECK.**







**Be honest about where your time is going. Be honest about the areas where you've been misusing or wasting your own time. Then make some changes.**

Imagine you can reclaim 60 minutes of time every week. Just 60 minutes. After a year, that's 3,120 minutes! That's a lot of time you could use to practice tendues at the barre, or do vocal warm-ups, or memorize lyrics, or do ab crunches to strengthen your core, or write college application essays, and hundreds of other things that will help you attain your dreams.

**If I am being totally honest with myself, I waste a lot of time doing...**

**I can stop doing that, which will give me more time for what I really want to do, which is...**

# #2

## SAY NO TO THINGS THAT STEAL TIME FROM YOUR DREAMS.

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There are activities that help you reach your dream—and there are activities that don't.

It's crucial to learn how to say “no” to things that steal time—and energy—away from your greatest dreams. The sooner you learn this, the better.

I get invited to a lot of wonderful things because I am WHAT? Popular! Haha. I am kidding, except not really. Every week, my lovely friends invite me to see their new shows and art installations and gallery exhibits and newborn babies and so forth. People invite me out for brunch and dinner and drinks. Often, complete strangers email me out of the blue and ask for advice on their career.

“If we could just meet up for coffee, Robert, and if I could just ask you a few questions, that would be amazing,” they say.

I truly wish I had unlimited time so I could have a beautiful two-hour coffee date with every single person who contacts me—because I love talking about dreams and goals and working in the theater industry, and I love helping people! My love is unlimited—but my time is not. So, I have to make careful choices about what I say “yes” to and what I say “no” to.







**A VERY POWERFUL QUESTION TO ASK YOURSELF:**

**"If I say yes to this, is that choice moving me closer to my dream career/dream life... or farther away?"**



**It's either moving you closer or farther. You're either closing the gap or widening it. Which is it?**

If a classmate invites you to a party and you have to wake up for dance class at 6 AM tomorrow morning, what's the right choice?

If your bestie wants to hang tonight (translation: stay up all night eating cookie dough out of a plastic tube and talking about her crush) and you've got a big audition tomorrow, what's the right choice?

If something is going to drain your energy or block you from achieving your dream, then it's a no.

(PS. Obviously, do your audition and give it your very best effort. Then meet up with your bestie—afterwards—to celebrate and talk about her new crush and analyze all the text messages and decipher what the heart-eye-emojis might mean. Work first and then rejoice later!)



# PUT POWER MOVES ON YOUR SCHEDULE.

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A power move is an activity that creates a major change in your life. It's a decisive moment where you are "leveling up" in some way.

Clicking "submit" on a scholarship application? That's a power move.

Auditioning for a regional theater production? Power move.

Emailing your Broadway hero and asking if you can be their assistant/apprentice for the summer? POWER MOVE!

Also, a power move is all about efficiency. You're making big progress in a compressed amount of time.

For instance, you could do 90 hours of coaching with the basketball coach from the local YMCA in your town...and sure, that's fine. Or, you could do 3 hours of coaching with a professional NBA player. Those 3 hours of coaching with an elite athlete might up-level your skills more than 90 hours with the amateur coach. 3 hours with an NBA all-star—that's a power move.

# #3





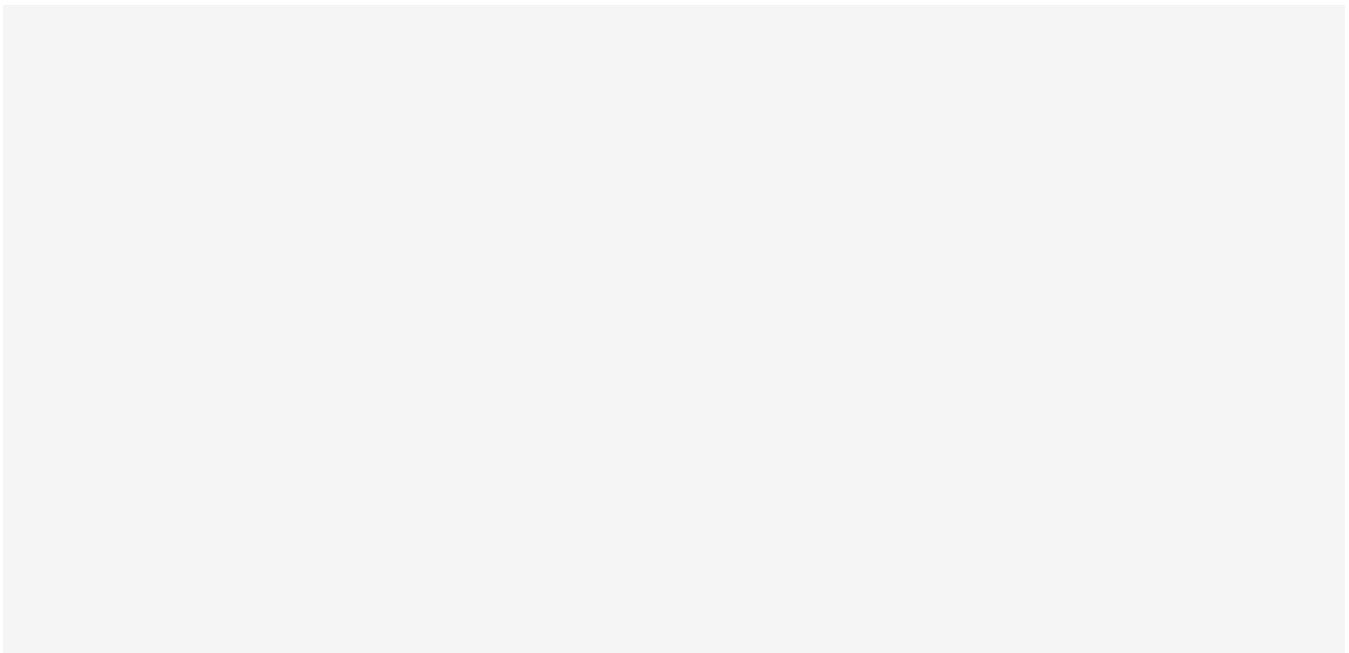
# WHAT'S A POWER MOVE YOU COULD MAKE?

Maybe you want to invest in HELLO BROADWAY LIVE, a master class with a Tony Award-winning artist who can teach you things you've never learned before.

Maybe you want to spend five days in NYC at GATHERED, learning from Broadway's brightest talent and meeting casting directors.

Or maybe there's another power move you could make.

**This month, one power move I can make is...**



**THINK: BIG PROGRESS. SMALL WINDOW OF TIME.**



# FOCUS ON ONE THING AT A TIME.

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You know when you're looking at an Internet browser and you have 50,000 different tabs open—email, Facebook, Snapchat, BuzzFeed, that viral video of Cosmo the Cougar and the Cougarettes dancing to “Rolex,” etc.—and your attention is pulled in a zillion different directions?

When your brain is split into all these different areas, it's really hard to focus.

When it's hard to focus, then one relatively simple task—for instance, finishing one page of Spanish homework—might take you three hours instead of thirteen minutes.

The more distracted you are, the longer things take. Being distracted = wasting precious time!

**This is why it's crucial to focus on one thing at a time.**

# #4



If you're studying for a Spanish text, then study. Just study. Don't study—and also check your phone, and make nachos, and check YouTube for new make-up tutorials. JUST STUDY.

**You will accomplish more—in less time—if you focus exclusively on one thing at a time.**

Same with anything else. If you are spending quality time with your family, be present and enjoy it. If you are doing Pilates, be present in your body, focus on your breath, and get the maximum benefits from every exercise. If you are working with a vocal coach, keep your mind focused on the scales you are singing. Create a one-track mind.

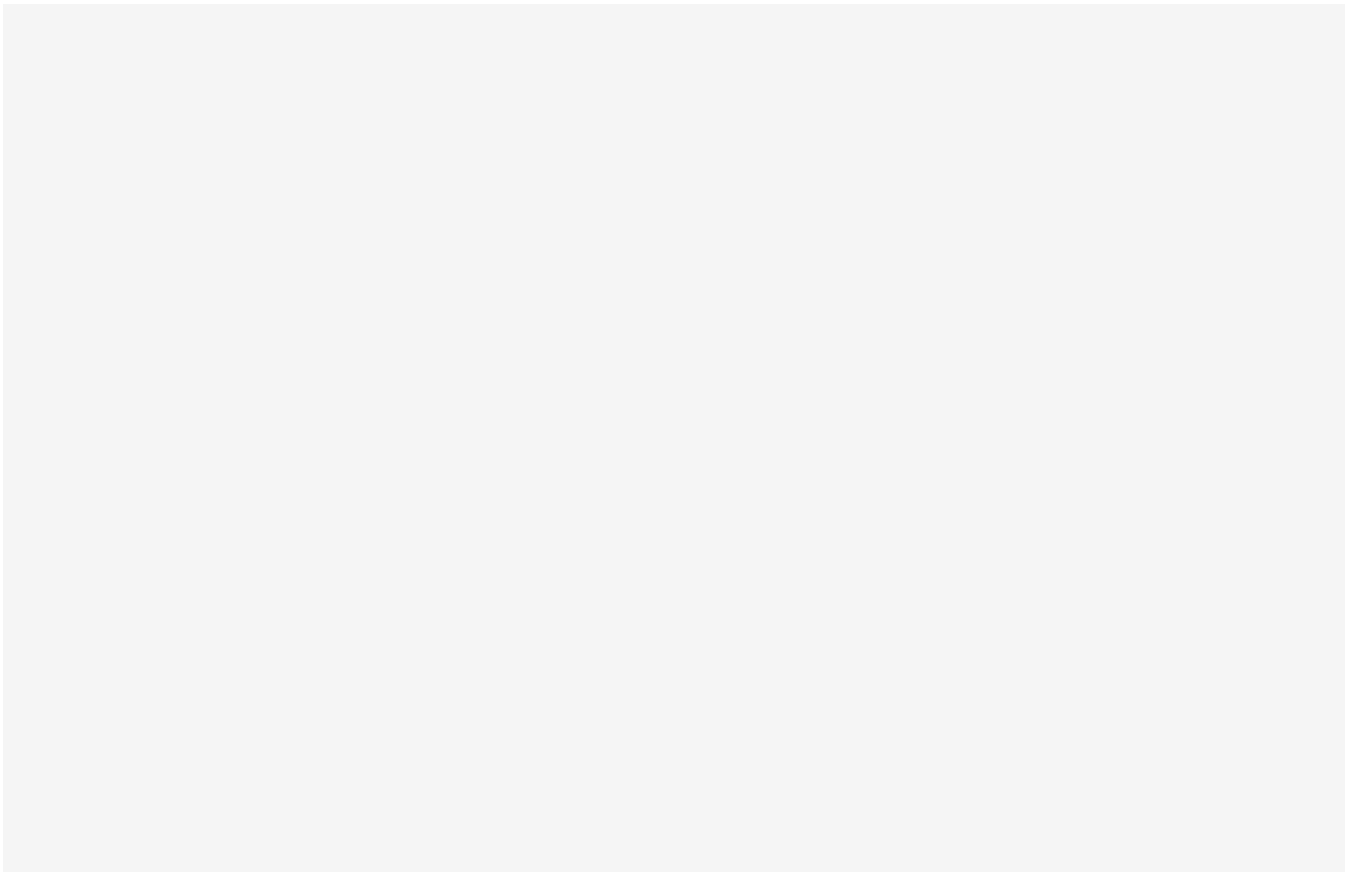




# FOCUS!

**THIS MAY SOUND OBVIOUS, BUT MOST YOUNG PEOPLE (AND GROWN-UPS, TOO) RARELY DO THIS.**

Fill in the blank: When I am doing \_\_\_\_\_, I often feel like my attention is pulled in way too many directions!



**...Next time, I will focus on that ONE THING only. This will help me make more progress—in less time!**

# #5

## TAKE EXCELLENT CARE OF YOUR MENTAL AND PHYSICAL HEALTH.

---

When you feel like a walking pile of garbage (you're tired, you're dehydrated, you're sagging down to the ground from crappy food in your tummy or janky thoughts in your head) then EVERYTHING feels harder and EVERYTHING takes 10x longer than it needs to.

Have you ever tried to write a very important email when you're sleep-deprived and hungry and stressed out and also you kinda need to pee? Children, I speak from experience. Don't do this! This is a dark path. Do not enter this forest of woe.

If you feel like you "never have enough time" for the priorities that matter to you, that's a cue that it's probably time to focus on your health. Mental health. Physical health. Self-care. Get back to basics. Give yourself some love, little lamb.





# WHEN YOU FEEL STRONG AND ENERGIZED, YOU CAN ACCOMPLISH WAY MORE IN LESS TIME.

Are you getting enough sleep?

Are you drinking plenty of water?

Are you fueling your body with nutrients?

Are you seeing a counselor or therapist?

Do you have a spiritual practice that you do consistently, like meditation or prayer or lighting a votive candle next to a photo of Lin-Manuel Miranda?



Once you put some attention towards these basic self-care habits, it's amazing how much better you feel. Suddenly, boom! You've got more energy pouring out of you—which means you can tackle your goals and accomplish more in less time.



One of our HELLO BROADWAY moms, Julie, got me started doing SoulCycle (indoor bike riding class) every morning at 7AM and getting healthy meals delivered straight to my door. I am taking really good care of myself and I feel fantastic! Mood: Beyoncé at Coachella! It's marigold yellow jackets and fierce jaguar energy nonstop!

I told my friend, "With SoulCycle and vegetable quiche, I CANNOT BE STOPPED!"

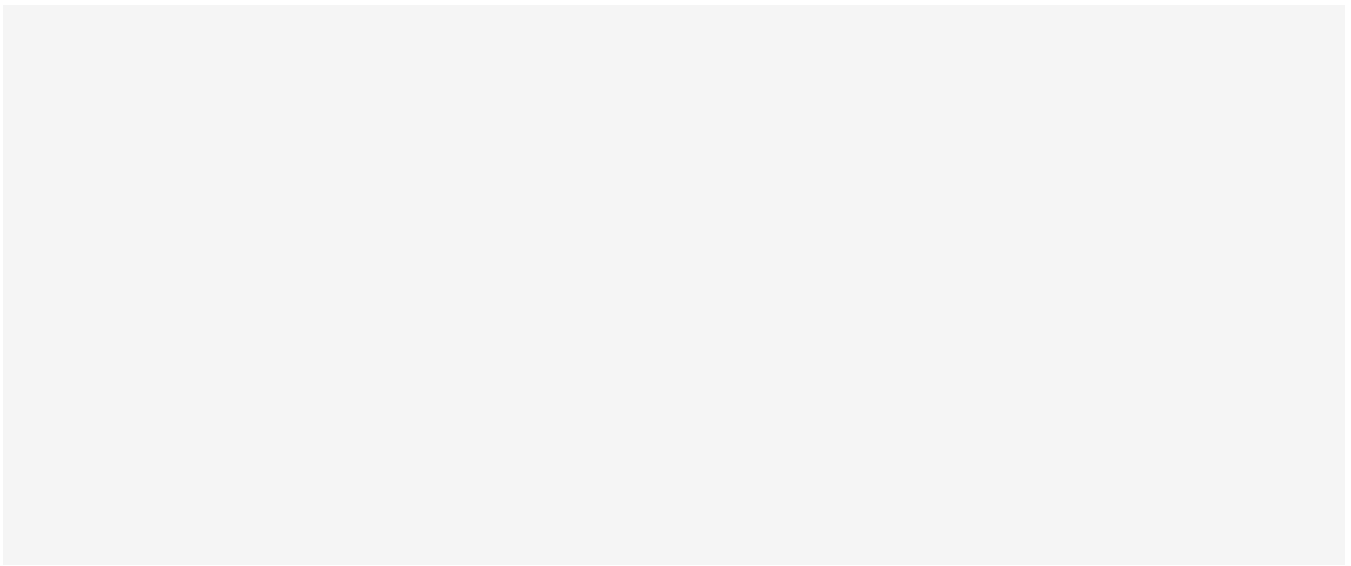
I am not even joking! It's amazing what a bit of exercise and fresh air and eggs and spinach can do for your system. Call me Beyoncé.

When you focus on taking good care of yourself, it's like plugging yourself into an electrical socket. You have tons more energy to charge after your dreams—and you will feel like you've got 48 hours in every day instead of 24.

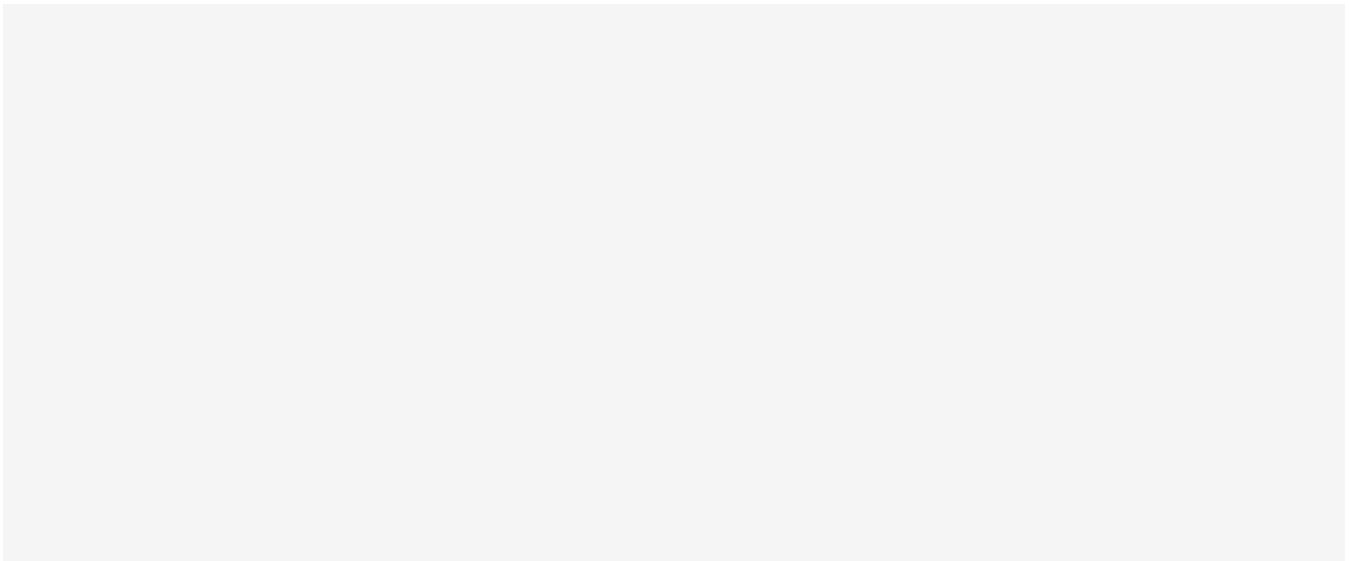




**I can upgrade my mental and physical health by doing more...**



**and less...**





**5 WAYS  
TO CARVE OUT  
MORE MONEY**



# START YOUR OWN BUSINESS.

---

At the beginning of this book, I told you the story of how I started Robert's Crafts to Touch the Hart, the business I started back when I was a kid. I made baskets filled with fancy bath products and I sold hundreds of these baskets over the course of a year—and this helped pay for my tuition so I could attend a prestigious performing arts summer camp.

There's a kid named Jack who really wanted to attend GATHERED, our five-day dance, voice, and acting training program that I run in NYC every summer. His mom told him, "You've got to raise the funds on your own." He started a lawn-mowing business. He mowed his neighbors' lawns—for a year—until he'd saved enough to buy himself a ticket for GATHERED. So inspiring!

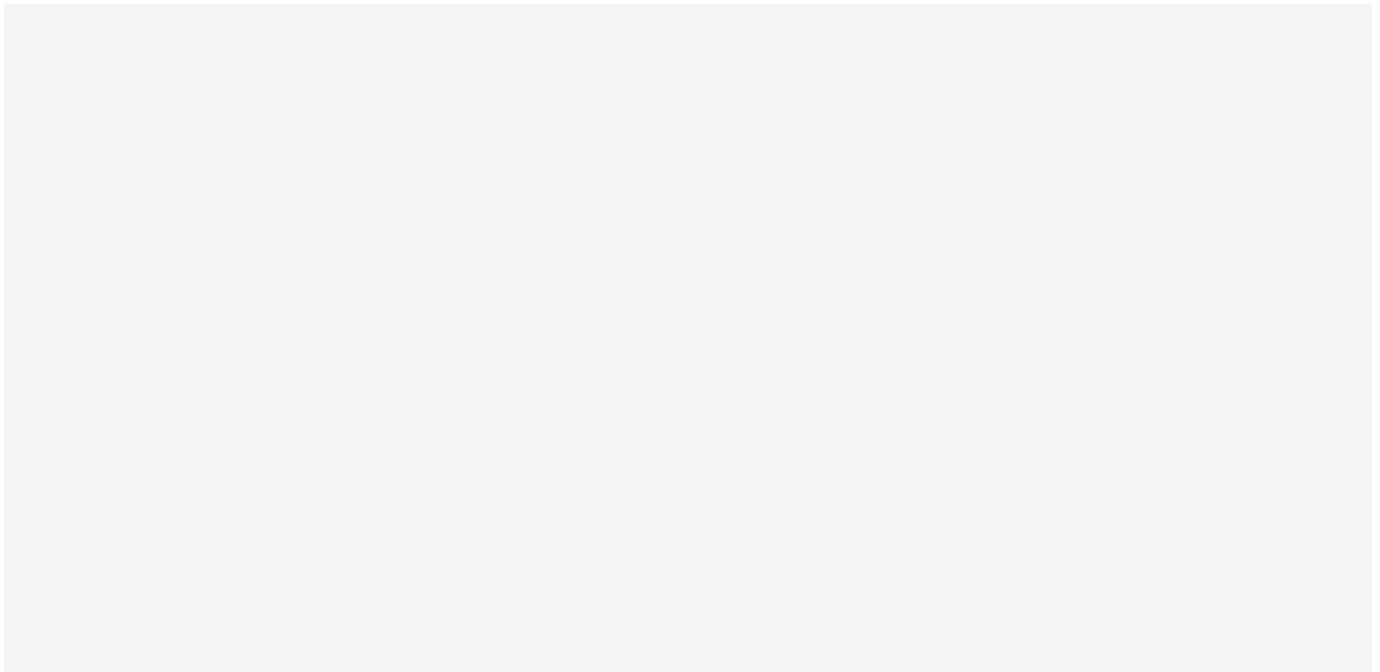
There's another Broadway Collective student named Alana who started her own business, just like I did, and just like Jack. She braids people's hair! She is earning money every week—and paid for our college audition coaching program PRESCREEN PREP—from braiding hair, something she enjoys!

# #1





## **TO MAKE EXTRA MONEY, ONE PRODUCT (OR SERVICE) I COULD SELL IS...**



Whether it's a lemonade stand or a babysitting biz or walking dogs or making Easter baskets for ladies at church, you can start your own money-generating empire, too. The options are limitless!

But real talk, are we still doing Easter baskets? No? Mmmmmkay...



# COMPLETE TASKS AND EARN CASH ONLINE.

---

There's a website called Fiverr where you can earn money for completing all kinds of tasks—online. You don't even have to leave your house! Simple tasks, creative tasks, and sometimes hilarious tasks.

Can you do a celebrity impression? Go on Fiverr. Yes, someone wants to pay you to do that.

Do you know how to post photos on Instagram along with a funny caption? I bet you do! There are lots of clients who would love to hire you to manage their social media accounts.

Do you know how to edit video footage to make a YouTube video? Yes, people would love to hire you to do that.

Do you enjoy doodling and drawing silly pictures? Yes, people will pay you for that.

Can you write in really neat, pretty cursive handwriting...or talk in a Mickey Mouse voice...or do a Scottish accent? Money for you!

You can earn hundreds (or even thousands) of dollars every month on Fiverr—and other freelancing websites like Upwork.

# #2





If you're old enough, you can work for Lyft, Uber, Postmates, or another driving/delivery service.

One of my Broadway Collective students delivers for UberEats twice a week to pay for HELLO BROADWAY tuition. Every pizza or sushi or smoothie she delivers is getting her feedback from Broadway performers weekly.

These days, it's amazing how you can design your own part-time career, and set your own hours, and run your money-making empire all from your phone or your laptop. There's so much flexibility and freedom that previous generations never had.

Take full advantage. Get that bread! Obtain that grain! Clutch that croissant! Bag that baguette!

*PS. If you're under 18, please check with your parent(s) to make sure it's okay for you to create a Fiverr account. Some parents have strict rules about how their kids use the Internet, or just like to be informed about what you're doing online, so don't keep your parents in the dark.*





**One service I could offer online is...**

A large, empty light gray rectangular box intended for the user to write their answer to the question above.

**I can dedicate this much time to online services...**

A large, empty light gray rectangular box intended for the user to write their answer to the question above.



# #3

## ASK FRIENDS AND FAMILY FOR HELP.

---

Earlier in this book, I mentioned how I wrote letters to relatives all around the country. I told them about my dreams and asked for their support. I requested any amount of money that they could give. No amount was too big or too small. Some people mailed me checks for \$5 (which was genuinely all they could afford) and I cherished every single dollar.

Besides your parents, have you asked your family for support? What about friends? What about people from your church, temple, mosque, or another spiritual group? What about your neighbors? You might think, “But I don’t know anybody! I can’t think of anyone!”...but you probably have a bigger community than you initially think.

I bet if you sit down, take a few deep breaths, and really think about it, you probably know 10 people who might want to support your dream. Maybe even more than 10.



# SAMPLE LETTER YOU CAN SEND

Hi Aunty,

I hope you are doing great! I love you and I'm sending a big hug to you. I can't wait to see you for Thanksgiving this year.

I am writing today to ask you to help support my greatest dream. I dream of being a performing artist and one day being on Broadway. And when I get there, you are getting free tickets to my show!

I want to attend a dance, voice, and acting training program this summer in NYC, where I will get a chance to study with award-winning performers and even meet casting directors. I know this summer program will take my skills to a whole new level. I have been working hard doing \_\_\_\_\_ to earn extra money and I am halfway to my fundraising goal. I am also reaching out to friends and family to ask for extra help.

I know that money is precious and you work so hard to earn yours. But, if you are willing to contribute some money—any amount, even just \$5 or \$10—for my dream-fund, every dollar helps me get to NYC! If you can't do this, please know I love you forever and ever no matter what! But I wanted to ask because, like the saying goes, "If you don't ask, then the answer is always 'no'."

Thank you for reading this letter. I appreciate your support so much, whether it's "support" in the form of money or even just positive words and encouragement. I look forward to mailing you a postcard from Manhattan! :)

Try sending a handwritten letter to each person. Receiving a real letter via snail-mail feels very special—because it’s so rare these days—and you might be shocked by the positive response that you get in return.

**Remember to send a huge THANK YOU to every single person who contributes to your dream. Every dollar counts. Every gesture helps.**

**MAKE A LIST: THESE ARE A FEW PEOPLE WHO MIGHT BE ABLE TO CONTRIBUTE TO MY DREAM-FUND. I WILL WRITE TO EACH OF THESE PEOPLE A.S.A.P.**

1.

2.

3.

4.

5.



# #4

## SELL THINGS YOU DON'T NEED (& PRIORITIZE YOUR SPENDING).

---

I have to admit, I am always slightly dumbfounded when students (and parents) tell me that they “don’t have enough money” to invest in arts education—but they somehow have enough money for a new iPhone, or drop fifty bucks on popcorn, soda, and movie tickets for a film...that’s not even that entertaining!

It’s interesting how we always seem to “find the money” for new gadgets—and for certain kinds of experiences, like movie tickets or going to Six Flags or Disneyworld—but then when it comes to investing in your career, or investing in your arts education, poof! Strangely, there’s no money available.

**Of course, there is money available—it’s just a matter of how we prioritize where our money is going.**

Unfortunately, in our society, we tend to place a lot of value on “shiny new toys” and we don’t value “education” in the same way. This is reflected in how we spend our cash.





I am not trying to preach and boss you around and tell you how to spend your money. I encourage you to be intentional with your spending and be clear about your priorities. Yet another iPhone or Xbox? Do you really need that? Probably not. Why not take that money and put it towards something that might strengthen your confidence and change your life.

Also, similarly, sell things you don't need. Sell the old iPad. Sell the old laptop. I know people who've sold furniture, clothing, shoes, purses, kitchen equipment (like that juicing machine from Christmas five years ago that's never been used) and so many other things to raise funds for their dreams. You might have \$500 worth of stuff sitting in your attic, basement, or garage right now that could be sold. Less clutter and more money. Win win!



# MAKE A LIST: A FEW THINGS I COULD SELL...




# #5

## THROW A FUNDRAISING PERFORMANCE.

---

You love to perform. You love getting in front of an audience and making people laugh, sob, and gasp in shock and surprise.

**You can take your greatest passion—performing—and use it to generate money!**

Throw a fundraiser performance at a local school, at a community center, at a university, the park, the beach, inside a yoga studio, any venue that makes sense for you.

This could be just you, solo, or even better—get some friends to do it with you and split the profits!

Charge money for tickets, obviously. Throw whatever kind of show you want to do. Get creative! You could do a traditional show (like a variety show or a comedy show) or you could do a class, a workshop, or even a service (like a car wash) that's got some kind of performance element swirled into it.







## **Do a car wash—with a twist.**

Every fifteen minutes, all the car washers freeze. Music comes on. Boom. And then there's a spontaneous hip hop dance routine to delight your customers! Like a STEP UP movie in REAL LIFE!

## **Teach a yoga class—for Broadway lovers.**

Vinyasa flow with show tunes playing in the background and a dance break in the middle!

## **Do a comedy show + bake sale.**

Cupcakes and brownies and jokes. I would totally go!

## **Teach a dance class for little kids.**

With a mini performance for the parents at the end.

So many options! If you do this type of performance consistently—like once a week or once a month—over time, buzz will build and you'll have more and more people in the audience every time. Cha-ching! Money flowing into your pocket every month.



# THERE IS NOTHING BETTER...

.... THAN GETTING PAID TO DO EXACTLY WHAT YOU LOVE! YOU ARE LIVING THE DREAM...AS YOU PURSUE YOUR EVEN BIGGER DREAMS.

I will ask the following friends if they'll do it with me and then we'll share the cash that we earn:



# MY ACTION PLAN

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We've covered a lot of info in this book. Now, let's pull it all together! It's time to make your action plan. Print this page if you want to write by hand.

**My current dream:**

**What I need to make it happen (time & money):**

**One way I carve out more time:**

**One way I earn more money:**

**A few other ideas:**

If I feel overwhelmed or stuck, I will put up an inspiring phrase that resonates with me, like,  
“Other people have done this and I can do it, too!”  
“If I take one tiny step every day, after 365 days, it all adds up to big progress!”  
“I am strong and fierce and I can do this!”

# THANK YOU...

Now that you've finished this book, here's your next move:

**Join our Facebook group, *Collectively Seeking Broadway*. It's free to join!**

Inside, you can hang out with me—and other Broadway performers—and watch videos where I explain the concepts in this book.

You can also post questions, chat about your favorite Broadway shows, and meet fellow students who love musical theater as much as you do.

This is not just an online group—it's a family. Students are welcome—and parents, too!

See you there!

**WARMLY,  
ROBERT HARTWELL  
FOUNDER + ARTISTIC DIRECTOR**





The Broadway Collective is a training academy for young aspiring performers (ages 12 and up!) who dream about pursuing a career in the Musical Theatre industry.

We're here to bring your dance, voice, acting and audition skills —and your confidence— to a completely new level. All of our instructors are actual Broadway performers, currently appearing in shows.

# WORK WITH US

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