

HOW TO BECOME A PRODUCER IN 2024

(5 MIN READ)

In the world we live in, there lies a coin, and on either side of the coin lie two completely different types of people.

On one side, you have the consumers—consumers of media, music, products, services, art, and entertainment—and on the other side of the coin lie **the producers**, the type of people that make the things that the consumers live off of.

Now, the way it typically goes is that it's the **producers that make all of the money** in the world we live in, and it's the consumers that make the producers all of the money.

It's always been this way, since the first man grew a piece of corn and sold it to another to the creation of all the products and services we use on a day-to-day basis.

And it has always been the case that the **producers make all of the money while the consumers make them the money**. Now it's just more versatile, and the opportunity to become a producer has never been easier.

But I'm going to go out on a limb here and say that you fall on the side of a consumer, not necessarily by choice but more simply because you weren't aware that there was another option.

And the chances are that you're here because you want more out of life; **you're a young, ambitious person, and you know that you're destined to be on the flip side of that coin.**

Well, if that is the case, then you're in the right place, and I'm here to help you understand what it means to be a producer **and how to become one yourself.**

WHAT DOES IT MEAN TO BE A PRODUCER?

To be a producer is to create.

The first thing you need to do is understand the principles and psychology behind producing and why people consume in the first place.

Why? **Because if you want to become a producer, you have to know the science behind it.**

Every single person on this planet, give or take, is some kind of consumer, and if you've ever had a cup of coffee, **you are technically one too.**

The truth is, in the modern day, we are all forced to be consumers. Unless you want to be stuck in caveman times, you need a mobile phone, which automatically makes you one, so it's pretty clear that it's impossible to not be a consumer.

But it's very possible to focus on being a producer, and the psychology breaks it down into two things:

- **Wants**
- **Needs**

These are two things in which most people often get mixed up, but that's beside the point.

As a producer, you can produce a matter of two things: **wants** such as housing, food, and clothes, or **needs** such as media and gadgets. I mean, look around you right now, and you can dictate what a want or a need is pretty easily.

The producers that make a lot of money are the ones that can blur the line between a want and a need, such as a phone. Do you want this or do you need it?

You would probably argue both, but the same goes for things like alcohol, cigarettes, and these billion-dollar industries. A lot of people would argue that it's both, although you and I know which side they really fall on.

THE END GOAL

What is the end goal of doing this? What is the actual point of becoming a producer instead of a consumer?

The answer that you'll be able to relate to is the idea of freedom.

Not only time, location, and financial freedom (although those are the main three), but the freedom from all of these things that we consume on autopilot.

Freedom from junk food, fake news, explicit content, and everything else that isn't optional but mandatory.

The end goal of producing isn't to become a billionaire **but to be in control, and you don't obtain that control by consuming alone.**

HOW TO START PRODUCING

Now that you know why people consume, you have to start producing yourself.

This all starts with the mindset shift of **seeing everything as a potential money-making opportunity**, because to start producing, you need to have the mindset of a producer, and once this clicks, you'll see everything in a different light.

You'll walk down the street and see people on their phones, riding bikes, and driving cars, and you just know that somehow producers made these products and services and **figured out a way to make these people consume them.**

You'll walk into a coffee shop and see people eating and drinking with shopping bags by their sides, and **you'll start to realise that the world is full of consumers.**

Being inquisitive is going to put you in the best position you can be to start producing yourself because then it's all about finding gaps. You know what people consume and why they consume. Now you

just need to find the answer to what you can produce that others will consume. That's the tricky question.

Reading through all of this and then being told, 'START PRODUCING' It's pretty daunting, especially when you're clueless about what first step to take, so here's a sort of step-by-step roadmap you can follow.

1. Find your specialty.

When you hear 'producing', it doesn't mean you need to get a ring light and start dancing in front of a camera; producing can be in whatever format you want it to be in, and that's where finding your specialty comes in.

What excites you? Is it creating music? Writing? Drawing? It could be anything; as long as you're putting something out into the world, then you are technically a producer.

2. Quantity/Quality

When starting out producing, quantity will trump quality every single time because, especially when you don't know what it is exactly that you're doing, you need to put in the reps before you find out.

The benefit of doing it this way is that you learn what your style is over time by consistently putting things out there.

Therefore, focus on consistency, especially when starting out.

3. Objects in motion stay in motion

In non-Issac Newton language, this basically means that if you don't make a start and all you do is plan to make a start, then you will get nowhere.

You have to start putting things out there and get the ball rolling in order to make progress; otherwise, you can be quite confident that you won't.

4. Continues Iteration.

Whatever it is that you've chosen to produce, you need to constantly iterate on it, constantly update the style, learn from your previous mistakes, and make everything that you put out better than the last, as that way, you know you're improving.

5. If you're lost, start off with a tweet a day.

I've said it before, but making a start with a tweet a day if you're completely lost is the best thing that you can do because this way you are getting into the habit of producing, and it also doesn't matter what you are putting out.

No one knows who you are; no one is going to call out spelling mistakes or stupid judgement because, put in the nicest way possible, you're a no-body, which is a good thing.

Being a no-body means you can dance like no one is watching and embarrass yourself until you make a name for yourself because, well, who cares?

That's right, no one.

And that's all you need to know about becoming a producer in 2024.

You now know:

- **Why you need to become one**
- **What it means to be one**
- **How to become one**

Next steps:

Follow **@thekaizen.daily** on Instagram and tell us you're going to start producing so we can follow along!

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And if it turns out you're not a fan of it, you can always unsubscribe, but we would urge you to give it a shot, stay subscribed for at least a week, and take 2 minutes< a day to give it a read and learn something new.

We hope you enjoyed

- **Callum, The Kaizen Team**

