

Billy Lawrence

Quotes

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It's a nightmare of editing. That's what I do all day.

~Billy Lawrence

By engaging someone for five minutes, you can make them a lifelong fan.

~Billy Lawrence

Part of walking the line as showrunner is trying to please people and still be true to what you believe creatively.

~Billy Lawrence

Fans can't ruin shows. Only creators can.

~Billy Lawrence

In a landscape where a 2.8 [demo rating] keeps you on the air, you can maintain that just by treating your fans with respect.

~Billy Lawrence

I am done with the hour-long [true crime] shows: "She was a happy married wife. Everything was perfect. Until the trip to Aruba."

~Billy Lawrence

When you're on a staff, it's not your job to write what you think is funny. It's your job to write what the person who created the show thinks is funny.

~Billy Lawrence

Until I created my own shows, I had nothing but bad experiences on staffs.

~Billy Lawrence

Any time you try to be edgy just for the sake of being edgy, that's the worst way.

~Billy Lawrence

The writing is what's most important to me.

~Billy Lawrence

With showrunning, the more successful you get, the more you're pulled away from the writing.

~Billy Lawrence

If something's working, you lean into it. You don't fight it.

~Billy Lawrence

One of the things I'm proud of is my ability to change directions if something's not working.

~Billy Lawrence

You have to lean into the turn. On every creative aspect, you have to lean into what's working.

~Billy Lawrence

I never went after character payments. I'm pretty much terrible at naming characters, so I usually name them after people I know.

~Billy Lawrence

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