

# 10 SIMPLE WAYS YOU CAN HELP PROMOTE YOUR SHOW

**CUSTOMIZE AND SEND THIS CHEAT SHEET TO YOUR CAST, CREW, CREATIVE TEAM, INVESTORS, FRIENDS AND FAMILY!**



**1. LIKE US ON FACEBOOK** Starting simple . . . go to our Facebook page, hit “like” and then “like” and “share” our posts! As an added bonus, you can change your personal Facebook “cover image” to our show cover image.

**2. FOLLOW US ON TWITTER** Another simple one! Follow us on Twitter, and then retweet our tweets!

**3. TELL US ABOUT YOUR GROUP LEADS** Schools and organizations make up a large portion of ticket sales and have a significant impact on our grosses. Your high school, college, HR department or organization leaders might all be interested in sending people to the show. We'll give your contacts the best group ticket rates available and can even arrange talkbacks or a workshop! Email your group leads to (email address for contact at your show).

**4. FRIENDS & FAMILY DISCOUNT** We've created a special Friends & Family discount that can be shared with your own personal email lists. We will send you this email to forward along to your contact list to help spread the word and encourage people to see the show!

**5. POST SOME FLYERS** Does your office have a watercooler where you can leave flyers? Does your gym or church have a bulletin board where you can put up a poster? What about your local dry cleaners? The more times someone sees the name of our show, the more likely they are to buy a ticket!

**6. EMAIL US IF YOU THINK YOU'VE GOT A LEAD ON SOMETHING THAT COULD HELP US** In other words, if you see something, say something.

**7. REVIEW OUR SHOW ON SHOW-SCORE.COM** Leave us a review on Show-Score.com! If our score reaches a certain number we start trending and get additional free publicity!

**8. TELL ONE PERSON YOU DON'T KNOW ABOUT OUR SHOW EACH DAY** It can be in a grocery line, at Starbucks or while you're seeing another show. Tell them about your involvement. And tell them you can get them VIP seats. You'd be amazed at how well this works.

**9. VOLUNTEER TO FLYER AT THE TKTS BOOTH** Looking for a fun Saturday afternoon activity? Spread the word about our show by talking directly to ticket buyers at the TKTS booth. Email us to volunteer to flyer!

**10. WEAR YOUR SHOW ON YOUR SLEEVE** You know what's a great conversation starter? Wearing a show branded hat or shirt or bag or . . . you get the picture. Email us and we can help get you the staff rate for our show merch.

**BONUS! CREATE BUSINESS REFERRAL CARDS FOR CAST** Create a discount code for each member of your cast/crew and then create a business card for each cast/crew members. Every time someone uses their discount code give the referring cast/crew member commission! It's a way for you to sell more tickets and for your cast/crew to make a few extra bucks!

