

# pitching your solo show: how-to email guide

*Emailing programmers can feel vulnerable and uncomfortable. When I'm putting it off, I remind myself "You miss 100% of the shots you don't take" (Wayne Gretzky). Or to use another analogy, if you don't leave the house, nobody is going to see you.*

*Below you'll find my Top 11 Tips for emailing programmers and venues. On the following page is an email template you can use to make this as painless as possible.*

*So, take a deep breath and let's take this important step forward. You are on the right track! x Haley*

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## top 10 tips for emailing programmers & venues

1. Only write to venues that you know you want to perform at *and* you believe are a good match for your show. Make sure you've seen their shows and researched what kind of stuff they're interested in.
2. Be clear on what you want. Is it to ask for a meeting to tell them about a project you're developing? Would you like them to program your show as part of a tour you're planning? Is it to ask for free rehearsal or R&D space? Are you inviting them to an upcoming performance or work-in-progress show?
3. Include the AD (artistic director) or programmer's name at the top of the email. Double check it's spelt correctly.
4. Include a *brief* comment about a show you've seen at their venue, ideally recently, but if you're fave was 2 years ago, okay! Demonstrate that you're engaged.
5. If you know someone who has worked with this venue, and you have the OK from that friend, use their name. *"I'm writing you on the recommendation of..."* Or, *"My friend X had such a great experience working with you..."*
6. Be direct. Don't waste their time. Tell them why you're writing and don't dance around "your ask" (see #2 for a refresher).
7. Be polite but not too formal. Include a greeting and a sign off. Write how you speak on a good, professional day, but don't do flowery 17th C. sentences.
8. Be brief. Keep it under 200 words.
9. Include an image if you have one. 1MB max. This can be of you (headshot) or of the show (a photo from a performance or a publicity photo).
10. Follow up but be cool. Wait at least 2 weeks. After that, if you don't hear back, write again when you have something new to tell them about (next step in development, a review, a new project etc).

*\*\* Remember it takes time to build relationships with organisations. Keep the faith. Keep creating and sharing your work with your circles. It's building. \*\**

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*Below is the email template I use when I'm emailing a new programmer or venue.*

*Once you know what 5-10 venues would best suit your show and what you want from them, use this template as your guide.*

*Write your emails, re-read them outloud to check for errors and press send! You got this.*

*x Haley*

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## email template for programmers & venues

**Greeting:** *Hello [NAME],*

**Who you are:** *My name is [X]. I'm a [theatre-maker] based in [your city] and I create [one short phrase about your work].*

**Why you're writing:** *I'm writing to let you know about a project I'm developing, [title].*

**What your project is:** *It's about [describe your show in 1-2 sentences. If you're stuck, think about: What is the story? What big themes does it explore. What performance traditions are you drawing from].*

**Why you think it's a good fit with their programming:** *I recently saw [a show at their venue] and because you are interested in/dedicated to [type of work/type of artist], I think this piece would be a good fit for your [programming or development scheme etc].*

**Your ASK:** *We're doing a work-in-progress show on [date] at [time] at [venue]. I'd love for you to see this piece and introduce you to my work. If you, or someone from your team, happen to be free, I would be happy to arrange tickets for you.*

**OR:** *I wonder if [venue] would be interested in supporting our development by [say what you want: space to work for a week or two, space to do a scratch performance]. If it's of interest I'd love to come and chat with you about the project.*

**Let them know if you've attached anything below (not necessary):** *I have attached [a link to a video of a scratch performance/ little more information about the show] below. [Let me know if you'd like to read the script/see video.]*

**Sign off with contact details (phone, email, website if you have one):** *Best, [your name + contact details]*

**+ IMAGE / any *brief* additional material that's pertinent (1MB max)**