

CLARIFY YOUR MESSAGE

WRITING A BLURB

Goal: communicate the relevant facts and entice involvement.

For brochures, postcards, posters, letters, email blasts, grant summaries, calendar listings, sponsorship proposals...

Draw your facts from among these categories:

1. Content: narrative basis of the work, e.g. dance based on Shakespeare sonnets, music about the Czech revolution, a play about my mom and her manicurist.
2. Performance tradition: Ghanaian storytelling, Christmas panto plays, Chicano mural painting, performance poetry.
3. Imprimatur of quality: awards received, credible press quotes, prestigious funding acknowledgments, prior partnerships or training or performance history.
4. Singularity: anything that makes you unique. Why you, and not somebody else?

Describe the experience.

“Dizzying, hilarious, raucous, shocking, haunting, spellbinding, soothing, mesmerizing, eye-opening...” all of these words beat “great, wonderful, brilliant.”

State the non-obvious.

If it is Garcia Lorca, is it in Spanish or English? If it is Carmen, is it opera or ballet? If ballet, is it set to live music? If 2 groups are on one billing, are they playing separate sets or simultaneously? If Baroque music, is it on period instruments?

Invite participation.

1. Buy tickets.
2. Volunteer to help with _____.
3. Become a sponsor.
4. Solicit other people to be sponsors.
5. Sell tickets to others.
- 6.