



## DRAFTING LANGUAGE ABOUT YOUR PROJECT/SHOW

### THE BASICS:

Your name/Name of your company

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Where are you based?

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Size of your company?

*(Individual, company, collective...)*

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What's the size of your touring company?

*(include the roles)*

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Genre

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Medium

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Type of work

*(e.g., Is it a full-length work. Is it an installation.)*

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**\*\*\*It's all about the experience.\*\*\***

Try to describe your work as if you were sitting in the audience:

→ What is the experience of your work?

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→ What words succinctly describe your work?

*Use words that describe your work, your company, so that the listener leaves with a picture in their head of what it is you are creating.*

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→ What words will define what you are doing with your company versus all the other companies in the same genre as yours?

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→ What are the three most essential things you must say about your practice, about your company that differentiates it?

*Lead with positive statements, people tend to hear and receive them with more clarity and understanding*

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

**\*\*Make sure to repeat your company's name and the name of your show constantly (don't over-use it) so you leave it ingrained in people's brains**

**Now that you have all the information written down, you can start crafting different ways to present your work!**

You need to be able to describe your work:

in less than a minute

in three minutes

in five minutes

in great detail when given the opportunity