ERB

PUBLISHING

FOR ERB PUBLISHING PLAYWRIGHTS

Promote Your Play

THE PLAYWRIGHT PROMOTION KIT

Your play is published. Now let's get it in front of the people who will read it, buy it and produce it. This kit gives you a 30-day launch plan, ready-to-post templates and a simple checklist.

WHY IT MATTERS

You are your play's best advocate

Most productions of a new play begin with a personal connection: a director who saw a post, a board member who heard a reading, a teacher who knows the writer. A catalog listing makes your play easy to find. Your voice is what makes people look.

PEOPLE TRUST PEOPLE

A post from the playwright reaches friends, colleagues and theater contacts who would never search a catalog. Every share widens the circle.

THE FIRST 30 DAYS COUNT

New listings get the most attention right after launch. A steady month of posts keeps your play visible while we feature it on our channels.

SEARCH ENGINES NOTICE

Links from your website, your New Play Exchange page and your social profiles help people find your listing when they search for your title or your name.

IT PAYS YOU

Every script sale and every production license pays you a royalty. The more people who see your play, the more chances it has to be bought and produced.

Who does what

ERB PUBLISHING	YOU, THE PLAYWRIGHT
Formats your script and builds your catalog page	Share your listing link with your network
Announces your play on ERB social channels	Repost and comment on our posts about your play
Features Membership plays in Collection campaigns	Tell theaters, schools and directors you know
Handles licensing, payments and statements (Membership)	Send licensing inquiries to ERB Publishing
Keeps your page current and your book in print	Credit ERB Publishing as your publisher

THE CREDIT LINE

Always credit your publisher

Your agreement asks you to name ERB Publishing as the publisher whenever you list or promote the published edition. It is one line, and it sends readers and theaters straight to your play.

> *Published by ERB Publishing · erb-publishing.com*

WHERE TO USE IT

- Your website and the page for this play
- Your New Play Exchange page (add the ERB link as the place to buy and license)
- Your bio in programs, festival listings and press releases
- Your email signature and newsletter
- Social media posts and your profile links

TAG US SO WE CAN SHARE

PLATFORM	TAG OR MENTION
Instagram	@erbana.productions
Threads	@erbpublishing
Facebook	Erb Publishing (tag the page)
Hashtags	#ErbPublishing #NewPlays #Playwright #PlayScripts #CommunityTheatre plus your play's title

LICENSING INQUIRIES

If you chose a Membership Listing, send anyone who wants to produce your play to **erb-publishing.com/license-a-play**. That way the license, the fee and your royalty are all handled properly.

YOUR LAUNCH PLAN

30 days to launch your play

WHEN	WHAT TO DO
Day 1	Post your announcement with the cover image and your listing link. Use the Facebook or Instagram template on the next page.
Day 2	Update your website, New Play Exchange page and email signature with the credit line and link.
Days 3 to 5	Email your theater contacts: directors, artistic directors, drama teachers, festival organizers. Use the email template.
Week 2	Share the story behind the play: where the idea came from, a photo from a reading or production, or what you hope audiences take away.
Week 3	Post a short teaser: a single line of dialogue, the cast breakdown, or the setting. Keep it brief. Never post the full script.
Week 4	Post a call to theaters: "Looking for your next show? Here is what it needs to stage it," with cast size, run time and the licensing link.
Ongoing	Reshare ERB posts about your play, celebrate every production and reading, and add the link anywhere you are listed as a playwright.

GOOD PLACES TO SHARE

New Play Exchange, Dramatists Guild directories, your personal website and blog

Facebook theater groups, community theater pages, regional theater associations

Schools, colleges and drama teachers you know, alumni networks

Writing groups, festival and contest communities, local arts councils

READY TO POST

Templates you can copy

Replace everything in [brackets]. Your listing link is the catalog page we send you when your play goes live.

FACEBOOK

My play [PLAY TITLE] is now published by ERB Publishing! [ONE SENTENCE ABOUT THE PLAY.] It is available as a script, and theaters can license it for production.

Read it or license it here: [LISTING LINK]

Thank you to everyone who helped this play find its way to the page. #ErbPublishing #NewPlays #Playwright # [TitleHashtag]

INSTAGRAM CAPTION

It is official. [PLAY TITLE] is published by @erbana.productions (ERB Publishing). [ONE SENTENCE ABOUT THE PLAY.] Cast of [NUMBER], about [RUN TIME] minutes. Link in bio. #ErbPublishing #NewPlays #Playwright #PlayScripts #CommunityTheatre

THREADS OR X

[PLAY TITLE] is now published by ERB Publishing. [SHORT HOOK.] Script and licensing: [LISTING LINK]

LINKEDIN

I am glad to share that my play [PLAY TITLE] has been published by ERB Publishing and is now available for licensing to schools, community and regional theaters. [ONE OR TWO SENTENCES ABOUT THE PLAY.] If you work with a theater looking for new work, I would be grateful if you took a look: [LISTING LINK]

READY TO POST

Email, bio and signature

EMAIL TO THEATER CONTACTS

Subject: My new play, [PLAY TITLE], is now available

Hi [NAME],

I wanted to let you know that my play [PLAY TITLE] has just been published by ERB Publishing. [ONE SENTENCE ABOUT THE PLAY.] It runs about [RUN TIME] minutes with a cast of [CAST SIZE], and it stages simply: [SET NOTE].

You can read a sample and request a license here: [LISTING LINK]

I would love for you to consider it for a future season, and I am happy to answer any questions.

Thank you,
[YOUR NAME]

BIO LINE

[YOUR NAME] is a playwright whose work includes [PLAY TITLE], published by ERB Publishing.

EMAIL SIGNATURE

[YOUR NAME], Playwright
[PLAY TITLE], published by ERB Publishing
[LISTING LINK]

DO

- Use the same listing link everywhere so every click counts.
- Share production photos and reviews. Send them to us too, and we will share them.
- Thank theaters publicly when they produce your play.

PLEASE DON'T

- Post or email the full script or PDF. Send people to the listing instead.
- Grant performance rights yourself for a Membership play. Send inquiries to ERB Publishing.
- Use ERB logos in a way that suggests ERB endorses something other than your published play.

CHECKLIST

Your launch checklist

- [ ] Announcement posted on Facebook, Instagram and any other channel you use
- [ ] ERB Publishing tagged in your posts
- [ ] Credit line and link added to your website
- [ ] New Play Exchange page updated with the ERB link
- [ ] Email signature updated
- [ ] Email sent to at least ten theater contacts
- [ ] Story-behind-the-play post shared in week 2
- [ ] Teaser post shared in week 3
- [ ] Call-to-theaters post shared in week 4
- [ ] Bio updated with "published by ERB Publishing"

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Questions, photos or news to share? Write to **submissions@erb-publishing.com**.
erb-publishing.com