PROMOTE YOUR SHOW GAMEPLAN

WHAT I BOOKED: _____

TODAY'S DATE: _____ SHOOT DATE(S): _____

WRAP DATE: _____ APPROX RELEASE DATE: _____

BEFORE SHOOT (Goal: Build excitement leading up to shoot - journey of prep to shooting).

Methods I'll Use: ❏ **Postcards**   ❏ **Snail Mail**   ❏ **Email**   ❏ **Social Media**

Types of Updates:

❏ Just booked

❏ Working on script

❏ Rehearsal

❏ BTS with other actors (if appropriate)

❏ AHHA moments

❏ Mindset journey

❏ Fittings

❏ _____

❏ _____

❏ _____

❏ _____

❏ _____

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DURING SHOOT – (Goal: Document entire shoot in detail -- Take followers along the journey AND create relationships)

Methods I'll Use: ❏ **Postcards**   ❏ **Snail Mail**   ❏ **Email**   ❏**Social Media**

Types of Updates/Things to document:
- ❏ Started shooting
- ❏ Trailer/chair
- ❏ Pages
- ❏ Co-stars (photo with)
- ❏ Location
- ❏ Soundstage
- ❏ Lot
- ❏ Call sheets
- ❏ Costumes
- ❏ Working on script
- ❏ Rehearsal
- ❏ BTS with other actors (if appropriate)
- ❏ AHHA moments
- ❏ Mindset journey
- ❏ _____
- ❏ _____
- ❏ _____

RELATIONSHIPS I'LL CREATE:

Director: _____	❏ Selfie/Photo	❏ Social Media Follow	❏ Email
Producer: _____	❏ Selfie/Photo	❏ Social Media Follow	❏ Email
Producer: _____	❏ Selfie/Photo	❏ Social Media Follow	❏ Email
Producer: _____	❏ Selfie/Photo	❏ Social Media Follow	❏ Email
Writer: _____	❏ Selfie/Photo	❏ Social Media Follow	❏ Email
Cast: _____	❏ Selfie/Photo	❏ Social Media Follow	❏ Email
Cast: _____	❏ Selfie/Photo	❏ Social Media Follow	❏ Email
Cast: _____	❏ Selfie/Photo	❏ Social Media Follow	❏ Email
Cast: _____	❏ Selfie/Photo	❏ Social Media Follow	❏ Email
Cast: _____	❏ Selfie/Photo	❏ Social Media Follow	❏ Email
Other: _____	❏ Selfie/Photo	❏ Social Media Follow	❏ Email
Other: _____	❏ Selfie/Photo	❏ Social Media Follow	❏ Email

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AFTER SHOOT – (Goal: Create excitement leading up to release date)

Methods I'll Use: ❏ **Postcards** ❏ **Snail Mail** ❏ **Email** ❏ **Social Media**

Types of Updates/Things to document:

❏ Wrapped shooting

❏ Looping

❏ Publicity

❏ Wrap party

❏ Screenings

❏ Festivals

❏ Project trailer

❏ One sheet/Poster/Billboard

❏ Stories/posts with other cast

❏ Mindset journey

❏ _____

❏ _____

❏ _____

❏ _____

❏ _____

PROMOTE YOUR SHOW GAMEPLAN

RELEASE DATE (AT OR AFTER) – (Goal: Get eyes on project and association with the project; piggyback on existing publicity)

Methods I'll Use: ❑ **Postcards** ❑ **Snail Mail** ❑ **Email** ❑ **Social Media**

Types of Updates/Things to document or participate in:

- ❑ Premiere party (invitation and party itself)
- ❑ Looping
- ❑ Studio publicity
- ❑ Publicity of other cast
- ❑ Live Tweeting show/episode/event
- ❑ Project Hashtags to use: _____
- ❑ Articles about project
- ❑ Festivals
- ❑ Nominations
- ❑ Awards
- ❑ Project trailer/commercials/ads
- ❑ One sheet/Poster/Billboard
- ❑ Premiere party (invitation and party itself)
- ❑ Stories/posts with other cast
- ❑ Mindset journey
- ❑ _____
- ❑ _____

AWARDS (JUST BEFORE OR DURING SHOW): (Goal: Association with the project; piggyback on existing publicity)

Types of Updates/Things to document or participate in:

- ❑ Awards or Awards party or Watch party (invitation and party itself)
- ❑ Studio publicity
- ❑ Publicity of other cast
- ❑ Live Tweeting award show
- ❑ Project/Award Show Hashtags to use: _____
- ❑ Articles about awards
- ❑ Project trailer/commercials/ads
- ❑ One sheet/Poster/Billboard
- ❑ Stories/posts with other cast
- ❑ Mindset journey
- ❑ _____

PROMOTE MY SHOW GAMEPLAN

NOTES: _____

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