

SOLO SUNDAYS

WRITING A PROMO PIECE

GUIDING PRINCIPLES:

- Beginning with the very first word, plunge the reader into the hottest part of your story. I want people to think, "How the hell did he/she end up in this predicament and how will he/she escape?" You're essentially writing a mystery that can only be solved if the reader attends the show.
- Length: 4- 5 lines.
- . Please review the excellent examples below. Some of them are long but they're so good I've included them too.

PLEASE DO NOT INCLUDE:

- A description of your show
- A string of adjectives that describe how attendees will feel during and after seeing your piece.
- The words "poignant" or "journey".
- Any variation of "This story is about".
- Any variation of "join us" or an affirmation that the reader will have to attend to find out what happens. Just stay in your story
- Newspaper quotes, mention of sold out shows, awards

ECHO BROWN

"Black Virgins are Not for Hipsters"

Echo is about to lose her virginity to a good looking white hipster that she met on Craigslist. This will happen in ten minutes. That gives Echo just enough time to do exactly what you shouldn't do the first time you are about to get laid: contemplate America's racial problems. Echo is black. So she's use to pondering race. But she doesn't want to ponder race IN THIS MOMENT. Right now, all she wants to do is convince herself that she is beautiful, despite a lifetime of conditioning to the contrary. To make herself believe in her own beauty, Echo will pray to all of the gods, call her best friend over 20 times, and talk to her cat about the meaning of life.



CAROLINE WAMPOLE

"You Know, Cockroaches Carry the Bubonic Plague"

It's 2 AM on a summer night in 1971 in New York City (think Taxi Driver and Serpico - not today's Guiliani/Bloomberg cleaned-up version). Eight-year-old Caroline isn't sure exactly why she and her mother and sister are spending the night on a bench in Penn Station, but she knows it has something to do with a German ex-lover named Wolfgang, an evil step-mother who might or might not be a Russian princess, and a cockroach-infested hotel that wouldn't refund their money for the room OR the can of roach spray. Now Caroline is trying to go to sleep in spite of bright lights, transistor radios, and wins yelling the F word. Will her mother's degree in French Existentialism come to the rescue? What would Albert Camus do?

LOU KIPILMAN

Wiseguy. Rake. Druggist. Dad.

Some folks say you shouldn't Google yourself. But nobody said anything about Googling one's father. So when Lou's wife did a search on his long-deceased dad, a newspaper article half a century old appeared, telling a story Lou had never heard. A securities heist in suburban Pittsburgh? An arrest by the FBI in Brussels? Of a pharmacist from Queens? Connecting the dots will surely require more than a click of the I'm Feeling Lucky button.

KELLY RAFFERTY

"Puberty 2.0"

With the rest of the family at a minor league ball game, Kelly and Danny (the high school boyfriend) had the house to themselves for hours. Until they didn't. He was on top of her when they heard the basement door open. Footsteps on the stairs. Kelly's mom appeared, inexplicably sputtering and clapping. But this surprise was not the most awkward thing to happen that week.

KEVIN ROLSTON

"Deal with the Dragon"

Hunter Keegan's cell phone is on fire. That can only mean one thing: his roommate lost his temper.....again. At least this time it was an object and not a person that got scorched. The guy means well (we think). He only wants the best for Hunter (he says). He wants to help Hunter prepare for his first job interview which is early tomorrow morning. But the longer he hangs around in Hunter's room, the more it becomes clear that he's more than just charming. He's positively bewitching. Is he a father figure? A really overzealous art patron? A co-dependent sugar daddy? Or is he actually a dragon?

SUSAN GILL

"Rabbi, the Missing Bride is in Miami Beach with a Gentile Lifeguard and 21 Cats"

Susan loses interest in eating her croissant when her 10 year old son switches from describing the finer points of Wrestling to requesting psychotherapy. Psychotherapy? Why does he want psychotherapy? Susan grew up with a suicidal father and a sister who had a borderline personality. That's reason for psychotherapy. Her son's childhood was normal. Wasn't it?