



## Stage Directions Guide to Getting and Keeping Your Audience (Stage Directions Guides)

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Today, theatre competes with many forms of entertainment for people's leisure time. So how does a theatre attract and maintain the audience it needs? This book tells you how, providing essential information on advertising to motivate ticket-buyers, creating attention-getting mailings, using newsletters, numerous successful marketing and promotion tips, why audiences don't come, and much more.

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