

HOW TO PUT ON A PLAY FOR NO MONEY

1. BUILD YOUR CORE TEAM

Find actors willing to wear multiple hats (unless it's a one-person show). Then find a director, producer and writer - unless you're writing it yourself - who believe in the project enough to profit-share.

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2. AGREE THE DEAL UPFRONT

Split profits based on contribution. Put it in writing. Awkward now is better than resentment later. (Make sure you account for anyone that might join you down the line: designers, operators etc.)

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3. SET HARD DEADLINES

Draft by when? Venue booked? Rehearsals? Design? Tech? Press night? Work backwards from opening night and build a timeline.

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4. FIND THE CHEAPEST SPACE

Pub theatres, fringe venues, church halls, community spaces, rehearsal rooms, back rooms. Look into box-office splits.

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5. REHEARSE FOR FREE

Your house. Someone's kitchen. A park. A borrowed room. An alleyway behind a mexican restaurant. A cheap off-peak studio only when necessary.

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6. BEG, BORROW AND POST

List every prop, costume and set item you need, then call it out on socials, WhatsApp, local Facebook groups, Freecycle, Gumtree and theatre networks.

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7. KEEP DESIGN SIMPLE

No massive set. One strong concept, smart costume choices, a few precise props and simple lighting that tells the story.

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8. BUILD THE MARKETING MACHINE

Make posters, clips, cast photos, pull quotes, BTS videos and story templates. Give everyone access to the assets (Google Drive). Everyone posts. Everyone adds the link to their bio.

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9. SELL RELENTLESSLY

Ticket sales are how people get paid. DM friends. Email your list. Message teachers, agents, your church, your classmates, the people you work with, EVERYONE!

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10. MAKE IT WORTH YOUR WHILE

Invite press, agents, casting directors, directors, producers, anyone who can move your career forward. Make sure you film it, get press shots, reviews, testimonials, vox pops and contacts.

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