



How Much Marketing Will It Take to Fill Your Audience's Bucket?

This worksheet covers material in [episode 32](#) of the Sold Out Run podcast.

How many tickets do you need to sell? The simplest calculation is the number of seats in your venue multiplied by the number of performances.

Total Capacity	
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How many “easy” sales do you have? These are the people that are going to come to the show no matter what you do with the marketing. They either love the venue, someone in the production, or the show itself.

Fans of the Venue	
Friends and Family	
Fans of the Show	
Total Easy Sales	

The difference between easy sales and total capacity is how many tickets your marketing needs to generate.

Marketing Target (<i>Total Capacity - Total Easy Sales</i>)	
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Identify the groups that you'll be marketing to. How many tickets do you need to sell in each group?

Look at your marketing tactics. For each group, how far will each marketing tactic move them towards buying a ticket? Enter it as a percentage. (For example seeing a cool poster for your show might move one group 3% of the way towards buying a ticket.) **This is abbreviated: you will have many more rows.**

	Persona Group 1	Persona Group 2	Persona Group 3
Target Ticket Sales			
Your Poster (example)			
Morning Radio Appearance (example)			
Trivia Contest (example)			
Total Percent *			

* Anything less than 100%: expect none or few of that group will be moved to buy a ticket.