How to Create a Media Kit

Use this free checklist to help create an effective and useful media kit that you can provide to potential partnerships. Your media kit should include the following items.

- [ ] Introduction/Bio

  Introduce yourself or your company will a well-written bio of your company or brand. You can include things like your mission statement, something unique your company does or offers, or your company story.

- [ ] Include professional headshot photos

  People like to see who they are working with. Include professional head shots of who your potential partners will be working with.

- [ ] Social media

  Include links to all your social media channels (with account handles)

  Include your following count

  Include screenshots that showcases your best of the best on your social media accounts.

- [ ] Your website statistics

  Things to include;

  monthly unique visits

  Monthly page views

  Audience demographic

  Your most popular content

  Your email subscribers

  Top ranking keywords

- [ ] Services

  Think about what services you want to include and you want to gain from your media kit.

  Collaborations

Partnerships

Sponsored posts/content

Speaking engagements

Freelance writing

Product reviews

Affiliate advertising

- [ ] Highlight your services

Highlight what makes your service, event, or product is one of the best.

Include your previous accomplishments, brands you have previously worked with, other press you have received.

- [ ] Pricing

Pricing is optional. You might want the brand to come back to you with a price that might be higher than you think.

Or if you want to include pricing because it makes sense for your business, Include a breakdown of your pricing options.

- [ ] Contact information

Don't forget to include all your contact information.

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