

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 with 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 showcase 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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