5 THINGS TO INCLUDE IN YOUR MEDIA KIT

and what to do with it to showcase your big, bad authentic self
WHO IS THIS GIRL?

• Blogger/Digital influencer
• Graphic designer/marketer
• 20 years of experience in PR, communications, and marketing for corporations, non-profits, and small businesses
• @Whiskynsunshine
WHAT IS A MEDIA KIT?

• “A media kit is a package of information specifically designed to capture the media’s attention.”
• What goes into the media kit is dependent on your objective
• 5 essential components to any blogger media kit
1. THE BASIC

- Blog name
- Your name
- URL
- Logo
- Headshot
2. ABOUT ME / MISSION STATEMENT

- About Me
- Mission Statement
- Summary Statement
- Manifesto
- Elevator Speech
3. STATISTICS

• UPVs (Pageviews)
• UMVs (Sessions)
• Social followers
• Demographics
• Engagement rate (if high)
4. BRANDS REPRESENTED

• Partnerships
• Ambassadorships
5. CONTACT

• Email
• Phone number
• Address
NOW MAKE IT WORK FOR YOU

Sell yourself.

No one else will sell you, so you need to do it.
WHAT I CAN DO FOR YOU

• Ambassadorships
• Twitter parties
• Campaign management
• Reviews/Giveaways
• Sponsored posts
• Ads
• Video creation
• Email newsletter
• Instagram takeovers
TOOT YOUR OWN HORN

• Testimonials
• Awards
• Publications
• Contributions
• Interviews
• Quotes
• Speaking Engagements
• Articles
SIZE MATTERS

• One-page vs. two-pages vs. a deck
GO PRO OR GO HOME

• Edit yourself
• Spelling, grammar, layout, and tone all matter
• Branding matters
ABOUT PAGE

- Is it accurate?
- Sell yourself
  - Who are you?
  - What’s your story?
- 3rd person
- Headshot
- Contact
TIPS FOR MEDIA KITS

• Don’t lie about your stats
• Don’t ask your designer to put together a media kit with falsified stats
• Do update quarterly. Stats change. You want to look your best as you grow.
• Do have a rate sheet; do not attach it to your media kit
• Do not post your rate sheet online