

PAMPERRYPR



FABULOUS
PR
COACH
helping your business connect



✓ One should know how to
write an effective press release
(or where to have one written)

www.pamperrypr.com

Table of Contents

What is a Media Kit?	3
Why Do You Need a Media Kit?	3
A well-crafted media kit:	3
• Adds Value	3
• Looks Professional	3
• Highlights Your Skills	4
• Helps You Understand Your Audience	4
• Increases Your Income Potential	4
What's Included in a Media Kit?	4
• Your Name & Information	4
• Photographs & Images.....	4
• Resume	5
• About Your Blog	5
• Tell Your Story.....	5
• Stats	5
• Services Offered.....	5
• Testimonials.....	5
• Awards	5
• Beautiful Visuals.....	5
How to Create Your Personalized Media Kit	6
Collect Your Resources.....	6
Describe Your Blog Fully.....	6
Include All Relevant Statistics	6
Explain Your Sponsorship Policies.....	6
Make it Attractive	6
Proofread & Edit	7
Turn it Into a PDF File.....	7
Examples of Media Kits	7

Media Kit Magic

You can earn money with your blog in a variety of ways. You can recommend products as an affiliate marketer, sell your own products and services and put advertising on your website.

If you're a blogger who is trying to earn a living through your blog, there is another way. You can become an influencer, working with brands, to create sponsored posts, host contests, and more. Working with and promoting brands is a great way to create a new income stream that can be quite lucrative.

Bloggers make anywhere from \$50 to thousands of dollars per sponsored post. It depends on how much traffic you have, how responsive your audience is, and the niche you blog within. But, if you want to attract brands, you really need to have a media kit.

What is a Media Kit?

If you don't know what a media kit is, it's just a very easy to distribute one-page summary of your business. Although some bloggers like to use up to three pages on their media kit. On this one to three-page document, you must demonstrate who, what, when, why, and how you do what you do. It's a lot like a CV focusing on the brands you want to attract to work with you. When possible, your media kit will also show who you've worked with and what the results were in the past.

Why Do You Need a Media Kit?

The main reason you need a media kit is that it's the industry standard. Brands who will pay you well expect you to be a professional and do things in the expected way. This is something you don't want to try to reinvent the wheel for and do your own way.

A well-crafted media kit gives you credibility as a blogger so that you can attract brands that can afford to pay you as an influencer. Being able to attract brands will greatly increase your earning potential as a blogger.

A well-crafted media kit:

- **Adds Value** – The media kit itself is an exercise that adds value to your blog and to your business. The reason is that it forces you to learn about your audience and what's important to them using analytics.
- **Looks Professional** – Media kits are an industry standard that helps brands identify you and assess your fitness for working with them. Putting all that information together shows that you care about your audience, have done your research and are indeed a professional.

Media Kit Magic

- **Highlights Your Skills** – A media kit is a great way to show your skills to any business that may want to hire you for those skills. Creating it well uses all the skills you'll need to promote other people's products or services via your blog.
- **Helps You Understand Your Audience** – Creating the media kit forces you to use analytics to discover your real audience. By studying your audience, it helps you to ensure that you are indeed attracting the audience you are targeting.
- **Increases Your Income Potential** – Just having the media kit makes it much more likely that brands hire you, that your audience trusts you more, and that you establish yourself as an expert in your niche.

With the right media kit, designed with the brands you want to represent in mind, you will attract better partnerships and build good paying relationships with brands that help solve your audience's problems. Think of your media kit as an important and needed part of your blog and make it a priority to keep it updated and fresh.

What's Included in a Media Kit?

A good media kit will contain all the data that would be important to someone who wants to pay you as an influencer. For example, how far is your social media reach? How many people read your blog daily? What is their sex? How much is their household income? What information do they desire? What problems do they have?

This is the sort of information that will help brands assess whether you're the right blogger to represent their brand through a sponsored post or other activities, or not. The media kit is what they'll look at before they ever contact you regarding their needs.

Therefore, ensure that you include the important information so that within a glance, brands can determine what works for them.

- **Your Name & Information** – They need a way to contact you so include your social media handles, your contact information and email, and any other info that can help brands to connect with you.
- **Photographs & Images** – You may want to include some photos and images that are high resolution and high quality that are easily printable and usable. In that way, you can demonstrate your ability to photograph products in an appealing way. Plus, a nice headshot of yourself is a great way to help build trust.

Media Kit Magic

- **Resume** – Letting brands know who you’ve worked with in the past, when possible, is a great way to show results and what you’ve done. Even if you haven’t done paid sponsored posts yet, you can show reviews you’ve done that show what you can do.
- **About Your Blog** – Include your blog name, logo, tagline and other information about your blog so that they know what your topic is. This is a good place to put your mission statement.
- **Tell Your Story** – It’s important that you tell your story, keeping the audience you want to attract in mind. In this case, you’re creating the content for brands that you want to sponsor your blog that you’ll be proud to represent.
- **Stats** – Include social media reach for individual social networks, blog readership, demographics about your audience, for example, what percentages are female versus male, location if relevant, and anything else you can that gives the data that can help a brand determine if your blog is the right one.
- **Services Offered** – If you offer specific services to brands include them on your media kit page. This information is important because it will help brands work with you better. The easier you make it for them to work with you the more likely they will be to choose you. If you have a certain rate you want to charge include that too.
- **Testimonials** – Including information from any who read your blog, buys your products, uses items you recommend, and who says something great about you will also be useful.
- **Awards** – Has your blog received any awards? It’s a good idea to include mention of those too.
- **Beautiful Visuals** – Brands want professional results. Show that you’re a professional by giving them an example of the type of work you can do within your media kit.

Include anything you can that makes you look better to the brand audience. But, remember that it must be kept in a small document, one 8.5 x 11-inch page. This will require good design to ensure that everything can be included. A professionally designed media kit will help brands find you and know whether you’re the right blogger for them to work with or not.

How to Create Your Personalized Media Kit

Your media kit should be live on your website, as it's good for search results, but, you'll also want to create a downloadable PDF file of the media kit. A PDF file looks amazing and brands can easily download it. Plus, you can attach it to an email when a brand or company contacts you to request it. To create an amazing media kit, follow these steps.

Collect Your Resources

Take the time to collect everything that you want to include in your media kit before putting it together. What you include, or don't include, will depend on your blog niche, your goals, and objectives in working with sponsors.

You may want to collect images, graphics, your mission statement, testimonials, examples of work you've done with brands, if you have it, and other qualifying information that helps the brands know how to work with you.

Describe Your Blog Fully

Once you've collected everything, you'll want to describe your blog fully to introduce the media kit. You can choose to use your mission statement to help you create this portion of your document. You want to describe everything fully, but you want to keep it succinct.

Include All Relevant Statistics

Organize like-things with like-things so that everything is easy to see at a glance. For example, include all relevant statistics for your social media platform reach in one spot. Include the information about blog traffic and customer demographics together. Any type of statistics that will help a brand choose you as their influencer should be included.

Explain Your Sponsorship Policies

Always include an area that includes your sponsorship policies and prices. If you can provide links to examples of sponsored posts that will help a lot too. When a brand can see for themselves what they're getting from you, they're going to be more likely to want to form a partnership and work with you. Make it simple for them to understand what you need.

Make it Attractive

Once you get all the information organized put it together into a document. You can use MS Word to make it look great. Some people also use Canva.com to organize and beautify their media kit. If you're very advanced, you can create it in Adobe InDesign. [Adobe Spark](#) has a free solution for creating a press kit too. Add images, brand it as yours, and make it look professional. Don't forget to create a "cover" image for the PDF file to include on your website.

Media Kit Magic

Proofread & Edit

Once you believe you're done creating the media kit, go through the document to proofread and edit it. This is not the place for grammar and spelling issues. Have someone else look at it for you too. You want the overall design to look professional and contain just enough information to get them to contact you. It can help to get a graphic designer to take your document and put it into the most visually appealing format.

Turn it Into a PDF File

Once you're sure that the media kit is finished, edited, and beautiful, turn the file into a PDF. Make the PDF downloadable on your website. You can also send it by email to inquiries about your sponsorship services.

To help the search engines, copy the media kit on to your website as a website page called Media Kit or Press Kit. This will help search engines identify your sponsorship services for your new audience – the people who own the brands that need marketing. Even when it's on the pages of your site you still want them to be able to download the PDF file.

Examples of Media Kits

Let's look at a few examples of some media kits so that you can get a good idea of what you need to create. This way you can see a few different but effective ways to create your own media kit or press kit.

<http://alisonvaughn.com>

<http://kimontheweb.com/wp-content/uploads/2017/12/KBrooksEPK2017DFinal.pdf>

Sometimes they can be online:

<http://karentaylorbass.com/speaking/>

<http://www.pamperrypr.com/media/>

These examples should give you plenty of ideas that you can use to create your own media kit for your blog. The main thing to focus on is letting the sponsors that you want to work with know who your audience is and how much you influence them so that they want to partner with you.

Want to read more? Go to <http://www.pamperrypr.com/create-a-media-kit-for-your-book-launch-and-beyond/> and leave me a comment too!

Media Kit Magic

Final note from Pam Perry

RULES TO GETTING MEDIA by Pam Perry (899 hits)



✓ Learn how to speak in media-savvy sound bites

www.pamperrypr.com

Ok, guys, I know everyone wants to have homeruns right out the park ...but let's "batter up." In reality, the world of media is VERY competitive. And they really want those with a platform already "formed." It's a ladder to success and you go up one rung at time. No one is "an overnight" success. It takes time, effort and consistency. You can ask any celebrity how long it took to be a success – it was years. So, remain patient, prayerful and follow the rules!

Rules:

1. We don't strive to get big media hits before we have little media hits. If it were easy to get into Ebony, Essence or on Oprah and Tavis – then everyone would be doing it. It's a slow build. Steady but sure. Being consistent is the key and being grateful for any and every media hit you get. Start Local, then regional, then national. Be consistent with your local media.

Go to your key audiences first! Build up your media hits slowly but surely.

Media begets media! (Repurpose your media, if you were on the local TBN – get a clip of that and put it on Youtube asap and email it out and put on your blog and everywhere you can! Also, if you had an article in Gospel Today, send it out again to your list and post on your blog with the Gospel Today masthead this time) BE CREATIVE YET THINK STRATEGIC!!

2. You must be noticed by the search engines if you want to be noticed by media. Have a "following" or a "fan base." You must have a website and after the call yesterday – everyone is going to have a blog, right! That's PR 2.0!

(TO HEAR my podcast shows: search Pam Perry in iTunes)

3. You must have a platform, speaking topics and a match your book to the media audience. So that means...doing your homework. Studying the media. Reading the media. Responding to newspaper/magazine articles via letter to the editor. Or calling into talk shows and voicing your "expert" opinion. How can you expect to go on a national show when you have never even seen the inside of a local radio station or called in to one?

4. Have a "look." Be the best you can be. Brand yourself. Never let anything go out in the internet world that is not your absolute best. That means words, photos or videos. Search engines pick up everything (even TWEETS).

5. Line up your press kit. Your bio, facts sheets, interview questions. Be ready when they call. Be over prepared. When they ask if you have a bio, fact sheet, release, book synopsis, interview questions or whatever – you can confidently say "YES." You will then become a media darling. Because you're prepared.

www.pamperrypr.com

those that show up, go up!