



CHECKLIST FOR A 'PR-READY' MEDIA KIT

It's a good idea to have collated all your promotional materials to attract attention for your business into one well-organised 'packet' or electronic file that can be delivered digitally (you may also want to have physical copies for direct marketing, but always have a digital version available).

This compendium of information is sometimes called your 'Media Kit', and is how you will make your first impression. Here's a checklist to ensure that you are PR/media-ready. Sometimes you may only need to send a journalist or a producer an email with one short paragraph; they will contact you if they want more, so you need to be sure it's all ready to go.

Your media kit may be as simple as a series of digital documents and images, or it might be more elaborate and include glossy printed documents, brochures, CDs, and more. However simplistic your media kit, keep the design cohesive so that there is clarity around you and your brand. Everything listed here won't necessarily apply to your business, but in general you will need:



A brand name/brand logo.



'Mission Statement' or tag line that describes you or your business.



Introductory email or letter. Have a pre-written version of this ready to go; of course, you can personalise it each time you send. This is your 'pitch' that will hopefully encourage the reader to want to know more. It will include your 'mission statement' or tag line that describes you or your business. The header should include your brand name and logo. Always ensure you include contact information.



Press release(s). This is a 'release to the press' to inform of new products or services, or to promote an event aimed directly at journalists, editors and producers. NB: This is not the same as a sales flyer for customers. Ensure that your press release tells the full story of what's new in the first paragraph.

Include an image and any embargo dates, in the 'Notes to Editors' section, and include all contact information and links to where more images, bio's etc. can be accessed.

Important Tip: If you are hoping that a journalist will use your information, remember they may simply want to cut and paste part of the material, so don't send it as a PDF; send as a Microsoft Word document.



Company/Brand bio. Even if you are a solopreneur or sole trader, do note this is not a CV. A company bio should include the history of the brand, and its core values, ethics and objectives. This is a good place to include any awards, achievements and forthcoming plans. Include information about the key players in the business.



Social media and analytics. If your brand is successful on social media, it would be good to give evidence of your influence and social media reach. You could include details of the platforms used, your followers, blog stats, if appropriate, growth profile and google analytics.



Products/services information. If you sell products, you may wish to outline your main USP here, the benefits of the products, ingredients where appropriate, and client reviews or testimonials. If you are a service provider, outline your main offers, and provide case studies or testimonials from clients. You could also include a list of Frequently Asked Questions about your brand. If you have lots of products and information, create single sheets for ease of use.



Press coverage. If you have been featured in any magazines or articles, you may want to include the coverage in this section. Do bear in mind though, if you are trying to attract coverage in a specific publication, they may decide not to feature you if they are reminded that you have had press exposure in competitive publications!





Multimedia. If you are hoping to be featured on TV or radio in any form then editors and producers will want to see you in action and hear your voice.

Include links to recordings, podcasts and videos you have been featured in or demos you have created specifically to showcase yourself and your work/products.



Images and logos. A publication may want to reproduce your logo and images of you and your products. Don't clog up their inbox with the actual images, but if relevant send a thumbnail image and make it clear that they can request high resolution versions from you. It may be easier to have an 'images kit' on your website so that you can give a link where journalists can download the images they need.

Important Tip: Ideally you will need professional photographs of you against a white background, and the same applies to products. Journalists will want to use a 'cut-out' of the product so don't only have a photograph of your product against your logo or against a coloured background.



Book excerpt: If you have written a book, include a jpeg image of the cover, a chapter list and a preview chapter.



FAQ's. This is good opportunity to give the answers to all the questions you usually receive, it's also a good place to ask questions as a journalist may ask them...What are your plans for your brand? How long does it usually take before people feel the benefit of your product? etc.

Remember to update your media kit regularly. If you are sending a hard copy in the mail consider using a brightly coloured envelope which help yours to get noticed. Be willing to ring a journalist or producer to check that they received it – be prepared to answer any questions they may have.

