

Niche Success Blueprint

“Start to Profit” Training Course

Module 17: Creating Your Press/Media Kit

In the last few modules you’ve worked on your business structure, your routines, and on increasing your productivity and efficiency so your business will run smoother - and you can get more done in less time. The goal is to get faster results, get rid of time wasters, and invest yourself where it matters most!

Last week you also wrote a Mission Statement for your business. That will come in handy for this week’s task, which is to create a Media Kit and add it to your niche site...

A Media Kit will make your site stand out, and will help you attract (and score!) profitable relationships with Advertisers, Sponsors and Brands that want to reach your readers with their relevant offers.

As you continue to increase traffic, attract loyal readers and grow your social media following online, you’ll find people will begin approaching you for advertising rates and opportunities. **You need to be prepared when this happens!** In next week’s Training Module we’ll discuss advertising options & rates, as well as tips on working with Brands, but first... let’s get your Media Kit created so you’ll be in a position to negotiate. :-)



What Is A Media Kit? (And Why You Need One)

A Media Kit includes important information about the focus of your niche site, your target market and audience, your traffic statistics and total reach, and of course your contact information. It basically sums up your site or blog in a single page for people who are interested in working with you on a profitable advertising relationship.

It can (and should) be so much more than a dry fact sheet. It's a great opportunity to show off your site's best features, your Mission Statement, your style, your connection with your market, and the benefits of working with you.

Your Media Kit should excite potential sponsors and advertisers about working with you, show them the value of reaching your audience - and also let them know what they can expect in terms of reach and rates.

A well-done Media Kit also speaks volumes for your credibility and professionalism. ;-)

Simply put, a Media Kit is a web page or document that gives advertisers everything they need to know about working with you on a mutually beneficial promotion.

Advertising says to people, 'Here's what we've got. Here's what it will do for you. Here's how to get it.' -Leo Burnett

There are many different types of "advertising" you can offer as an additional source of revenue for your niche site, but you should always keep your readers best interests in mind. Done right, the sponsors and advertisers (or Brands) you work with will interest and engage your audience. They'll ENJOY and even interact with your sponsors.

If you portray this in your Media Kit, it will boost your credibility and likability with your audience as well. They'll look forward to special offers, the opportunity to interact with merchants and brands, enjoy exclusive discounts or giveaways you bring to them!

As your niche site grows, you'll get requests for rates and offers for advertising. Prepare now with a detailed Media Kit so you don't have to answer each one individually, and so you're in a position to negotiate offers that will benefit you, them AND your readers.

About Lynn Terry

Best known for ClickNewz, Lynn works online full-time as a Professional Blogger and Super Affiliate. She has 17 years experience in a variety of online business models, and a passion for helping others achieve the same success & lifestyle.

[Visit ClickNewz.com](http://ClickNewz.com)

[Join Lynn on Facebook](#)

[Follow Lynn on Twitter](#)

[Circle Lynn on Google+](#)

Getting Prepared To Create Your Media Kit

A great Media Kit will help you attract higher quality sponsors and advertisers, and Brands you may want to work with to bring even more great content and offers to your readers.

Don't worry. It's usually just one web page, which can also be repurposed into a PDF File for those that request a Media Kit or "Ad Specs" by email.



People have a short attention span, and a lot of options, so you want to make it engaging - but also keep it short and to the point. It will basically include your statistics and total reach, your Mission Statement, a description of your market / readership, and the benefits of working with you on a campaign.

Media Kit Design

You'll want to use the same color scheme and branding as your site, and include your logo if you have one. You may do this by simply creating a new page using your current customized WordPress theme. If you don't have a logo or a fancy customized design, don't worry! You can always dress up your Media Kit with relevant photos or images, and you can edit/update your page (as well as your site design) at any time.

Testimonial

A testimonial is an optional element to add to your Media Kit, but it adds a nice touch! Do you have any positive emails, tweets or blog comments that mention how much they enjoy your content? Or perhaps how much they enjoy YOU, or working with you? If so, you can take a screenshot of that to include in your Media Kit to show off engagement and rapport with your market to potential sponsors and advertisers.

Statistics

You'll need access to your statistics for this task. If you don't use [Google Analytics](#), you can log in to your Hosting cPanel and use the AWstats program that is included with your hosting account. Either of those programs will give you statistical data and graphs.

***Tip:** To make a screenshot of a window or program, use "*ALT+Print Screen*" on a PC. On a Mac, use "*Command+Shift+4*" then select the area you want to capture. On the Mac it will save the screenshot to your desktop. On a PC you'll need to open Paint or use Pixlr.com to "paste" what you captured. You can then edit your screenshots in Pixlr.com.

Checklist For Creating Your Media Kit

There is no right or wrong way to create a Media Kit. It can be totally unique to you and your style or personality. You can include as much or as little information as you prefer. That said, there are a few essential elements you'll want to include as a minimum, so we'll go over those first as well as optional elements - and live examples for inspiration.

• Branding / Design / Logo

The easiest way to create your Media Kit is to add a new Page using your current WordPress theme that already includes your current color scheme and header.

If you don't yet have a logo, and you want one, you can get one created very inexpensively on Fiverr.com. If you prefer to create your Media Kit in a PDF format, or want to create a PDF in addition to the page on your site, you can simply put your header graphic at the top and include your usual colors etc. OpenOffice.org is a great (free!) program you can use to easily create a document and export it as a PDF file.

• Photo / About / Mission Statement

At the top of your Media Kit, below the header area which shows your site's look & feel, you'll want to include a headshot or photo of yourself. It's ideal to use the same photo you use on your About Page and Social Media profiles, for easy recognition.

Your Mission Statement (Module 16, Page 4) should come next, and will explain the purpose of your site. After that, or below your photo, you'll want to include a brief personal bio about who you are and why you're passionate about your topic.

• Demographics (Your Target Market)

Describing your Target Market will help companies determine whether your readership is a good match for their offer. If you don't have a [Demographic Profile](#) for your market yet, this is a good time to create one. Refer back to your Objectives Worksheet to start. You may also survey your readers/followers using a tool like SurveyMonkey.com.

Demographics typically include age, gender, income level, lifestyle choices (parents, specific hobbies, "xyz" enthusiasts, interested in "abc", etc), race/ethnicity - and any other specific information you know about your Target Market.

* **Sources For Site Demographics:** [Quantcast.com](#), [ComScore](#), [Google Analytics](#)

Before we continue, I'll give you some visual examples of these elements...

DEMOGRAPHICS	
Female	70%
Median Age	38*
Median HHI	\$72K
HHI \$100K+	26%
Any College	80%
Employed	66%
1+ Children in the HH	42%

Source: @Plan, Release 2, 2011
*Custom Comscore run average 2011

<http://www.people.com/people/static/onlinemediakit/audience.html>

MEDIA KIT *home*

[-] *audience*

[+] *editorial*

[+] *circulation*

[+] *advertising*

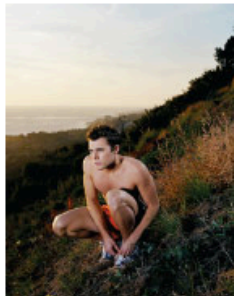
INTEGRATED
 opportunities

inside track

CONTACT US



*the youngest,
 most affluent.
 audience of
 ANY magazine*



DEMOGRAPHIC PROFILE



[index](#)

total audience	3,056,000	
readers per copy	4.9	
men	50.9%	106
women	49.1%	95
married	60.3%	113
median age	39.4	
average age	40.5	
age		
18-34	37.8%	124
18-49	77.3%	137
25-54	73.6%	138
any college	85.5%	150
grad college+	56.1%	199
employed	83.4%	139
prof/mgr	51.0%	221
median hhi	\$106,828	
average hhi	\$110,472	
household income		
\$60,000+	81.3%	163
\$75,000+	66.6%	170
\$100,000+	54.7%	211

Click link to download
[demographics: women](#)
[demographics: men](#)

<http://rw.runnersworld.com/mediakit/rw/audience/demos.html>

She Eats Media & Press Kit

As a professional eater, food writer and social media strategist, I welcome the opportunity to work with you! Both on the blog as well as my new podcast! Just click the "Just Click Here" call to action at the bottom of the media kit. Easy right? That's just the kinda gal I am!

*She*Eats
real food . locally seasonal . bourbonator

Thank you for your interest in She Eats!

Founded in 2009, She Eats is a food blog focused on creating good food ways that are locally seasonal and ethically sourced. Fresh, original recipes, critically engaging food politics and real food advocacy are garnished with bits of humour and candid confessions. In the Winter of 2014, She Eats was also launched as a weekly audio broadcast (podcast)!



www.sheeats.ca | kristygardner@gmail.com



Kristy is a social media strategist by day, culinary facilitator by night and a bourbonator (and audio broadcaster!) when the occasion allows.

Her work has been featured in various publications including Edible Vancouver, UrbanDiner, and Swallow.

<http://sheeats.ca/media-kit/>

Here's another fun example of a GREAT Media Kit in PDF format:

<http://www.adventurouskate.com/wp-content/uploads/2010/07/Adventurous-Kate-Media-Kit1.pdf>

• **Social Media & Site Statistics**

Give potential sponsors and advertisers your "Total Reach" which includes your: traffic stats, social media reach, RSS subscribers, email subscribers, etc. This may include:

- Average Monthly Unique Visitors
- Average Monthly Pageviews
- Number of RSS Feed Subscribers
- Number of Email Subscribers
- Facebook Fans (plus Facebook Group if you have one)
- Facebook Page Insights Data
- Twitter, Pinterest, Instagram, Google+ (etc) stats

If your traffic numbers aren't that great yet, leave them out and include your "growth rates" instead. For example, "__Site_Name__ is a fast growing site seeing 800% growth in it's first 90 days!" Or perhaps "__Site_Name__ is growing steadily and has tripled it's reach in the last six months!" Testimonials from happy readers would be a great addition, and of course you can always email detailed statistics upon request.

• **Credentials, Brands/Companies You've Worked With**

Even if you don't have professional credentials, you want to highlight your strengths and passions - and of course any achievements or accomplishments relevant to your niche. Also include associations or memberships that would add to your credibility, as well as blogs/websites (podcasts, Google Hangouts, etc) where you've been featured. This is something you can continue to add to as you collect more "credentials".

If you have worked with any sponsors, advertisers, Brands, etc you'll want to include mentions of these. Using their logos in an "image cloud" is a nice visual touch.

• **Contact Information**

Include your email address and/or a link to your contact form.

Also include hyperlinks to each of your social media channels and About Page so that potential advertisers can easily check out your work.

- **Advertising Options & Review/Contest/Giveaway Guidelines**

If you already have policies and pricing in place, go ahead and include them. If not, we will be covering this in more detail in Module 18 when we discuss advertising options and how to work with Brands.

This is a good time to brainstorm what type of advertising you may want to sell, and research ad rates to get some ideas about pricing. You can sell banner advertising, editorial (content-based) advertising, write reviews in exchange for free products, host giveaways and contests for sponsors. There are many ideas for working with various companies, and like I said we will go over those in more detail in next week's module.

- **Additional Images / Photos (Optional)**

Spruce up your Media Kit with some of your best photos. This is a great way to break up the "data" and make it fun and engaging. If you have a niche site about dog training, include photos of dogs. If you have a food blog, add in some of your best food photos, etc.

If you already have ad space available on your site, include a screenshot of your site that shows/highlights exact locations for available advertising space.

- **Testimonials (Optional)**

A testimonial is an optional element to add to your Media Kit, but it adds a nice touch! Do you have any positive emails, tweets or blog comments that mention how much they enjoy your content? Or perhaps how much they enjoy YOU, or working with you? If so, you can take a screenshot of that to include in your Media Kit to show off engagement and rapport with your market to potential sponsors and advertisers.

- **Regular Features / Subject Matter**

Include information about any regular features that attract or engage readers such as a series, a weekly giveaway, monthly contests, events, podcasts, etc. Also include details about which subjects you cover on your site/blog, and include links to some of your most popular content.

Visual Example of a Great Media Kit

In addition to the previous examples, this is an image from a presentation I attended at an event recently. It serves as a great example in both layout, and Media Kit elements:

Media Kit Elements (Left):

- » Branded
- » Positioning
- » Audience Profile
- » Unique Visitors
- » Types of P/O/E Media Opportunities
- » Page Views
- » Screen Grab(s)
- » Engagement Metrics
- » Specs
- » Cost Structure
- » Contact Info

Media Kit Content (Right):

Cooking.com

The only complete experience for people who cook.

Cooking.com engages cooks at every stage:
 Shopping in our comprehensive store for kitchen and housewares
 Sharing in an active and engaged community
 Preparing to cook and entertain with recipe solutions

Educated Women

- 67% female
- 62% married
- 70% 25-54 years old
- 47 median age
- 26% >\$75k HH income
- 19% >\$100k HH income
- \$72k median HH income
- 42% have children in HH
- 77% attended college
- 72% home ownership

Audience Profile

Cooks, shops for home, loves shopping, and uses mobile

	Online Index
91% online shopping activity	197
40% cooks for fun	180
43% entertains at home	125
42% remodeled home in the last 12 months	120
36% heavy internet usage	134
32% searched online for food/beverage in the last 30 days	200
26% bought home products in the last 90 days	266

Active & Engaged

- Influencers:** More than 50% of active members post reviews or create "my favorites" lists.
- Buyers:** Our users purchased over 1 million items from our suite of sites last year.
- Promoters:** Almost 90,000 users invited friends to the site in 2007.
- Subscribers:** 1.9 million receive weekly e-mail newsletters.

A Decade of Experience with Trusted Brands

- Run e-commerce solutions for Starbucks, Food Network, Rachael Ray and General Mills
- Offer recipes from Food & Wine, Fine Cooking, Taste of Home and Eating Well

Dramatic Audience Growth

- 40% growth in monthly unique visitors (1-3m)
- 88% growth in monthly unique page views (9-26m)

FOR MORE INFORMATION:

All Statistics Derived from Media Kit - January 2008 - 4th Quarter 2007

<http://www.cooking.com/about/>

Also see their About Page at the link above. It's very simple but very effective.

Wrapping It Up: Your “Go Live” Checklist

I encourage you to go through the checklist in this Module and create a draft with each of the elements for your Media Kit. Once you have all of the information you want to include (note: you can always add more information later, such as advertising rates & options), go through the checklist below before you “go live” or publish it publicly:

- Make note of the **elements you still need to collect** (example: testimonials) and add these items to your Priority Tasks checklist.
- **Proofread** your Media Kit draft - closely. Save it and then come back to it fresh the next day to proof it again. This document represents you, and your credibility, to your market AND to potential advertisers/sponsors so you really want to make it count!
- If you are publishing your Media Kit as a web page online (vs private PDF file by request only), you’ll need a **Title Tag** for that page. As an example, I might use the Title Tag: “Low Carb Blog Media Kit - Tennessee Food Blogger, Lynn Terry”. If someone is searching for a low carb blog, a food blogger, a blogger from Tennessee, etc - they will be able to find me easily that way.
- Some people choose not to publish their Media Kit publicly. I recommend that you do, but if you want to keep it private you can simply password protect the page. You can do this in WordPress while composing the page. You can also create your Media Kit as a PDF file and email it upon request. Simply mention that option on your About and Contact pages so potential sponsors or advertisers know to contact you for the info.
- If you choose to publish your Media Kit online (recommended), you should also create a **PDF version**. Some people will email you requesting advertising info, and you can send them your link and also attach the PDF file. You may want to include statistics or ad rates - or any information you didn’t want to publish publicly - in the PDF version.

You can create a PDF file in OpenOffice.org which is free, using the Writer program. Simply copy your Media Kit content, paste it into a document, do any necessary formatting, and export as a PDF file.

- **Make sure your Media Kit includes a strong call-to-action!** Once you’ve given them all the necessary details to make an informed decision about working with you, ASK them to get in touch with you to discuss details and give them an easy way to contact you (your email address, a contact form, or a link to your contact page).

Here's a quick checklist you can use to check off your steps, from TheBlogMaven.com:

Create a Media Kit in 10 (Easy) Steps

1. Gather your resources.
2. Write an introduction.
3. Describe your blog.
4. Present your blog statistics + reach.
5. Outline your sponsorship policies.
6. Gather testimonials.
7. Wrap it up. Include a call to action.
8. Add photos/images.
9. Proofread. Edit. Repeat.
10. Convert to PDF.

a resource for bloggers by  **theblogmaven**

NOTE: You will need to update your Media Kit at least twice a year if not quarterly. Be sure to add that task to your Checklist (Module 15, Page 7) or task calendar. Each time you update your Media Kit be sure to include a statement about how current it is, such as: "Current as of [date]". Keeping it updated will impress interested advertisers.

If you or your work has been featured or mentioned in any magazines, books, popular blogs or other industry publications, be sure to mention that on your Media Kit. It can be as simple as "My work has been featured in ___." If there are several, create a list.

Again, if there are certain numbers that aren't impressive, leave them out. For example, "12 Twitter Followers". You can simply say "Active daily on Twitter" for now, and add in new data when you do your quarterly updates.

How you describe the target market, and your engagement with that market, is more important than any numbers you share. Make sure you describe your readers, your passion for your topic (and your market), so potential advertisers know exactly who they'll be reaching - and that you are enthusiastic about bringing them great new offers & info.

"The best way to sell yourself to others is first to sell the others to yourself." -Napoleon Hill

Brands, advertisers & sponsors NEED people like you! They are *actively looking* for people to help them reach their market in fresh new ways. ;-)

Your Homework:

- Create & Publish Your Media Kit
- Add "Update Media Kit" to your Task Checklist
- Continue writing Optimized Content & stay active on Social Media

Your Media Kit will be necessary for next week's task, as we'll discuss how to sell advertising, attract sponsors, and work with Brands. Be sure to get this task completed before next week's Training Module arrives. :-)

If you have questions about this week's tasks you can reach me on [Facebook](#) or at my [Forum](#). Otherwise I'll see you next week in Module 18. *cheers*

Have Questions?

If you have questions, join us on the ClickNewz Forum:

[Join the ClickNewz Forum](#)

You can also post questions for Lynn Terry on one of the following social networks:

[Join Lynn on Facebook](#)

[Follow Lynn on Twitter](#)

[Circle Lynn on Google+](#)

If you would like hands-on help brainstorming your business or setting up your website, contact Lynn at: AskLynnTerry@gmail.com to discuss low cost private or group coaching options.