


MEDIA KIT CHECKLIST

BIG CLEAN 2016 - DAY EIGHT

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WHAT SHOULD YOU INCLUDE IN YOUR MEDIA KIT ●●●●●●●●

Must haves:

- ✓ Blog description - Keep it brief, three or four sentences is plenty.
- ✓ Contact details - Email but also consider sharing your address and telephone number.
- ✓ Services offered - List what you do, starting with the ones you most want to promote.
- ✓ Key social media stats - Choose what you think is important and shows you in the best light.
- ✓ Blog logo/profile pic - Keep the look consistent with your blog.

Optional:

- ? Personal info - Put a face to your business.
- ? Prices - If you have set fees you're happy to share.
- ? Brands you've worked with - Logos of some 'big names' look great.
- ? Blog stats - If you're established enough to have good page views/subscribers etc.
- ? Reader demographics - What kind of audience do you reach?
- ? Links to examples of your work - electronic links or scannable QR codes.
- ? Testimonials - Quotes from people you've worked with are a nice touch.

WHAT TO AVOID

- ✗ Social media stats for a channel you're not strong on.
- ✗ Too much text - they want an overview at a glance.
- ✗ Not more than 2 sides as it won't get read.