

# Building an Author's Media Kit

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## **Sample of Content:**

Your media kit is the equivalent of a sales pitch and is used to convince the media to give you or your work publicity. This article will get you started on the road to creating one, which can be tailored to your individual needs.

## **Content:**

Much has been written about media kits and on what should be included in them. When I started putting mine together, I searched for information high and low. What I found was as many different opinions as I had questions. So I did what I could to take the good examples, throw out those which didn't apply to my target group, then added suggestions from proven sources. After a bit of mixing and matching, the result was a kit I was comfortable with. Time will tell, and since I'm an unknown and have no

expectations of calls from media giants, I chose to go electronic and make mine available in PDF format. I can easily have it professionally printed, packaged, and ready for delivery in literally a few hours should a request for a hard copy be made. Until then, it is readily available for download via my website.

The basics:

Here's a list of the things which should be included in your media kit. Mine consists of 8 pages and I'll use it as an example. It is important to note that because I have no way of knowing who will download my media kit, I did not include a Pitch Letter in its electronic form. I do, however, include one for every printed kit I send out.

Page 1: Table of Contents

As the name implies, it lists the pages to follow.

Page 2: Pitch Letter (Personalized)

This is your sales pitch and should be modified and personalized for the intended recipient. You should know who will read this letter and address it specifically to that person. You should also tailor each pitch letter to meet the role of the organization you're sending it to. For instance, pitch letters addressed to TV stations will not be the same as those addressed to radio stations, or online interview sites.

Page 3: Biography

Include the full version. This is where you let the reader know who you are. Make the reader like you as a person and he, or she may be more inclined to move on to page 4. Be sure to include anything that will authenticate you as an authority on your book's subject.

Page 4: Book Excerpt.

Just about everyone agrees that whoever wants to see your media info will also want at least a sample of your writing.

Page 5: Q and A

If people have written you asking questions about your book or article, include a sampling of those questions, along with your answers.

Page 6: Reviews

Include any positive reviews your book has received. This is not the place to let your sense of fair play enter the picture. Forget balancing the good with the bad. Include only the good stuff here.

#### Page 7: Press Release

Include your most recent press release. As you issue new press releases, be sure to modify your media kit as well.

#### Page 8: Author Photo

Include, if possible, a print-ready photo. It can be color, black and white, or both. If that is not possible then provide a way for the reader to get a copy. Make sure whatever process you have for readers to obtain copies of any material included in your kit is as easy as possible. If a reader has to "work" to get info from you, then he or she is more likely to just move on to the next candidate rather than waste time on you.

#### Page 9: Book Cover Photo

Provide a full scale, print-ready photo of your book cover. Follow the same rules for distribution as you would for your author photo.

Now that you know what to include, how do you put it together? This is where you decide on which method of distribution is right for you. If you're an established author and get frequent requests from the media, you'll want to have a few hard copies bundled and ready to go. Do not, however, seal the packages. One of the most important things to do prior to sending out a media kit is to personalize at least the pitch letter to the person that requested it.

Create an electronic copy of your media kit. If you have a website, make it available for download. If you don't have a website, you should seriously consider getting one. Find a local printer and work together to come up with a method for bundling the kit for hard copy distribution. The day will come when you're asked to send in your information and you'll want to make a good impression.

Speaking of good impressions, creativity is good, but to a point. Your media kit should be all about information and the ability of the reader to read it. Consider the fact that most people who request media kits receive many of them daily. Make it easy for the reader to read. Use standard typefaces on non-colored, or neutral paper. Using "funky" fonts and brightly colored paper may have negative effects. Know who you're sending your kit to and make your decision for flare based on that.

So now you know what a media kit is and how to construct one. Use this article as a guide, but gather more information until you get a combination that's right for you. Remember, pertinent, up-to-date information should be considered ahead of flash and flare. Good luck!

Kenneth R. Eaton is a published author and web columnist. He writes suspense/thriller fiction novels. To learn about his latest works, or to just read more articles and writing

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