

Media What? How to Create a Media Kit

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Sample of Content:

A Media Kit, also called a press packet, is simply a collection of information that typically includes a letter to the recipient, brochures, testimonials, reviews and a business card. A media kit is a sampling of key information about you and your company, what you do and why they should care.

Content:

So you've been in business now for a few months (maybe even years) and your small business is blossoming. Then one day a potential client or advertiser asks for one of your Media Kits. Media Kit? Uhhh! sure, I'll get that to you a.s.a.p. Only to end up frantically searching the net at 2am for any idea of what the heck is supposed to be in your Media Kit.

A Media Kit, also called a press packet, is simply a collection of information that typically includes a letter to the recipient, brochures, testimonials, reviews and a business card. A media kit is a sampling of key information about you and your company, what you do and why they should care.

A media kit is purely information and should always be prepared ahead of time! You never know when you will meet a prospective client or advertiser and having a professional media kit to put in their hands on the spot will insure they remember your business.

Your media kit doesn't have to be expensive, fancy or elaborate but it does need to portray a clean, crisp and professional image. First impressions count, especially in business. A basic media kit should include, at the very least, a well written proofread cover letter, a brochure, a press release, business cards and information about your companies history and your mission.

Your media kit should be housed in a high quality, professional presentation folder which can be found at your local office supply chain. Folders with diecuts for a business card are ideal for media kits. A simple label with your company information or logo can be applied to the front to further personalize your media kit.

If you have a newsletter or if you have written articles relevant to your business you may want to include those as well. Other optional inclusions could include a listing of your products, calendar of upcoming events, professional black and white photographs or an invitation to your next event.

Last but not least " Follow Up. Follow up calls can be made 3-4 days after the media kit has been mailed out. If possible make sure all media and advertising contacts receive an updated media kit each quarter with new articles, press releases and information of course.

Tanya Stesen is a work at home, home schooling mother of two. In addition to home schooling and caring for her children and family she runs a successful web site design business from her home. Her most recent project, <http://www.free-home-school-curriculum.com>, is a resource for new home schooling families. When she's not busy working or creating curriculum she can be found curling up with her cats and reading email.

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