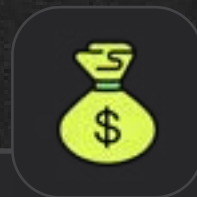
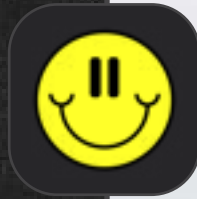


**BOOST**



# How to Make a Media Kit

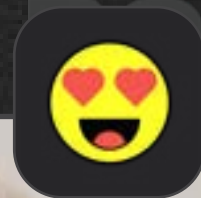
(STEP-BY-STEP WITH EXAMPLES)

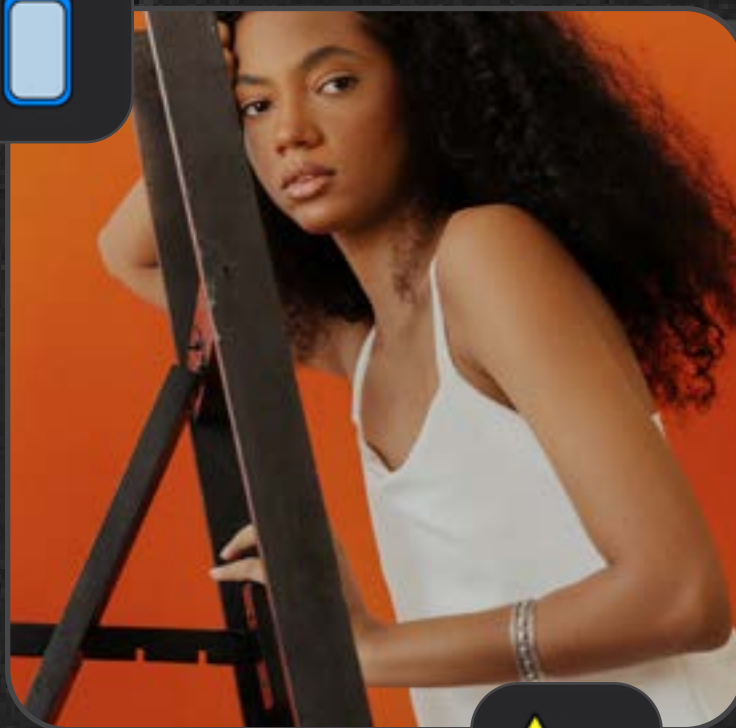
As a prior influencer marketing manager, nothing irked me more than a chaotic brain-dump of an email from folks hoping to partner with the brand. Like respectfully, you just wrote me a novel about why we should partner with you, and now you want me to do the research to figure out your follower count, engagement rate, and value to the company? I'm going to have to pass.

Here's the thing: Depending on the size of the brand, a marketing manager like me may receive thousands of partnership requests. If you aren't clear about the value you can provide to the brand — and sending your pitch in a format that's quick to consume — they're likely going to skip to the next person in their inbox.

If you want brands to fork over a hefty amount of cash to partner with you, you have to show them you'd be a high-value partnership from the get-go. The secret? A kicka\$\$ media kit.

Here's how to make a media kit that will actually catch their eye.





# Table of Contents

(Jump Ahead)

- 04.** What is a Media Kit
- 06.** Who needs a Media Kit
- 08.** What to Include in Your Media Kit
- 09.** How do I make a Media Kit
- 10.** Media Kit Examples











# What is a Media Kit

A media kit is your opportunity to show brands who you are, what you do, and what value you can bring to them in a partnership.

Think of it like this: You likely wouldn't buy a \$1,000 laptop without viewing the specs or looking at reviews. Simply put, you want to make sure it's a wise investment.

Brands view partnerships in a similar way. Before agreeing to a partnership, brands want to make sure it's a sound investment and will generate an ROI (return on investment).

A media kit compiles the information a brand needs to make that assessment, allowing them to easily see if what you bring to the table is a match for them. Information such as your engagement rate, reach, and audience demographics give them a better understanding of that potential ROI.



# Who Needs a Media Kit?

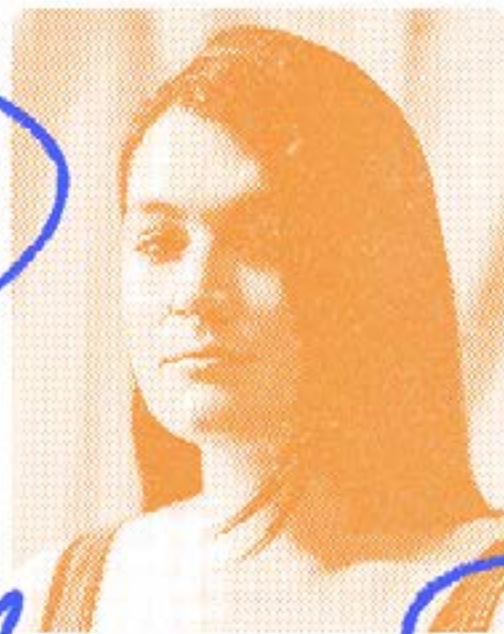
Anyone who wants to partner with brands or publications to monetize their platform needs a media kit. That goes for bloggers, vloggers, photographers, videographers, content creators — you get the gist.

“But my platform is still small. I only have a few thousand followers, and I— ” Noooope. We’re not subscribing to the “I need a massive platform to make money” narrative. While you once needed a gazillion followers to secure a brand collaboration, more brands are seeing value in partnering with micro-influencers. As soon as you believe your platform can provide an ROI for brands, it’s time to make your media kit.

cc









# What to Include in Your Media Kit

Alright. Let's put this thing together.

Media kit standards will vary depending on the industry. For example, if you're a blogger, you'll want to include your monthly pageviews. If you're a YouTuber, however, that isn't an applicable metric. That said, there are a few things all media kits should have:

- **A bio.** Give brands a short description of who you are and what you do.
- **A picture of you.** Adding a picture of yourself helps brands put a face to the name.







- **Relevant analytics.** Your analytics show brands what type of exposure they can expect from collaborating with you. The analytics you display in your media kit will vary by industry, so include what you feel is relevant. Here are a couple examples to get you started:

Content Creators:

Number of Followers/Subscribers  
Engagement Rate  
Monthly Reach

Bloggers:

Monthly Pageviews  
Number of Email Subscribers  
Number of Unique Visitors Per Month  
Bounce Rate

**Side note:** If you plan on offering services that include more than one social media platform, make sure to include the analytics for each one. For example, if you have both a Tik Tok and an Instagram, and you want to offer a package that includes a video for both platforms, include the analytic data for both.



- **Audience demographics.** If 75% of your audience is based in the UK, a brand that only ships within the U.S. may not be the best fit. Likewise, if your audience is 85% 18-25 year olds, an anti-aging skincare company may not see value in a partnership. Make sure to clarify demographic data such as audience location, age, and gender.
- **Previous collaborations.** If you've worked with brands in the past, list out some of the most notable collaborations. While not crucial, it can give you a bit of credibility as a creator.
- **Services.** List out the services you offer. This will vary by industry, but some examples include:

Content Creator:

Sponsored Posts  
User Generated Content (UGC)  
Collaborative Giveaways  
Affiliate Partnerships

Blogger:

Blog Posts  
Product Review Posts  
Affiliate Partnerships





- **Contact information.** In the unlikely event that your initial outreach message ends up fading into the abyss, and all the brand has is your media kit, you want to make sure they have a way to reach back out to you. Include your email address and any other relevant contact information like your cell phone number.
- **Optional: Rates.** Ah, the big rate debate. Some influencer marketing managers recommend leaving your rates out of your media kit, while some are adamant that they should always be included. Ultimately, it's up to you, but here are a few pros and cons you should be aware of:

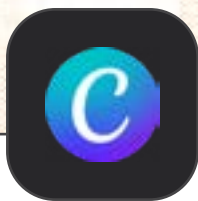
#### Pros of Including Your Rates:

- It's easy for brands to see if you're within budget.
- It eliminates some back-and-forth about rates.

#### Cons of Including Your Rates:

If a brand's budget is higher than your rate, the brand will default to your rate. This takes away the opportunity for you to land a bigger portion of their budget. If your rate changes based on the type of brand you work with, you'll need to update your media kit each time you send it to a brand.

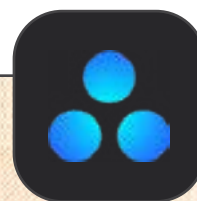
# No But Like... How Do I Actually Make a Media Kit?



[Canva](#), baby. I mean, in reality, there are a ton of ways you can make a media kit, but Canva is often the simplest option. They've got a wide variety of templates you can easily use.

If you do opt for a template, make sure to tweak it a bit before using it. Update the colors, swap out some icons, change the images — basically, don't leave it looking exactly like the template. You don't want your media kit to blend in with everyone else's in a brand's inbox.

If Canva isn't your jam, there are platforms such as [MySocial](#) and [MediaKits](#) that allow you to create custom media kits with automatically updated live data. So, rather than manually updating your analytics each time you send a media kit, the platform does it for you.

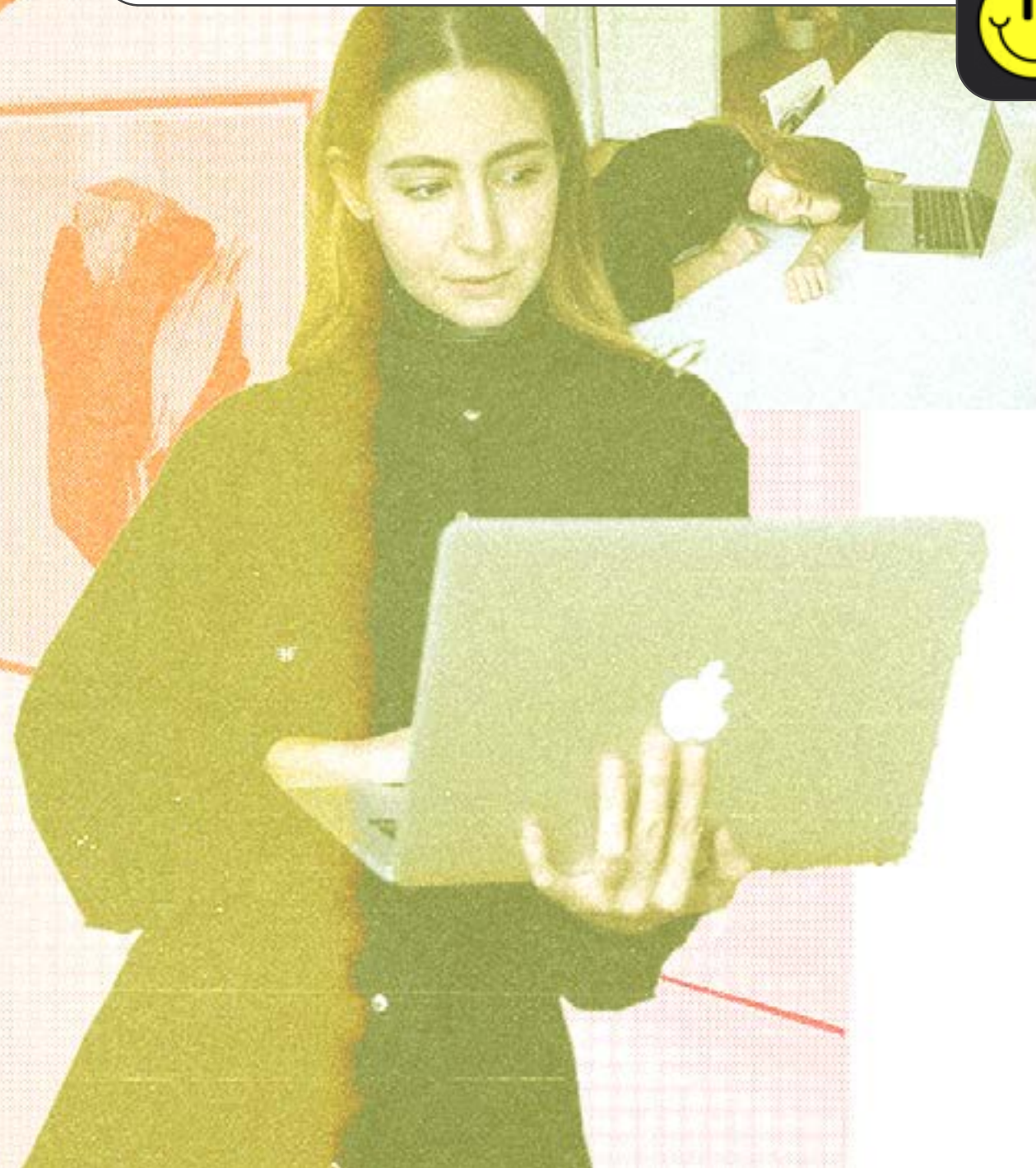




# Media Kit Examples

If you're a visual person like me, here are a few examples to give you a better idea of what a media kit actually looks like:

- [JR Garage](#), Social Media Content Creator - MediaKits
- [Love Atiya](#), Social Media Content Creator and Actress - Personal Website
- [Christina Galbato](#), Blogger, Vlogger, and Social Media Content Creator - Showit Website Template



Regardless of how you make your media kit or what information you decide to include, make sure it's easy for brands to navigate. If they have to jump through hoops like a show dog just to find some basic information, they're likely going to pass on working with you. Keep it clear and concise, and you'll be landing brand deals in no time.

**Have brand deals coming in and need help organizing all of that income?**

**Go to [tryboost.com](https://tryboost.com) and sign up for the Waitlist!**

