

## Create Buzz with a Media Kit

As an entrepreneur, a media kit can help increase awareness and build buzz about your products and services. It is simply a print or online package of information that allows reporters to get the data they need about your business quickly and easily.

High-quality, printed media-kits are used for important conferences, tradeshow and media mailings and vary in price. "Depending on the size, quantity and elements involved, professional printing of a media kit can range from a couple of hundred dollars to several thousand," says Daniel Gaugler, marketing manager at PrintingForLess.com, an e-commerce company that helps small businesses with their printing needs. "But by using your creativity, you can develop a stunning, professional media kit at an affordable price. By using a combination of professionally printed letterhead and your office printer you can create a high end kit that can be customized frequently."

But an online version is necessary so that media members can access the data 24/7 to meet tight deadlines. Plus, this allows you to refer people to your site and save extra time and money in printing and shipping fees. "With our online media kit, we were able to refer reporters to my bio and all of our press clips quickly and easily and secure several television interviews," says Tara-Nicholle Nelson, author of "The Savvy Woman's Homebuying Handbook" and {RE}Think Real Estate Founder and Chief Visionary.

### What Information Goes Into a Media Kit?

When developing your media kit, think of it as a snapshot of your business. What are the key points you want media members to know and what are they going to care about?

With this in mind, most media kits include the following information:

#### **Business Facts**

This is a brief synopsis about what your company does and why you are unique. It includes information about the company's mission statement, goals, work environment, and other pertinent data. You can present this information in a few paragraphs, as detailed bulleted points or in a "Frequently Asked Questions" format. But it needs to be succinct and convey the interesting aspects about your business.

#### **Products and Services**

This section includes a list all of the products and services you offer, focusing on the benefits of each. Why should people care about what you provide? What's in it for them? After pursuing this section, readers should know exactly what you have to offer and why they should buy it from you.

#### **Background**

This page offers data regarding the history of your business. It usually includes information about the business founding-date, who was involved and why the business was created. To keep this section interesting, you may want to offer personal thoughts and stories about the development of your business from start to present day. And if you don't have a lot to share yet, you can include the background information in your "Business Facts" section.

## **Bios**

Here you will find a brief, reader-friendly biography of all of the key people involved in the business. This section often includes information about their hometowns, education, business experience, awards, expertise, and any other key points that you want the media to know about.

Consider adding pertinent quotes, anecdotes, examples of success, and other unique criteria to boost credibility. And include personal stories, family information, outside work activities, and hobbies. This will help readers relate to company executives and keep the information interesting. Plus, you'll want to include a high-resolution, downloadable photo of each business leader so that media members can simply click on the photos and use them in their stories.

## **News**

As your business grows, it is important to let media members and customers know that you are up-to-date and aware of current news and industry trends. In your media kit, and on your website, include a news section. Here, you can list your press releases, media clippings, articles, testimonials, videos, webinars, case studies, speaking engagements, upcoming events, and other newsworthy activities.

And if possible, you'll want to add downloadable brochures, logos, photos, style/identity standards, and ideas for potential, media stories. If you don't have news to share yet, list upcoming activities and make a conscious effort to add to this section on a weekly or monthly basis.

Once you have all of this information together, confirm all of the facts and ensure all website links work. Have a few outsiders read the kit and get their input. If your print media kit is longer than eight pages, it could use some editing.

And if you are still having trouble creating a good media kit, do some research. Look at competitors' sites and review the media kits of successful companies. This will help you see missing information and add unique data to your kit. When you are finished and have an online newsroom, make a note to review this information on a weekly (or even daily) basis. You need to keep it fresh and add new data as necessary.

This may seem like a lot of work. But a good media kit can save you time and money in printing costs and get you some valuable publicity. After all, if your competition has an online media kit, and you don't, guess who is going to get the media coverage?