

CREATING A MEDIA KIT

Christian Podcast Summit

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Introduction

- Who I am
- My podcast

Overview

- Description of what a media kit is
- Purposes of media kit
 - Create snapshot of your podcast for media and for potential guests
 - Provide information for sponsors
 - Clarify your own understanding of your podcast

Examples

- [Sex Chat for Christian Wives](#)
- [Just the Right Book! podcast](#)
- [Podcast Junkies](#)

Elements of a media kit

- Must-haves
 - Summary/mission statement
 - Show frequency
 - Who does the show (information about YOU)
 - Statistics
 - Where to find
 - What stats to include
 - Average 30-day downloads (DL) per episode
 - Monthly DL average
 - Yearly DL average
 - Know growth rate, not just numbers
 - Social media information
 - Links to accounts
 - # of followers
 - Contact information
 - Link to website

- Nice but not necessary
 - Information about your followers
 - Where to find (Google analytics, survey through host, DIY survey)
 - Demographic information
 - Age
 - Gender
 - Interests
 - Testimonials
 - Press coverage
 - Listener reviews/feedback
 - Links to 2-3 best episodes
- Additional information for sponsors
 - Cost
 - What they get in return
 - Length of spot and timing
 - Description of how you will promote
 - See Entrepreneurs on Fire's [Podcast Sponsorships: The Ultimate Guide](#) for information about standard rates and options.

Media kit design

- Format options
 - PDF
 - Easy-to-navigate page on your website
- Branding
 - Logo
 - Colors
 - Fonts
 - Tone
- Design work
 - Have an idea what you like (look at examples from podcasts and blogs you enjoy)
 - Hire a designer
 - Use premade templates
 - Part of purchased package
 - Search for free templates online

Template Sources & Design Tips

- [Canva](#)
- [Template.net](#)
- [Katy Widrick – Design Your Media Kit Using Microsoft Word](#)
- [Variety by Vashti – How to DIY Your Media Kit with Microsoft Word](#)
- [Creative Market - 20 Media Kit Templates to Pitch Your Blog to Brands and Journalists](#)

Questions?