

# CREATE YOUR DIY MEDIA OUTREACH STRATEGY

## Create Your Media Kit

BY **STARTUP FASHION**

Your press kit is a tool that will save you time and make your outreach more efficient. Too often, we put too much pressure on ourselves to create “perfect” media kits. It doesn’t have to be that way. Keep it simple, make it digital, and you’re all set.

It’s recommended to store your press kit online for easy sharing. Journalists appreciate links over attachments.

# LET'S GET STARTED!

Where will you house your press kit?

- Google Drive
- Dropbox folder
- Website page

When it comes to creating your press kit, there are three key buckets. Check off all that you already have complete:

- Information about the company/founder
- Your bio
- About us copy
- Brand mission
- Images
- Logo on white or transparent background
- Product photos on transparent or white background
- Editorial images 4 to 6 options (both web and print resolution, no watermarks)
- Supplemental information that tells more about the company.
  - Things like: Fact sheets about materials that are interesting or details on your work with global artisan (whatever applies to your brand)
  - An interesting infographic
  - A brand video
  - Possibly a look book that includes product specs and prices. This can be super helpful for journalists as they’re writing.

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List the things you still need to create.

A note on past press: There are different trains of thought on whether or not to include past press in your press kit.

First thought: You should have it on your website (consumer facing) but not in a media kit. It can turn off a journalist if they feel like you've already been covered extensively.

Second thought: I've also heard it said by journalists that they like to know who has already covered you, it lends credibility. Ultimately, there is no right or wrong answer. You need to decide for yourself.

Will you include past press in your press kit?