



THEPRBAR

HOW TO MAKE A MEDIA KIT

WORKBOOK



LEXIE SMITH, FOUNDER

THEPRBAR

THE BAR MENU



POP FIZZ CLINK!
SIGNATURE PROGRAM
**Make Money
with PR**

LEARN MORE

*For a full menu of services
visit THEPRBARinc.com*

ABOUT LEXIE

From winning Shark Tank brands, to some of Inc. Magazine's Fastest-Growing Companies in America, Lexie Smith, Founder of THEPRBAR inc., has helped countless companies and entrepreneurs gain accelerated success through the world of Public Relations. With nearly 10 years of PR and Marketing experience, serving most recently as a VP of a high 8-figure industry disruptor, Smith has been recognized as top "20 in their 20s" and "Brilliant PR Experts under 30", and "Female Entrepreneurs to Watch in 2020". Her clients have earned accolades such as "Entrepreneur of the Year" and "Most Entrepreneurial Companies in America" and have been featured in outlets such as GMA, Forbes, Entrepreneur Magazine, Inc., CNN, the LA Times, Eater, USA Today, FabFitFun, The Huffington Post, Thrillist, ABC, CBS, Wired ...and many many more.

In 2019, Lexie founded THEPRBAR inc. to establish a fun and inspiring brand that specializes in teaching motivated entrepreneurs how to exponentially expand their impact, influence, and revenue with PR.

STEP 1: DEFINE YOUR PURPOSE

You can't evaluate the effectiveness of your Media Kit unless you understand its purpose. For Media Kits, the audience is typically either the news media, potential sponsors, or advertisers. These audiences are reviewing your EPK to evaluate whether a story, investment, or collaboration opportunity exists. With this in mind, tailor your content to convince your intended audience to take action. Include information that demonstrates you are mutually a good fit, meaning your product, market, and audience interests are aligned.

MY MEDIA KIT IS FOR (CIRCLE):

**If you check more than one box, you should consider having different variations of your EPK tailored to each audience.*

The Media

Sponsors/Collaborators/Partners

Advertisers/Venues

STEP 2: GATHER THE GOODS

Items to Include	Media EPK	Sponsor/Collaborator EPK	Advertiser/Gig EPK
Downloadable Logo (PNG, AI, PDF) Full Color + White or Black	x	x	x
Contact Info (Phone, Email, Website, Social Handles)	X	X	x
Links to Audio with Album Descriptions	x	x	x
Downloadable Founder/Artist Photos - Headshots + Action Shots (Vertical + Landscape) 300 dpi	X	x	x
Music Videos (Pre-recorded and/or Venue Reel)	x	x	x
Downloadable Album Art	X	X	X
Tech Rider		x	x
Founder / Artist Bios (300 words max)	x	x	x
Company / Band Bio (300 words max)	x	x	x
Mission / Background on the Cause (If applicable)	x	x	x
Product/Service Fact Sheet (If applicable)	x	x	x
Upcoming Show Calendars and/or Release Dates	x	x	x
FAQ Sheet (If applicable) - Will Differ PER Audience	x	x	x
Noteworthy Press Coverage ("As seen in...")	x	x	x
Press Releases (If applicable)	x	x	
Case Studies demonstrating ROI (If applicable_		x	x
Social Following (Instagram, Facebook, Twitter, Pinterest, Youtube etc.)	x	x	x
Website Visitors (Per month)		x	x
Audience/Client Demographics		x	x
Total Newsletter Subscribers / Fan following		x	x
Rates		x	x
Awards + Accolades	x	x	x

I CURRENTLY HAVE....

I STILL NEED....

STEP 3: CHOOSE YOUR PLATFORMS

I'M BUILDING MY MEDIA KIT PDF ON...

Canva

Adobe

Other: _____

NOTES ON TEMPLATES I LIKE:

SHARABLE DRIVE: I will use _____ to house my Virtual Media Kit.

STEP 4: CREATE AND ORGANIZE PDF + DRIVE

PAGE OUTLINE (PDF):

- PAGE 1:**
- PAGE 2:**
- PAGE 3:**
- PAGE 4:**
- PAGE 5:**
- PAGE 6:**
- PAGE 7:**
- PAGE 8:**
- PAGE 9:**
- PAGE 10:**

FOLDER OUTLINE (DRIVE):

- FOLDER 1:**
- FOLDER 2:**
- FOLDER 3:**
- FOLDER 4:**
- FOLDER 5:**
- FOLDER 6:**
- FOLDER 7:**
- FOLDER 8:**
- FOLDER 9:**
- FOLDER 10:**

FEEL FREE TO HIGHLIGHT:

NOTES:

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Contact Info (Phone, Email, Website, Social Handles)	x	x	x
Links to Audio with Album Descriptions	x	x	x
Downloadable Founder/Artist Photos - Headshots + Action Shots (Vertical + Landscape) 300 dpi	x	x	x
Music Videos (Pre-recorded and/or Venue Reel)	x	x	x
Downloadable Album Art	x	x	x
Tech Rider		x	x
Founder / Artist Bios (300 words max)	x	x	x
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Social Following (Instagram, Facebook, Twitter, Pinterest, Youtube etc.)	x	x	x
Website Visitors (Per month)		x	x
Audience/Client Demographics		x	x
Total Newsletter Subscribers / Fan following		x	x
Rates		x	x
Awards + Accolades	x	x	x

STEP 5: CREATE A VIRTUAL HUB

WEBSITE: On my website, my virtual hub will be called _____ and it will be located via _____.

EXAMPLE: THEPRBARinc.com/Press -- Located on Main Menu.

BELOW, FEEL FREE TO DRAW IT OUT!

EXAMPLE ---->

