



THEPRBAR

HOW TO MAKE A MEDIA KIT  
THAT CONVERTS





**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](http://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. and Host of the Pitchin' and Sippin' Podcast, has helped countless companies and entrepreneurs gain accelerated success through the world of Public Relations. With more than 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", "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**

**Advertisers**

## *STEP 2: GATHER THE GOODS*

| Items to Include   | Media EPK | Sponsor/Collaborator EPK | Advertiser EPK |
|--|-----------|--------------------------|----------------|
| Downloadable Logo (PNG, AI, PDF) Full Color + White or Black                             | x         | x                        |                |
| Contact Info (Phone, Email, Website, Social Handles)                                     | x         | x                        | x              |
| Downloadable Founder/Exec Headshots (Vertical + Landscape) 300 dpi                       | x         | x                        |                |
| Downloadable Product Shots (Vertical + Landscape; Lifestyle + Sell Sheet Style; 300 dpi) | x         | x                        |                |
| Event/Action Shots   | x         | x                        | x              |
| Founder/Exec Bios (180-300 words max)  | x         | x                        | x              |
| Company Bio (300 words max)  | x         | x                        | x              |
| Mission / Background on the Cause  | x         | x                        | x              |
| Product/Service Fact Sheet (If applicable)   | x         | x                        | x              |
| "Expert in" Topics (Ideas for what you can speak on)                                     | x         | x                        |                |
| FAQ Sheet (If applicable)  | x         | x                        | x              |
| Noteworthy Press Coverage ("As seen in....")   | x         | x                        | x              |
| Press Releases (If applicable)   | x         | x                        |                |
| Case Studies demonstrating ROI   |           | 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   |           | 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:*

| Items to Include   | Media EPK | Sponsor/Collaborator EPK | Advertiser EPK |
|--|-----------|--------------------------|----------------|
| Downloadable Logo (PNG, AI, PDF) Full Color + White or Black                             | x         | x                        |                |
| Contact Info (Phone, Email, Website, Social Handles)                                     | x         | x                        | x              |
| Downloadable Founder/Exec Headshots (Vertical + Landscape) 300 dpi                       | x         | x                        |                |
| Downloadable Product Shots (Vertical + Landscape; Lifestyle + Sell Sheet Style; 300 dpi) | x         | x                        |                |
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| Founder/Exec Bios (180-300 words max)  | x         | x                        | x              |
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| "Expert in" Topics (Ideas for what you can speak on)                                     | 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   |           | x                        | x              |
| Rates  |           | x                        | x              |
| Awards + Accolades   | x         | x                        | x              |

*NOTES:*

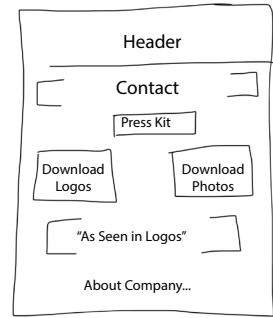
## STEP 5: CREATE A VIRTUAL HUB

**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* ---->





**BOOK A FREE CONSULTATION**

[CLICK HERE TO BOOK SESSION](#)