



7-DAY

FEATURED

PODCAST

GUEST

CHALLENGE

With Bonnie Groessl

Day 5 - Creating Your Media Kit

Your Media Kit

- ❖ Continue to work on your research and engagement with potential shows to be a featured guest
- ❖ If you don't already have a media kit, now is the time to create one
- ❖ If you have a media kit, see if it needs updating
- ❖ A media kit should be a dynamic document

Make it Easy

- ❖ Bite sized pieces of information
- ❖ Headshot – high resolution and low resolution, color and B/W (jpg and link)
- ❖ Short Bio – 100-150 words max.
- ❖ Can add longer bio with more information

Media Kit Information

- ❖ Sample interview questions or bullet points for your conversation/interview
- ❖ Links to other shows you have been interviewed on
- ❖ Show relevancy (to their show and audience)
- ❖ Contact Details (include social media links)

Media Kit (continued)

- ❖ Other information - Generic Press Release, YouTube video, etc.
- ❖ Any awards or other pertinent information
- ❖ Events (what's coming up, but don't go overboard)
- ❖ Remember to make your media kit easy to find on your website and add as a pdf download

Homework

- ❖ Complete the assignment, this will help you create your media kit.
- ❖ Post in the Facebook group for support and to ask questions and get feedback
- ❖ Tomorrow we will submit your pitch to a podcast host