

BUILDING A PRESS KIT

A press kit is a bundle of promotional materials provided to the media which tells the story behind a company or product. They're sometimes called "media kits" and are designed to:

- Introduce your products to the media
- Give journalists a peek behind the brand
- Show off your achievements
- Provide journalists with content for future product features

PRESS KIT COMPONENT	WHAT IS IT?	DO YOU HAVE IT?
COVER SHEET	Something to catch the idea + introduce the brand. Think: visual + dramatic. Include your logo + tagline.	
BACKGROUNDER (A.K.A "FACT SHEET" or "AT A GLANCE")	A concise, one page document detailing: the brand story, key players, sales channels, timeline of growth, achievements + company location. Essentially, this is the entire company distilled down to a single page.	
BIOGRAPHIES	Brief stories which provide a more well-rounded peek at key players behind the brand.	
STORY ANGLES OR PRESS RELEASES	Potential story lines that you develop so that an editor can quickly + seamlessly feature your brand and/or products in their publication. Essentially, you're doing the "thinking" for the editor. You pitch the story and they just need to flesh it out!	
SOCIAL PROOF	Aim to highlight how press-worthy your brand is! Potential inclusions: past media mentions (i.e. press clippings), any awards received, customer testimonials, etc.	
PRODUCT IMAGES	Images should be print-ready, high-resolution images, which means a minimum of 300DPI. Also, title images with your company + product name. Examples: BellaLuce_ManukaHoneyDrizzle.jpg LuckyBreak_LeilaBarkerHeadshot.jpg	
CONTACT INFORMATION	Make yourself deliciously easy to reach: phone, website, email, social media handles.	

PUTTING IT ALL TOGETHER: Once you've assembled the pieces, bundle them together into a single PDF that you can dispatch via email to interested editors. Even better? Post it on a "hidden" page of your website that's not linked in the main navigation or store it at a site like DropBox. You can send the link to media pros without clogging their inbox and provide clickable high-res product images they can download as needed. Finally, if you're planning a major PR offensive or heading to a trade show, design a branded folder or specialized envelope to hold the printed press kit. Hardcopies will come in handy!

A LITTLE INSPIRATION TO WHET YOUR APPETITE

Prosperity Candle (candles)

Oh My! Handmade (blog)

Providence Perfume Co. (personal care)

Burt's Bees (personal care)

Numi (tea)

Delicious Living (magazine)

Emmy's Organics (gourmet foods)

Sugar & Bruno (apparel)

Akola Project (jewelry)

Madam Chino (apparel)

LEONA NY (apparel)

Katie Quinn Organics (infant apparel)

Sam's Natural (personal care)

Jes Ma Harry (jewelry)

Tiny Hands (jewelry)

Miche Bag (handbags)

Jill Miland (handbags)

Elizabeth Olwen (paper + gift)

Armadillo & Co (housewares)

31 Bits (jewelry)

EO Products (personal care)

Pura Products (personal care)