



# YOUR MEDIA TOOLKIT

**Always be opportunity-ready with this  
handy checklist**

THE 9 THINGS YOU NEED FOR MEDIA SUCCESS

# Get organised to help your business grow

**Your Media Toolkit will be an important part of your business resources as you expand and grow.**

**Having all your materials in one place will help you quickly find what you're looking for and - importantly - turn around copy and images for the media in good time.**

**You'll be able to quickly drag and drop the files you need into a folder for a journalist or to accompany your pitch.**

**Some of these will never get sent out - but they are here for a reason.**

**They will provide a blueprint for staff you take on down the line - things like the content calendar and editorial guidelines are really important when it comes setting your brand voice. You need everyone on your team to fully understand what that brand voice is, and create content with purpose.**

**Your media contacts list** - Use a Google sheet so you can update easily. The last thing you want to do when you have a pitch is faff around trying to find that journalist's number. Add useful notes, such as their deadlines, subject matter etc.

And it never harms to be nice (journalists don't get a lot of nicety) - so use it to send out Christmas cards, thank you notes or product samples.

**Content calendar** - Good content starts with a plan. Even if you are spontaneous and like to write with emotion (hello, I'm an Aries, I feel you), having just a little bit of structure can make a huge difference. Set aside some time at the beginning of each month to map out your awareness days, anniversaries, any launches you're planning, guest edits, special offers etc. You'll soon start to see the days filling up and suddenly, a month's worth of content doesn't seem so difficult to manage!

**A list of content to repurpose** - Want to know how those people with content coming out of their ears get it done?

Repurposing. One of the best time-saving tools in any journalist or content creator's toolbox. You've written a blog post, great - now cut it down into an Instagram post. Or record it as a podcast. Or tweak to fit their style and pitch it to a journalist. Content creation is WORK and the more duplication you can do, the more time you'll save yourself.

You should also have an **ideas folder** - any pieces of coverage for other brands you've been inspired by, any topics you think you could pitch on. Save it all in a folder so you don't forget!

**House style/ editorial guidelines** - What's your brand voice? It might sound painful, but digging deep into the nitty gritty will pay off in the long-term. How do you phrase certain words? What style do you use for dates and times?

Does each post need to end with a certain call-to-action?

**High-res images** - How many times have I banged on about images? They will form an integral part of your tool kit and your Media Pack (see below). Send them with every single pitch. You'll save journalists so much time of back-and-forth drama.

**Staff bios** - At the moment it might be just you, but you've got big dreams AMIRIGHT?! Every time you take someone on, add a bio, with a professional photo. You can also add these to your company website, adding to that know, like and trust factor.

**Editor's notes** - This is a paragraph (which we set out in our pitching section) which briefly gives a journalist additional information to add context to your pitch and the story they will write about you. These details may never be printed, but they help the journalist formulate a readable story. For example, you've added in the editor's notes that the company was established in January 2010 - the journalist can write 'For over a decade, X has been serving the community.' You can also include details such as past awards won, or any achievements that may be relevant.

**Past coverage** - Every time you secure a piece of coverage, add a PDF to the file. This will help you get more content down the line (no harm in a cheeky email to a journalist saying 'Hey X, you wrote about me in X, thought I'd let you know that we hit our target of X, here's your original story and here's a quote you can use for an update'.)

You can also use it to publicise yourself - 'we were featured in X' 'Flashback to when this article came out.'

AND you can pull it out the bag when you're trying to secure a major deal and want the client to know you're a reputable brand. Nothing gives you prestige like positive media coverage in well-established titles.

**Ready-made quotes** - OK this one might take some work, but it's time-saving. If you know there's going to be an announcement in your field of expertise, write a couple of lines ready to pop over to a friendly journalist. You can also create generic ones, about you and your business. 'I set up in X year after X, it was a challenging time but I overcame it by X'. Try to ensure your quotes position you as an expert, are emotive but also relatable. You want your customers to connect with you. And a dry, snorefest of a quote will never make it into a journalist's final copy.