



[www.gps-SpeakerMarketing.com](http://www.gps-SpeakerMarketing.com)

## Media kit checklist

Listed below is everything you will need to create an effective Media Kit as a speaker, author or any type of public figure. The items that are “required” have an asterisk\* next to them and while the others are “optional”, they are also a good idea to consider at least having the ability to deliver them, even if they are not immediately downloadable from your website.

**Important Note:** All required\* files should be downloadable from your media kit webpage. It does very little good if visitors to your webpage can see the pictures but cannot download them. You might ask, “Why give away all this good content?” The answer is simple. These are the materials that are going to sell your customers and potential audience members on attending your speech, event or appearance.

### Overview / Page intro text \*

- What a client can expect to get
- What sets you apart from all others

### Photos \*

- B&W Headshot (full size & thumbnail)
- Color Headshot (full size & thumbnail)
- Action shot (full size & thumbnail)

### Audio clips

- Interview / radio show / live show

### Video clips \*

- Demo highlight reel (1-2 min.)
- Sample speech or extended demo reel (5-10 min.)

### Speech Descriptions \*

- Keynote
- Training Module(s)

### Biography / Background Info \*

- Short (100 word)
- Long (200-300 word)

### Links to Featured Articles / White Papers

- Topic/Title 1 \_\_\_\_\_
- Topic/Title 2 \_\_\_\_\_

### Contact information \*

- How to get in touch & book a gig.

### Links to Testimonials / References

- Testimonial Link(s)
- Media Coverage **Interview Questions**
- Suggested Topics
- Possible Questions

### Links to Press Releases

- Recent press releases

### Links to Media Coverage

- TV, Radio, Print media

### Other materials

- Links to Books written
- Links to Awards

### Marketing Materials

- Business Card (picture for online posting)
- Downloadable versions of Brochure(s)
- Speaker 1-sheet (brochure)

\* = required

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