

*influencer marketing*

# Media Kit Checklist

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## **BIO**

Your 'About Me' section in your media kit is where you can sell yourself to the brand or company you want to partner with. Share your content niche and your goals as a content creator. Don't forget to put your unique spin on it!

## **PLATFORM OVERVIEW**

Your follower and subscriber count across all channels, with average engagement rate for each social platform. Include monthly average page views or unique visitors per month for websites or blogs.

## **AUDIENCE DEMOGRAPHICS**

This is who makes up your follower base. Brands are looking to see if your audience matches theirs or if they can leverage your following to expand theirs. If your demographics differ across channels, then specify.

## **PREVIOUS CAMPAIGNS & RESULTS**

Preview your previous collaborations and partnerships and make sure to provide campaign metrics so brands can gauge their level of success.

## **GOOD DESIGN**

Of course, it goes without saying but make sure your media kit looks professional! This might be a brand's first impression of you. Design it to fit your overall brand aesthetic.

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# Negotiation Checklist

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## KNOW YOUR VALUE

Memorize your media kit and expand upon it with your potential brand partner. Convince them why your brand and following are a perfect fit and make sure to include your estimated growth when negotiating. You don't want to undersell but advocate for yourself.

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## SET A STANDARD

Decide whether or not you want to accept a brand's product as payment for your content. There is no right or wrong answer. Just be consistent with the rules you set for yourself. Standards will help you negotiate with a clear mind.

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## CLARIFY THE ASK

Whether the brand wants in-feed posts, Stories, videos, in-person events, etc. clarify how much they want of each type of content. The price differs between deliverables, so you want to know this right away.

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## BREAK DOWN COSTS

Provide the brand with an itemized list of relevant costs like your rate, cost to rent equipment, editing time, etc. Be thorough so the brand knows all that they're budgeting for.

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## INITIAL OFFER

After pitching yourself to the brand, clarifying their ask, and breaking down your costs, a brand will send you an initial offer. This is your chance to review it and make sure it meets the value you've set for yourself, and if it doesn't, counter.

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## COUNTER OFFER

Start by thanking the brand for their initial offer and respectfully counter by either raising the payment value for each deliverable, removing a deliverable, asking for an additional product payment, etc. Don't be afraid to ask for your worth!

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## ASK FOR CONTRACT

Once you've reached an agreement, have the brand's team write up a contract that includes the partnership rules, usage rights and ownership, a campaign timeline, payment terms, and disclosure guidelines. Make sure to review before signing."