



The most important point to remember about your Press Kit is that you're trying to ***make it easy*** for the reporter. Anything that you can do to help them publish a story about you and your work, is in your best interest.

1. Dollar store folder with pockets and business card holder.

- brand the front with your logo or graphic image
- include your name, website, convention or show and booth #

2. Every item in the press kit should have your contact info:

- name, phone number, email, social media links, website, link to media room, show, show date & booth # for show

3. Copies of recent press.

4. Last / current / upcoming show brochure or postcard.

5. Short “pitch” blurb.

- your USP - unique selling position
- what differentiates you and what you do from everyone else

6. Short Bio.

- not your CV or resume
- tell a story - include noteworthy or interesting bits about your path
- share the value and passion/joy about what you do



7. Photos - best quality.

- head shots
- action shots (you in studio or at a show or presenting)
- best pieces of work

Photos need to be labelled:

- name, title of work, medium & size (HxW [xD for 3d work])
- copyright (for Mac users “alt/option” + “g” = © symbol)
- photography credit if not your own

8. CD/DVD.

- include images chosen for the folder
- portfolio of (max) 10 best pieces
- audio/video interviews, demos or features

9. Current Business Card.

10. List of Story Ideas.

- categorized
- “niche” connections
- popular culture/trend/news connections
- community/personal interest
- gift ideas