

## TEMPLATES &amp; DOWNLOADS

# The Media Kit Template

Seven blocks with the exact wording for each, and what to write when you have no brand work yet. Fill it in, then rebuild as a one-page PDF.

**How to use this.** Fill the seven blocks, then rebuild it as a one-page PDF and send that. One page: a two-page kit is read as far as the first page. If a number is unflattering, leave it out rather than presenting it misleadingly. Nobody expects all of them.

## 1 Who you are

Block 1

Name

@handle

One line: what you make and for whom

City, country · languages you create in

*"I make 30-minute Indian dinner recipes for people who cook after work" beats "content creator passionate about food". The specific version tells a brand in four seconds whether their customer is your audience.*

## 2 The numbers

Block 2

Followers, and on which platform

Engagement rate, measured on reach

Typical Reel reach

Non-follower share

Average saves per post

Monthly accounts reached

*Say which formula you used. The same account can honestly report wildly different engagement figures, and stating the method reads as someone who knows that.*

### 3 Who follows you

Block 3

Age split

Gender split (if relevant to the category)

Top locations

One sentence on who they actually are

*That last sentence is worth more than the percentages. Demographics are a filter; the description is what makes a brand picture their customer.*

### 4 Best work

Block 4

| Format | Brand or self-initiated | Reach | Engagement | Result |
|--------|-------------------------|-------|------------|--------|
|        |                         |       |            |        |
|        |                         |       |            |        |
|        |                         |       |            |        |

*No brand work yet? Use your own best-performing posts and label them self-initiated. That is honest and reads far better than an empty section or an invented client.*

### 5 Offer, rates and contact

Blocks 5–7

What you offer

Rates: "Reels from \_\_\_" or "available on request"

Email you actually check

Website or link page

Currently booking from

*Use an email, not "DM me". A brand marketer forwarding your kit to their manager cannot forward a DM.*

**R Format and update triggers**

Always

- ☐ PDF, one page, under 2MB
- ☐ Named YourName-MediaKit-Month-Year.pdf
- ☐ Readable printed in black and white
- ☐ One or two images maximum
- ☐ Update every three months
- ☐ Update after any rate change or notable campaign

Influking matches creators with brands, and handles the brief, approvals and on-time payment.