Media kit checklist

A good media kit gets you better deals, faster. Use this list to build or check yours. It works with any brand or agency.

1. Who you are

- [ ] One sentence about what you make and for whom.
- [ ] Your niche and the topics you never do.
- [ ] Links to every channel.

2. Your audience

- [ ] Where your audience lives (top countries or cities).
- [ ] Age and gender split, from your platform statistics.
- [ ] Average views per post or video, not only followers.
- [ ] Engagement: comments, saves and shares.

3. Proof

- [ ] Two or three earlier partnerships with what you made.
- [ ] Results you can show, with screenshots of your statistics.
- [ ] A short quote from a brand, if you have one.

4. What you offer

- [ ] Formats: integration, dedicated video, reels, stories, UGC.
- [ ] Starting rates per format, or "on request".
- [ ] What usage rights cost extra.

5. Your rules

- [ ] Brands and products you do not promote.
- [ ] How you disclose partnerships.
- [ ] Your turnaround time and how many revisions you accept.

Looking for brands that fit?

Join the Efficially creator network. Free and never exclusive.

efficially.com/creators