

Easy Press Kit Checklist

1. Save your document with a clear name. Example: YourStoreName_Year_PressKit.pdf
2. Create headers and footers with your store name, location, and contact information on every page.
3. Include page numbers.
4. Include your logo.
5. Include your name and address.
6. Include information about your location: distance from major cities, universities, airports, public transportation, etc.
7. Can each page stand on its own?
8. Include names and contact information for KEY EMPLOYEES RELATED TO EVENT PLANNING.
9. **Does this document highlight your UNIQUE SELLING POSITION(S)?**
10. How long is your document? It should be two pages printed front to back.
11. Only include photos that **strengthen your case** for booking events.
12. Include photos/images that support your unique selling position.
13. Is the **entire** document **relevant to publicists**? This is important.
14. Include your **current** event numbers and data in a grid format for ease of reading. **Update this document each year.**
15. Make sure event dates and data are clearly indicated.
16. Format the document so the reader can SCAN for important information.
17. Bold important copy.
18. Use headers, boxes, frames, dividing lines, to group important information and make it easy to find. This **eliminates hunting and pecking for important facts and data.**
19. Keep italicized font to a minimum.
20. **Highlight your best partners/venues who co-market events with you.**
21. Include effective testimonials that strengthen your case for hosting events.
22. List the marketing channels that are WORKING WELL.
23. Promote only the social media accounts that you are keeping current and active.

Want more help? Contact Maribeth Pelly
Easy Marketing Strategies to Grow Your Small Biz!