

## WHERE DOES ONE BEGIN IN CREATING A MEDIA KIT?

By Donna McDine

Media Kit? Why would I need a media kit, I'm not even published yet? To be quite honest with you it's never too soon to start. To begin now will make it much simpler to add to as you move forward in your writing career. The essential components in creating your media kit are:

**About the Author or Writer (Bio):** This one pager consists of your current bio, education, current work-in-progress, and contact information (email, blog and website addresses). After you become published update your bio to reflect each success.

**Appearances:** Appearances may include volunteer reader at your local library and/or school visits and later on as you become published you will be known as the local children's author, which then will open up doors to school visits.

**Interviews (online and in-person):** Before I became published - myself and fellow aspiring writers interviewed each other for our blogs to get our names out there. It's fun and simple. Contact a fellow writer and exchange questions and there you have your first finished interview.

**Awards and Publishing Credits:** This may be blank for now, but create the page with this heading and you can fill in your information as you go along. Your publishing credits include no-pay, low-pay, and paying markets both online and print.

**Media Releases:** Even without publishing credits you can create a media release about upcoming interviews and book reviews on your blog and of course tying in with interviews make sure you write up a media release about your personal interviews. It's important you send out

your media release to your network and post on free media release sites such as [www.prlog.com](http://www.prlog.com). For a detailed list of the services I utilize visit: <http://www.authorprservices.com/p/services.html>.

**Book Reviews:** Yes, even if you don't have a book published yet do not forget this important part for when you do so you can place excerpts of book reviews for easy reference.

Some of your pages will be blank for now, but you will be surprised how quickly they will fill up. All of my pages started out blank and are now filling up. My book review page is still blank and I'm eagerly awaiting reviews to fill in below the title. The saying from the movie *The Field of Dreams*... "Build it and they will come" is true for your media kit too. The intention and creation of blank titled pages will bring it to fruition. Oh and yes, working at your writing craft is essential too.

If you have any questions I'd be happy to help. Feel free to email me privately at [donna@donnamcdine.com](mailto:donna@donnamcdine.com). You may also view my media kit at <http://donnamcdine.com/mediakit.html>.