

# Game-changing

@CecilyK, blogger

## Your Media Kit

BlogHer Pro

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# 3 Critical Elements of Your Media Kit

1. Your unique proposition
2. Tailored to your desired monetization strategy
3. With proof points

# No one cares about your fees until they know:

- Who you are
- What you have to offer that is unique – to you, for them

# THE DREADED ELEVATOR PITCH:

Differentiation in a sea of sameness



# Exercise: About Your Blog

Your Proposition \_\_\_\_\_

Your Audience \_\_\_\_\_

Your Niche or Category \_\_\_\_\_

**My blog is [what is it?] which offers [unique perspective] for [specific audience]**

# Exercise: About Your Blog

COOL MOM PICKS: A cheeky shopping, trend and design blog for parents, which offers indie-minded products and resources for a dedicated audience of shoppers and influencers.

MOTHERHOOD UNCENSORED: An irreverent personal blog which offers an unapologetically honest take on parenting for readers who aren't afraid of the F word.

YOUR BLOG: ?

**My blog is [what is it?] which offers [unique perspective] for [specific audience]**

# How do you want to make money?

- Advertising
- Sponsored Content on your blog
- Freelance opportunities
  - On other blogs
  - For companies/media properties
- Affiliate relationships
- Your social graph (Twitter, Pinterest)
- Spokesperson
- FT Employment

# Exercise: Learn From Each Other

How are you making money?

How would you like to?



# Your proof points

- Metrics – readers, sales, social graph.
- Credentials – ESPECIALLY important if you are in a niche.

*It's about having the RIGHT readers for the sponsor, not necessarily the MOST readers.*

# Credentials!

A.K.A. What have you done for me lately?



# Exercise: One Thing About You

Share one thing with us that you think would be good to tout on your blog.