

Content
Creator
Course
BOOK 3

THE ULTIMATE GUIDE:

BUILD A MAGNETIC MEDIA KIT



By Josh & Ruthie
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eBook Usage Terms

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Hey, we're Josh & Ruthie

You might know us from [@Life of Betts](#) on Instagram, where my wife Ruthie and I share our adventures as full-time travel and adventure lifestyle content creators. We share bucket-list destinations, hidden gems, and our love for travel. Our passion is to inspire others to embrace a life of adventure and creativity through our content! Over the past four years, we've not only grown our pages to over 500,000 followers, but also built a thriving business. One thing that's truly helped us turn our passion into income and aided in hundreds of successful collaborations is having a professional media kit—a document that does the selling for us, puts our best foot forward, tells our story and contains all the information any brand will ask for in one place. Through lots of trial and error, thousands of pitches and negotiations with brands, we've uncovered the secrets to creating a media kit that doesn't stop bringing in deals, showcases our worth, and makes it almost impossible not to work with us.

In this ebook, we're going to teach you **step by step** how you can **make your very own** media kit and start turning your **content into income**.

What Is a Media Kit?

Welcome to the only media kit guide you'll ever need.

If you've completed The Ultimate Guide: Becoming an Instagram Content Creator and How to Create Viral Reels, then you already know how to **build a strong brand**, grow a **loyal audience**, and **create content that truly stands out**. Now it's time to package all of that into something **powerful** -a media kit that **opens doors and lands real opportunities** with future collaborators, brands, and partners!

Before we dive into the how-to, let's break down what a media kit actually is. **A media kit is the single most important tool when it comes to landing paid collaborations.** Think of it as your **creative CV** -a polished, professional overview of who you are, what your brand is all about, and why someone should want to work with you.

If you're **reaching out to brands**, **replying to partnership requests**, or **pitching your dream collab**, your media kit is what does the talking. It highlights your story, audience, content style, past collaborations, key stats, testimonials, and the services you offer -all in one **clean, professional format**.

Sound like a lot? Don't worry -we're going to walk you through it **step by step** so by the end of this guide, you'll have a media kit you're proud of (and one that gets results).

Why Is a Media Kit Essential?

What's the point of a media kit, really?

You probably starting to see why media kits matter -but let's take a second to talk about why they're such a time-saver and not just a "nice-to-have".

Without a media kit, you'll spend way too much time in your inbox **answering the same questions** from brands:

- Who is your audience?
- What do you offer?
- How much do you charge?
- Do you have examples?
- What are your deliverables?

It gets repetitive fast. A good media kit eliminates that whole back-and-forth by **giving brands everything** they need to know in one **clear, easy-to-read document**.

And beyond convenience, your media kit **acts as your pitch** - it shows you're professional, organised, and serious about what you do. It helps you **stand out, builds trust, and gets brands excited to work with you**.

To do its job well, your media kit should **clearly cover** these 5 essentials:

1. Who you are & what you do

Make it easy for brands to understand your personal brand - your niche, content style, and what makes your voice or visuals different from everyone else.

2. Audience & analytics

Include up-to-date info about your following: platforms, engagement rates, audience location, and anything that helps a brand see the value in your reach.

3. Proof of experience

Show past collaborations, testimonials, or campaign highlights to build credibility. Even small wins count -don't underestimate the power of showing what you've done.

4. Collaboration options

Outline your offerings clearly: are you available for reels, stories, blog features, UGC, whitelisting? Include timelines, deliverables, and any packages you offer.

5. Easy contact & key details

Wrap it up with FAQs and your contact info so brands can get in touch without any friction. A smooth next step makes a big difference.

At the end of this book, you'll find a **real media kit** example for inspiration-plus a **fully customisable template** to help you create your own with ease.

Media Kit Checklist

Here's a checklist of everything that should be included in your media kit:

01 Cover Page

02 Introduction About You/ Your Brand

03 Social Media Insights

04 Social Media Metrics

05 Results And Testimonials

06 What To Expect

07 Your Services/ Packages

08 Your Portfolio Of Work

09 Contact Us Page

Now that you understand what a media kit needs to do, let's talk about how to build one that actually gets you noticed. Think of it like a creative CV –not a stuffy, corporate one, but a polished, **purpose-driven snapshot** of you and your brand. A good media kit **blends personality with professionalism**, and the layout matters just as much as the content.

Here's how to structure it:

Cover Page:

This is your first impression –**keep it clean, clear, and confident.**

- Include a professional photo (bonus points if it reflects your brand style)
- Make sure your name or handle is front and centre
- Add your logo, tagline, or niche if relevant
- And label it clearly as a “Media Kit”

Don't overcrowd this page –**visual impact wins here.**

Introduction / About You:

Here's your moment to shine. This section **sets the tone** for who you are and **why you're worth collaborating with**. Keep it short (one solid paragraph is plenty)

- Your name and what you do
- The niche(s) you work in
- Your audience size (Instagram, TikTok, blog, etc.)
- Your mission or message
- A line or two about how you've built trust or community
- Any standout brand partnerships or achievements

Example 1:

We're Jamie and Jesse -a man and his dog exploring South Africa **one pet-friendly adventure** at a time. Our content is all about **dog-friendly stays, practical pet travel tips, and celebrating the bond between man's best friend and the great outdoors**. We've built a loyal and engaged community of over 10,000 **animal lovers** who turn to us for **honest reviews, dog gear recommendations, and a good laugh** (Jesse's muddy face gets a lot of love). We've worked with brands like Outdoor Warehouse, Tamie's Tug Toys, and Bark & Biscuit Treat Co to **create fun, relatable content that genuinely connects with our audience**.

Example 2:

"Hi! I'm Jamie, a travel and lifestyle content creator based in Cape Town, South Africa. Over the last two years, I've been building a **vibrant, engaged online community** through **authentic storytelling, useful travel hacks and eye-catching video content**. I help my **adventure-loving audience discover unique, budget-friendly destinations** and stays, while sharing **practical travel tips** that inspire and empower. With over 18,000+ engaged followers on Instagram and TikTok, I **focus on storytelling** that's honest, immersive, and inspiring. I'm passionate about creating **high-quality content** that feels real and relatable - a balance that's earned **genuine trust** from my audience. I love bringing a brand's story to life through social-first content that feels meaningful, impactful, and aligned with my audience's interests."

Insights and Metrics:

Now that brands know who you are, it's time to show them **who's watching**. This section gives a clear picture of your audience -where they're based, how they engage with your content, and why they're the right match for future partnerships.

Start by listing the **platforms you're active** on, along with your **follower count** on each. If you have a blog or website, be sure to include your monthly traffic too. Then dive into the demographic insights from your main platform (usually Instagram).

These can be found in your **Professional Dashboard** and typically include:

- **Where your followers are located (top countries or cities)**
- **Gender breakdown**
- **Age ranges**
- **Accounts reached**
- **Accounts engaged**
- **Reel interactions**
- **Profile activity**

Screenshot these stats straight from your platform and pop them into your media kit. They don't have to be perfect -just up-to-date and reflective of your current audience.

It's also helpful to share your:

- **Total follower count**
- **Monthly blog views** (if relevant)
- **Engagement rate** (you can calculate this using the Engagement Rate Calculator in Book 4: The Ultimate Guide – Monetise Your Social Media)

Don't worry if your numbers aren't huge -brands often care more about **who** your audience is, not just how many. If your community is **niche, loyal, and clearly aligned** with a brand's values or products, that's often more powerful than reaching thousands of random accounts.

Results and Testimonials:

This section is where you show brands that working with you **delivers real results**. The best way to do that? Include a few **short testimonials** from previous clients, especially where your content helped **drive bookings, sales, or brand awareness**.

If you haven't collected any yet, now's the time to ask -start with brands you've already worked with and make it easy by suggesting a few points they could mention (results, communication, ease of working with you).

For **newer creators** without testimonials or paid work yet, consider offering a trade exchange to **build your portfolio** - such as content in exchange for a free stay or product.

While creators with engaged audiences should ideally be paid on top of the gifted experience, if you're still under 5k followers, focus first on **proving your value and gathering results-driven feedback**.

Strong testimonials build trust. They show potential clients that you're professional, reliable, and capable of **delivering a return on investment** -making them far more likely to say yes to working with you.

Here's an example of a powerful review you'll find in our media kit. -

"Our Instagram followers more than doubled from 4300 to over 8600 followers from your visit till today and are still rising daily. We have had 15 new bookings for _____ and there was an additional spin-off on our other accommodation options. We also received more than 80 inquiries for _____ from the post either via email requests in the comments section or on the website. Website traffic increased as follows for the last 30 days to the previous 30 days: Traffic sources = Instagram up 2169%, Google up 243%, Direct up 222%, Facebook up 110%, 96% New Guests on the website, and a 455% Increase in website visits!! We loved hosting Josh and Ruth. Their dedication, professionalism, and work ethic were commendable. From waking up at 3 am reaching us by 6 am, handling unforeseen bad weather, and adapting accordingly. They did not shy away from the challenges (presented by the weather) and still went hiking and swimming to capture the needed content showing complete dedication. Their posts and stories portrayed an authentic experience and attracted our specific target market beautifully as a result. We would highly recommend them."

Here is a **review template** email you can use when you think you have had a particularly good campaign with a brand:

“Hi Name

I hope you’re doing well! Thank you for a wonderful collaboration; I loved working with you! Just wanted to ask if you could please email me a quick review to add to my media kit. (This helps future clients get an idea of my value and feel more confident when working with me!)

If possible please include any statistics on website traffic, enquiries/bookings, number of new followers, or likes you received. Please also comment on my professionalism, if I delivered what I said I would, if you liked my stories, videos, photo posts, etc.

Thank you so much!
Warm regards,
Your Name”

What to Expect:

Including a “What to Expect” section in your media kit is essential -it helps **set clear expectations and gives brands a better understanding of how you approach collaborations.**

This page outlines **what businesses can anticipate** when working with you, but it **should always be tailored** to the type of partnership you're pitching.

For example, content created for a hotel stay will look very different from what you might offer a product brand. That's why we recommend adjusting this section to **suit each brand's unique needs** -or even creating separate versions of your media kit (e.g. one for travel, one for product collaborations, and one for UGC).

While your audience stats and core information stay the same, your “What to Expect” page should **reflect the specific deliverables and services you offer** in each case.

One thing we've found incredibly helpful? Clearly outlining the content included in your packages -and **explaining exactly** what each item involves. This **helps potential partners understand your process, feel confident in what you're offering, and ensures a smooth handover of content on both sides.**

Here's an example of how to **break it down** clearly for a hotel collaboration:

- **5x Daily Instagram Stories**

Rather than just listing this, add context:

"These include a behind-the-scenes walkthrough of the property, showcasing the rooms, facilities, dining options, and nearby activities. I'll share my personal experience in a conversational, authentic way -helping my audience imagine themselves there."

- **1x Instagram Photo Post**

"A high-quality, professionally shot image that captures the beauty and vibe of the property. I'll highlight unique features while aligning the content with my visual style -giving you a post with long-term value that can be saved, shared, and re-used."

- **1x Instagram Reel or Video Post**

"A 15–30 second, cinematic reel that highlights the best moments from the stay -from scenic views to standout experiences. Reels are powerful tools for engagement and visibility, helping you reach new audiences, drive traffic, and boost bookings."

Not every brand **fully understands the value of social media** -so this section is your opportunity to **educate, clarify, and build trust**.

Services and Packages:

This is where you outline how **much you charge** for creating and posting content. If you're unsure how to calculate your rates, refer to Book 4: [The Ultimate Guide to Monetising Your Social Media](#) – we walk you through the numbers step-by-step.

We recommend offering **three clear packages** for your main services, these packages can include:

- **Influencer Marketing Packages** – content is posted to your audience on your social media pages.
- **Content Creation (UGC) Packages** – content is created for the brand to use on their channels, with no need to post to your own feed.

By **offering both**, you give potential clients **flexibility based on their goals** – they might want **exposure to your audience** or simply need **high-quality, authentic content** to share on their own platforms.

Starting Out? Lead with UGC Value

If you're still growing your audience, UGC is an excellent starting point. It **allows you to**:

- Work with brands earlier in your journey
- Earn an income while building credibility
- Collect testimonials and real-world experience

UGC doesn't require you to post to your page, which makes it a **low-risk, high-value offer** for both you and the brand. That's why we recommend **leading with value-based UGC packages** while your online presence is still **gaining traction**.

Add Flexibility: “Build Your Own Package”

In addition to your set packages, you can offer a “Build Your Own” option in your media kit. This means **listing out your services individually** with a price per deliverable (e.g. 1 x Reel, 3 x Stories, 5 x edited photos).

It gives **brands the flexibility** to:

- Stay within their budget
- Select what’s most relevant to their campaign
- Understand the value of each service you provide

This section of your media kit is also the place to include any **important terms and requirements**. You don’t want misunderstandings later – and brands appreciate clarity from the beginning.

Here are a few examples you might include:

- “I ask that the hotel covers the full cost of accommodation, in addition to the selected content package.”
- “All costs associated with activities, restaurants, or products that appear in the content must be covered in full by the client.”
- “A 50% deposit is required upfront to confirm the booking and cover initial filming costs. Please use your business name or invoice number as the payment reference and email proof of payment to [email address].”

You don’t need to make this section long – just make sure the **basics are covered**.

Don't Forget Licensing & Usage Rights

We also recommend adding a **short statement** like this to your media kit: “I’m happy to discuss **exclusivity, whitelisting, and extended usage rights**. These are **not included** in standard rates and will incur **additional charges**. Please let me know **prior to the campaign** if this is required.”

Not every brand understands how this works –so by including this line, you set the tone for a **respectful, informed working relationship**.

If you’re unsure what these terms mean or how to price them, Book 4 has a full breakdown to guide you.

Portfolio of Clients:

We’re almost at the end, but here’s one last opportunity for you to showcase your **very best work**.

If you’d like to, this is where you can add **photos you're most proud of** or links to your top-performing brand reels, this is the time to shine.

Remember, this section should be **aesthetic and professional** –it’s another chance to really impress potential clients.

Contact Information:

- **Email Address**

Provide your primary email for business enquiries (We suggest creating an business email address for yourself as this professional and helps you stay organised). But, if you're just starting out, a gmail using your social media handle will work perfectly!

- **Phone Number (Optional)**

If you're comfortable with it, include a phone number for quicker contact, especially if you're open to calls for urgent enquiries.

- **Social Media Handles**

List your most active social media platforms where brands can follow you and get in touch (Instagram, TikTok, YouTube, LinkedIn, etc.).

How To Make a Media Kit Using Canva

Now, here's the fun bit - actually creating your media kit! We suggest starting with Canva.com, as it offers some fantastic templates that are super user-friendly, and best of all, it's free! Ruthie created an editable template for you to use on Canva, feel free to fill in your own details and customise it to suit you! You can find it by [clicking here](#) (make sure you have a free canva account)

Here's a step-by-step guide:

- Sign Up for Canva: If you don't have an account yet, sign up - it's free, but there's also a premium version if you want extra features.
- Choose a Template: Search "media kit" in the template bar and pick one that matches your vibe.
- Customise It: Time to make it your own! Adjust the colours, fonts, and images to fit your brand. Remember to use this book as a reference for everything to add.
- Add Visuals: Upload high-quality photos and graphics to make it look polished.
- Download & Share: Happy with the design? Download it as a PDF (best for printing) and you're ready to share via email or link!

We've created a media kit example for a made-up influencer called Jack&Jesse_Explore - a pretend page about travelling with pets. Check it out on the next few pages!

Media Kit Example

Your cover page should include a professional and clear photo of yourself. (this can be candid photo), the words “media kit”, and the name of your page/handle (you can also include your website if you want).



Contents page sharing everything the reader will see in the media kit.

CONTENTS



ABOUT US

SOCIAL MEDIA INSIGHTS

RESULTS AND TESTIMONIALS

WHAT TO EXPECT

SERVICES/ PACKAGES

PORTFOLIO OF WORK

CONTACT US

A short paragraph introducing who you are, what your page focuses on, and why your audience engages with your content.

ABOUT US

@JackAndJessy_Explore

Hi! I'm Jack -the human behind @JackAndJessy_Explore - and this is Jessy, my fun-loving Labrador and adventure sidekick. Together, we run a pet-focused travel page dedicated to helping South African dog lovers discover the best places to travel with their four-legged friends.

Our mission? To make pet-friendly travel feel possible, easy, and exciting -while also empowering dog owners with real, trustworthy advice on living their best lives with their pups. From epic road trips and hidden dog-friendly stays, to training tips, nutrition advice, and exercise routines, our content is designed to inspire and educate.

We've built a growing community of over 10,000 engaged followers who share our love for exploring with dogs -and who look to us for authentic recommendations and helpful guidance. Whether we're testing new gear, reviewing dog-friendly spots, or highlighting products that make life easier (and healthier) for our pets, we only work with brands we genuinely believe in. If your business puts pets first, values sustainability, and makes life better for dog lovers -we'd love to connect.

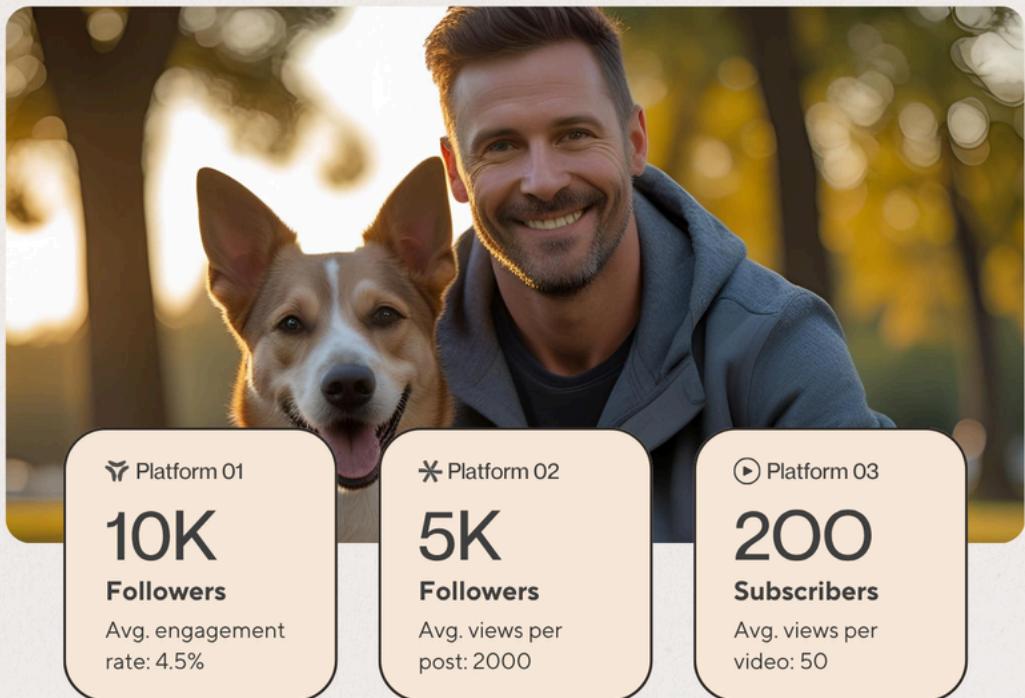


@JackAndJessy_Explore



Here's where you share your social media insights and metrics. You can neatly paste screenshots from your professional dashboard or write it out like we have. Remember to update this section often.

SOCIAL MEDIA INSIGHTS



SOCIAL MEDIA METRICS



Here's where you share your reviews from previous clients! Make sure to have at least two reviews that clearly share positive experiences working with you.

RESULTS AND TESTIMONIALS

Testimonial 1: Pawganic (Natural Dog Treats Brand)

"Working with Jack & Jesse_Explore was a dream. Their reel introducing our treat range received over 48,000 views and drove a 22% spike in sales over the launch weekend. Jack was organised, professional, and genuinely passionate about our brand – and Jesse was the perfect model! We'd collaborate again in a heartbeat."

– Lebo Dlamini, Marketing Lead at Pawganic

Testimonial 2: WildTail Stays (Pet-Friendly Accommodation Collection)

"Jack & Jesse brought our pet-friendly cottages to life in such an authentic and joyful way. Their video series generated a 19:1 ROI, and we saw a noticeable uptick in direct bookings linked to their content. Professional, friendly, and easy to work with – Jesse even won over our staff!" – Amy van Wyk, Brand Partnerships at WildTail Stays



This page outlines what it's like to work with you – from communication and timelines to what's included in each package. You want to make the process easy, professional, and enjoyable for everyone involved.

WHAT TO EXPECT

When you collaborate with us, you're getting more than a shoutout – you're getting a genuine story. Our community follows us for honest, practical content about life with dogs, and we only promote products we truly love and use ourselves.

Whether it's a premium food brand, a new harness, or a wellness supplement, we create high-quality, engaging content that showcases your product in an authentic and relatable way.

Our goal? To **help our audience discover products that genuinely improve their dogs' lives.**

Here's what a standard brand collaboration might look like:

1x Instagram Reel or Video Post

A 15–30 second video designed to educate, entertain, and convert. Whether it's a morning routine, an unboxing, or a "Jessy tries it" style video – this format offers high engagement and shareability, helping your product reach new eyes.

1x Instagram Photo Post

A scroll-stopping, high-res photo styled in our tone of voice. This content brings your product to life, showing how it fits into our day-to-day adventures with Jessy.

3–5x Instagram Stories

We take our audience behind the scenes with product demos, personal experiences, and swipe-up links (if applicable). These stories feel natural, interactive, and are great for starting conversations around your brand.

Optional Add-ons

- UGC-style video or photo assets for you to use on your own socials or website
- A custom discount code for our audience
- Product feature in a blog post or newsletter

Present your packages in a clear and concise way.
List the specific content deliverables they will receive
in each package.

SERVICES/PACKAGES

Starter Sniff Package – R1,800

Perfect for brands wanting to dip their paws in!

Includes:

- 1x Instagram Story set (3 frames)
 - 1x Feed photo with natural caption and tags
 - Organic, authentic use of product in everyday setting
 - Short review in caption
- ◆ Great for first-time collabs or low-risk product launches.

Adventure Buddy Package – R3,500

For brands ready to engage and convert.

Includes:

- 1x Instagram Reel (15–30 sec) featuring Jessy interacting with your product
 - 1x High-quality photo post
 - 3–5x Instagram Stories with product demo, swipe-up (if available), and CTA
 - Click and story insights provided
 - Optional discount code integration
- ◆ This package balances reach and trust-building perfectly.

Top Dog Campaign – R5,800

A mini campaign that brings your brand into the daily rhythm of Jack & Jessy_Explore.

Includes:

- 1x Instagram Reel + 1x Reel remix (repurpose content for a second push)
 - 1x Feed carousel post (2–3 styled images)
 - 5–7x Instagram Stories across 2 days
 - Story insights + 7-day engagement report
 - Mention in our monthly newsletter
 - 3x UGC photo or video files for brand reuse (non-sponsored style)
- ◆ Ideal for launches, retainer brands, or products needing multiple touchpoints.

Present a neat catalogue of high-resolution photos (or you may also link and include screenshots of your top-performing reels here).

Portfolio Of Work



Tippies Tennis Balls

We created authentic and engaging content for Tippies Tennis Balls that truly resonated with our audience – Jessy's joy was contagious!



Woof & Whiskers

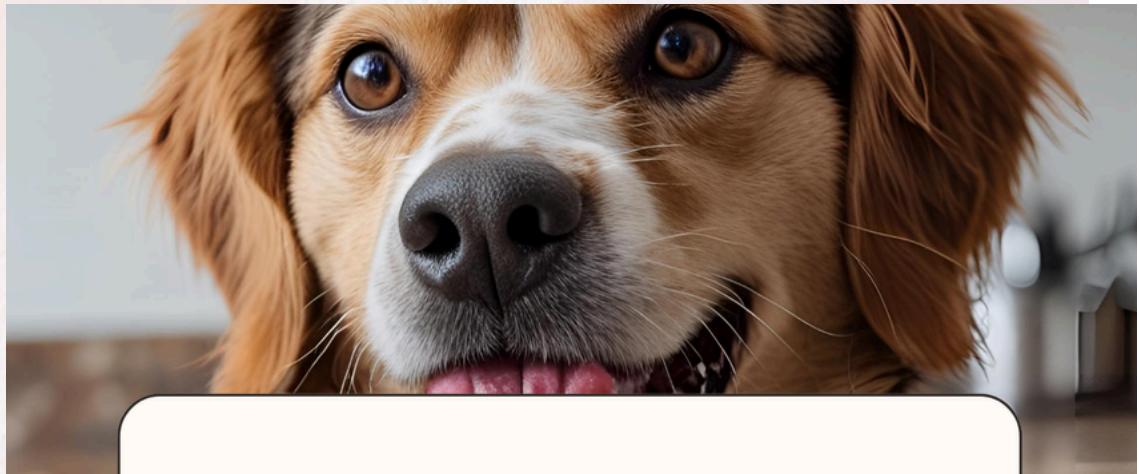
Partnered with Woof & Whiskers to showcase their stylish, durable collars in real-life adventures – our audience loved the pop of colour and comfort.



PupFuel SA

Collaborated with PupFuel SA to highlight their all-natural dog treats through reels and stories – saw a spike in DMs asking where to buy!

Get in touch page to discuss your project or for more information. List your email address, social media handles, and website here.



CONTACT US PAGE

WWW.JACK&JESSY_EXPLORE.COM

@JACK&JESSY_EXPLORE

123-456-7890

*Let's collaborate and create
something extraordinary together!*

Our Encouragement To You

Your first media kit won't be perfect, and that's okay! Remember, building a successful page is a **marathon, not a sprint** and that goes for everything else too.

As you progress, answer new questions, and start negotiating with brands, your **media kit will evolve**. It'll get sharper, sell you better, and help you land more partnerships with brands you are passionate about. If you've made it this far, you already have **everything you need** to put together a brilliant media kit.

Our advice? Just start. Pick a template and run with it. **Don't be afraid of rejection -it's part of the process.** Even if you don't have many collaborations or success stories yet, having a media kit will still set you on the right path. Most importantly, have fun with it!

The more you love what you do, the faster your audience and your business will grow. Keep putting yourself out there, building your media kit with great testimonials, and updating your metrics as you go.

We believe in you!



You've just wrapped up Book Three of Four - amazing work!

You now have a polished media kit that's ready to wow brands - that's a huge step toward turning your influence into income.

Next up: Book 4 - **The Ultimate Guide to Monetising Your Social Media!**

In this final book, we'll walk you through exactly how to land paid partnerships, set your rates, and build a thriving business online.



Head to your membership portal at www.lifeofbetts.com to download your final book and finish strong!

& That's a Wrap!

Thank you for purchasing this Ebook, we loved sharing our knowledge and advice with you and truly hope this helps you feel more confident to start your journey as a Content Creator!



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