



HOW TO CREATE A PRESS KIT

A presentation kit, or media kit, is a package of news and background information that is distributed to contacts and members of the media to build buzz about your product, service or event. The information in this kit will help give potential clients a better idea about your approach, and gives a reporter story ideas. Just keep it simple. Remember to include all of your contact information. Read on to learn how to create a presentation kit, and see example at end.

Instructions

1. Describe your product, service or event in a concise 'press' release. Don't forget to answer the following questions: who, what, when, where, why and how. Consider the question the editor will ask: "Will my readers find this interesting?"
2. Provide enough background information about the product, service or event and, if appropriate, a biography of key personnel. For example, a book author or public speaker would include a biography about his or her achievements in the relevant area.
3. Include a fact sheet listing bullet points with specific information and key facts. This is not the same thing as the background information.
4. Insert a photo into your media kit. If it's a professional-quality photo, it will be more likely to run with your press release and get more attention in the publications.
5. Place any previous clips referring to you, your product, service or your company in the kit. This adds credibility to your release.
6. Write a cover letter that ties the package together by explaining why your media release should be considered for publication. In your cover letter, suggest article topics and list yourself as an expert source for future interviews on those topics.
7. Answering questions in the form of a "Q & A" sheet could also be helpful to the journalist when he or she is considering an angle for your story.
8. Include a review copy of your book or a sample of your product if appropriate. If it's not feasible to send a sample, explain the item thoroughly and let the media know where it is available.

<http://www.totalnetworkingandconsulting.com>



Tips & Warnings

- Writing press releases in journalistic style will help reporters. The less editing it needs, the more likely it will get printed.
- Creating a press kit that is downloadable in "PDF" form is less expensive than sending it through the mail.
- Do not include random clippings that don't pertain to you, badly photocopied clips, brochures or sales material. Journalists usually don't have time to read them and they get tossed.
- If it isn't newsworthy, it probably won't get published. Make sure your press kit has a hook to current events to make it topical.

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Clients for Life

The Clients for Life Organization
Bruce Libman, Founder

Mission and Philosophy

To provide entrepreneurial minded individuals with the tools, skills and support they need to develop relationships that will allow them to create significant referral streams and Clients for Life.

"There is no right way to do the wrong thing"

BRUCE LIBMAN'S BELIEF TO LIVE BY

Business is built only by developing trusting relationships with clients, colleagues and business associates. To be successful in business, you need to be prepared to run a marathon and then make the commitment to do the right thing every day

Ideal Clients

- Financial and professional firms that are struggling to get partners, associates, salespeople and staff working together or independently to develop business.
- Individuals and teams that need the motivation, support and skills to bring their business to a higher level.

Author, business consultant and personal marketing expert Bruce Libman works with accountants, attorneys, financial planners and insurance professionals to unlock their personal as well as their firms' growth potential.

Our Approach

The Clients for Life Organization has been developed to give professionals the edge when developing business. Bruce offers proven systems and successful strategies that assist individuals in tapping into their current network of contacts and create new revenue streams. He also implements programs to expand each individual's list of contacts and methods for communicating with them.

Referral Triggers

Consider mentioning Clients for Life when you hear someone say:

- I am looking to develop new business for my firm.
- I am seeking more business from my current contacts.
- I am frustrated getting the members of my team motivated to help grow the practice.
- I need a system for marketing our services.
- I need to develop my own personal brand.
- The number of referrals we are getting has dropped dramatically, can this be fixed?

Services Offered

From individual practitioners to large firms, programs are customized to meet each organization's specific needs. Services are provided in either a group setting or on an individual basis. The following are some of the services offered:

- Implementation of new personal marketing, business development and sales programs
- Business relationship marketing training and support
- Implementation of new client and referral source communications efforts
- Identify the firm's differentiators and individuals' unique abilities (specialties)
- Analyze client base to determine who may be vulnerable to loss from competition
- Identify the types of clients the firm wishes to acquire
- Review and identify areas of weakness and address them individually or in groups
- Monitor program progress and adapt accordingly

In every instance, attainable short- and long-term goals and objectives are set and monitored. This approach allows milestones to be easily achieved and success quantified.

Leadership and Recognition

Bruce Libman and The Clients for Life Organization have helped hundreds of individuals and professional firms to effectively market themselves and grow their businesses. He has helped found and develop numerous successful business development and networking organizations. These organizations have generated millions of dollars of business and thousands of referral relationships. A recognized author and speaker, Bruce has written several books on personal marketing and networking. *It's Just Breakfast* and *Total Networking* are both available online at Amazon.com.



CONTACT INFORMATION

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