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Create Your Creator Media Kit Using Canva Pro

If you create videos, photos, writing, music, livestreams, or posts online, someone will eventually ask you the same question in different words: who are you, who watches you, and what would it cost to work together? A brand manager asks it before a sponsorship. A podcast host asks it before an interview. A local business asks it before paying for a post. A creator media kit is your calm, honest answer to all of those questions in one short document — usually two to five pages — that you can send as a link or a PDF in under a minute.

Think of a media kit the way a store thinks of a clear window display. It does not list every item in the back room. It shows the best of what you do, who it is for, proof that real people pay attention, and how to take the next step. Without one, you end up typing the same long explanation in direct messages, hunting for screenshots at midnight, and quoting a different price every time because you forgot what you said last time. With one, you look steady and prepared, even if you are a team of one working from your phone. Brands do not only buy audience size. They buy clarity, reliability, and fit. A good kit gives them all three before you ever get on a call.

This lesson set teaches you how to build that kit in Canva Pro, step by step, even if you have never designed anything before. Canva Pro is a design tool that runs in a browser and in an app, with templates, photos, fonts, and brand tools you can reuse. You do not need Pro to understand these lessons — the free version can do much of the same work — but Pro makes the job faster with its Brand Kit, background remover, larger library, and one-click resizing. What matters more than the tool is the thinking behind it: honest numbers, clear pages, a design that matches your real work, and a habit of keeping the kit current. By the end you will have a kit you can be proud to send, a checklist for updating it, and the confidence to talk about your rates without apologizing or guessing.

Who does this help? It helps the small creator with 800 followers and a loyal local audience just as much as the creator with 80,000. It helps the coach, the musician, the crafter, the faith creator, the reviewer, and the small business owner who is also the face of the business. If people trust your voice enough to listen, a media kit helps the right partners find you, understand you quickly, and pay you fairly for work you already know how to do.

What You Will Learn

- What a creator media kit is, what it is not, and the five pages every useful kit needs.
- How to write a short, honest About section that tells a brand who you are and who you serve in plain words.
- How to choose and present audience numbers truthfully — which stats matter, where to find them, and how to date them.
- How to show past work and social proof without exaggerating, borrowing credit, or using logos you do not have permission to use.

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- How to list rates and services clearly, with packages, deliverables, and terms a brand can say yes to.
- How to design a clean kit in Canva Pro — choosing a template, setting fonts and colors, and keeping every page consistent.
- How to export, share, and link your kit the right way for email, direct messages, and your bio.
- How to keep your kit updated on a simple rhythm so it never goes stale or embarrassing.

Lesson 1 — What a Media Kit Really Is: Your One-Minute Introduction

A creator media kit, sometimes called a press kit or a rate card when it focuses on prices, is a short document that introduces you as a professional. It answers five questions in order: Who are you? Who is your audience? What have you done before? What can someone hire you to do, and for how much? How do they reach you? That order matters. A brand reader is busy. They skim the first page to decide if you fit their world, check the numbers to see if you fit their budget and goals, look at past work to judge quality, and only then look for a price and an email address. If any of those answers is missing or hard to find, most readers do not go hunting. They move to the next creator.

A media kit is not a resume. A resume lists jobs in date order for an employer. A kit tells a story for a partner: this is the community I serve, this is the trust I have built, and this is the result I can help you create. It is also not a portfolio by itself. A portfolio shows many pieces of work in depth. A kit shows a few best examples and points to the full portfolio with a link. It is not a contract, either. Your rates page starts a conversation; the real agreement about dates, usage rights, revisions, and payment terms belongs in a separate written agreement before work begins. Keeping those boundaries clear protects you from misunderstandings later.

Length is a virtue. Two to five pages is right for most creators. One page can work if you are very new and focused. More than six pages usually means you are including work a brand does not need to decide. Every page should earn its place. A strong structure that works for almost everyone is this: Page 1 is your cover and About — your name or handle, what you create, a strong photo, and a short paragraph. Page 2 is your audience — platform numbers, who your audience is, and what they care about. Page 3 is your past work and proof — best posts, past partners if you have them, kind words from real people, and links. Page 4 is your rates and services — packages with clear deliverables. Page 5 is contact and next steps — how to book you and what happens after they write. If you have only two pages, combine pages 1 and 2, and put rates and contact together on page 2. Never hide the contact page. A beautiful kit with no email address is a locked door.

Your kit also has a tone job to do. It should sound like you at your clearest and kindest, not like a corporation and not like a sales pitch shouted in capital letters. Brands work with people they trust to represent them well. Plain, warm, specific language builds that trust faster than big claims. Say "I make three short cooking videos a week for busy parents who cook on a budget"

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instead of "I am a leading food influencer creating amazing content." The first sentence tells a grocery brand exactly why you fit. The second tells them nothing they can use.

Finally, a kit is a living document, not a trophy. Numbers change. Your best work changes. Your rates should change as your skill and demand grow. In Lesson 5 you will build an update rhythm. For now, hold this idea: the best kit is not the fanciest one. It is the true one, sent quickly, that makes the next step easy.

The Steps

1. Write down, in one sentence, who you help and what you make. Keep it under twenty-five words. You will use it on page one and everywhere else.
2. Decide your page plan before you open Canva. Write the five page titles on paper: About, Audience, Past Work, Rates and Services, Contact.
3. Gather your raw materials in one folder: your best headshot or creator photo, your logo if you have one, links to your three best pieces of work, and your current platform numbers.
4. Choose your kit format: a Canva presentation or document you will export as a PDF and also share as a view-only Canva link. Plan for both from the start.
5. Write all your words first in a plain document — About paragraph, audience notes, service descriptions, prices — before you design anything. Design goes faster when the words are settled.
6. Set a file name you will not lose: YourName-Media-Kit and the month and year, such as JordanLee-Media-Kit-November-2026.
7. Put a small date line on the kit itself, such as "Updated November 2026," so a reader knows the numbers are current.

A Worked Example

Amara makes short videos about caring for natural hair on a budget. She has 4,200 followers on one platform and 1,100 on another, and a small neighborhood salon has asked, "Do you do paid posts? Send us your info." Before her kit, Amara would have typed a long, nervous message. This time she builds the five pages. Page one carries her photo, her name and handle, and her one sentence: "I teach simple, low-cost natural hair routines for women who do their hair at home." Page two shows her honest numbers — 4,200 followers, an average of 6,800 views on her routine videos over the last 90 days, and an audience that is mostly women aged 25 to 44 in her country, taken straight from her platform analytics that week. Page three shows three best videos with view counts and one kind comment from a follower, with permission, plus the free demo she once did for a community event. Page four lists two clear offers: one dedicated video and one story set, each with what is included and a starting price. Page five gives her business email and says replies come within two business days. The salon replies in a day. They do not book the most expensive package. They book the smaller one — because it was clear enough to say yes to. That is a kit doing its job.

Common Mistakes

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• **Building a kit that is only design and no answers.** Pretty pages that never state your audience, your services, or your contact details waste the reader's time.

• **Making it too long.** Ten pages of every post you have ever made buries the three pieces that would actually win the work.

• **Hiding your prices and your email.** Making a busy person ask for basic information is the fastest way to lose a booking that was almost yours.

• **Sounding like someone else.** Copying a big creator's grand language makes a small, trusted creator sound untrue. Your real voice is your advantage.

• **Treating the kit as finished forever.** A kit with year-old numbers quietly tells brands you are not active. Date it and update it.

Lesson 2 — Honest Numbers and a True About Page: Trust Is the Product

If a media kit has a heart, it is honesty. Brands have been burned by creators who inflated followers, bought engagement, or promised an audience they did not have. Because of that, experienced brand readers check numbers the way a careful shopper checks a label. Your protection — and your selling point — is to be plainly, checkably true. Honest numbers do not mean small numbers hurt you. A small audience that watches closely, comments with real questions, and buys what you recommend is worth more to the right brand than a large audience that scrolls past. Your job is to present the numbers that show real attention, with their dates and sources, and to explain who your people are in words a brand can picture.

Start with the About paragraph, because readers meet the person before the stats. A good About is four to six sentences. Sentence one: who you are and what you create. Sentence two: who it is for. Sentence three: how often and where you publish. Sentence four: one true proof point — how long you have done this, a milestone, or the kind of results followers tell you about. Sentence five, if you need it: what you care about or will not promote, stated positively. For example, a family creator might say she only promotes products she uses at home. Boundaries stated early save everyone time and mark you as serious. Write it in first person — "I make" — unless your brand is a team, because brands are hiring a person they will talk to. Keep adjectives few and facts many.

Now the audience page. The stats worth including are the ones a brand can act on. Total followers or subscribers per platform, listed separately, never added together into one inflated sum. Average views or reach over a recent, stated period — the last 30 or 90 days is standard — because averages tell the truth that one lucky viral post does not. Engagement in plain form: average comments or saves, or an engagement rate if your platform shows it and you can explain it simply. Audience makeup, if your analytics provide it: top age ranges, the split of men and women if relevant to the product, and top locations — country and, if helpful, city. And one line about interests: what your audience asks you about most. Where do you find these? In each platform's built-in analytics or creator studio, not from memory and not from a screenshot someone sent you months ago. Go to the source, on the day you build the kit, and write down

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the date you checked.

How you show numbers matters as much as which ones you pick. Put the date under the stats: "Numbers checked November 10, 2026." Use the same period everywhere — do not show your best month for views and a different best month for followers. Round gently and honestly: 4,247 can be shown as 4,200, but never rounded up to 5,000. If a number fell recently, you do not have to lead with it, but never replace it with an old higher one. If you are brand new and your numbers are small, shift weight to what is true and strong: how often you post, how specific your topic is, how real your comments are, and your willingness to create usage-ready content for a brand's own pages. Many small brands would rather have a creator their exact customers already trust than a stranger with a bigger, vaguer crowd.

Screenshots can help, but use them with care. A cropped analytics screenshot with the date visible can support your numbers. Never edit a screenshot's numbers, never use another creator's screenshot, and never show private information about individual followers. Your word plus a clean, dated layout is usually enough; the screenshot is backup, not the main act.

The Steps

1. Open each platform's official analytics. Write down, with today's date: followers, average views or reach for the last 30 or 90 days, and any audience age, location, or interest details shown.
2. Draft your About paragraph using the five-sentence pattern above. Read it aloud. If it does not sound like you speaking, rewrite it until it does.
3. Choose no more than six headline numbers for the audience page. More than six makes a reader stop reading.
4. Under the numbers, write two or three plain sentences describing who your audience is and what they ask you for most.
5. Add the line "Numbers checked on [date]" in small type at the bottom of the audience page.
6. Check every claim once against its source. If you cannot point to where a number came from, take it out.
7. Ask one honest friend or fellow creator to read the page and tell you anything that sounds bigger than the truth. Fix what they flag.

A Worked Example

Devon runs a small channel reviewing affordable tools for home repairs. His most-watched video reached 210,000 views eight months ago. His honest average over the last 90 days is 9,500 views per video, with 11,000 subscribers. His first draft led with "Over 210,000 views!" in the biggest type on the page. A friend who works in marketing told him the truth: a hardware brand would check his recent videos, see numbers near 10,000, and feel misled before they even emailed. Devon rebuilt the page. The headline number became "11,000 subscribers — average 9,500 views per video, last 90 days, checked this month." Below it he kept one honest line: "Best video: 210,000 views" with its topic named. The brand that eventually hired him said

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the dated averages were why they trusted his quote. The viral video still helped — as a true story in its proper place, not as a promise about every future post.

Common Mistakes

- **Adding followers across platforms into one big number.** The same people follow you in two places. Brands know this, and the trick costs you trust instantly.
- **Leading with your single best result as if it were typical.** Show your average first. Let the best result be a bonus, clearly labeled.
- **Guessing audience details.** If your analytics do not show an age range, do not invent one. Describe your audience from the comments and questions you actually receive, and say so.
- **Buying followers or engagement to fill the page.** Fake numbers collapse on the first real campaign, and the brand tells others. Slow, real growth is an asset; purchased numbers are a debt.
- **Leaving numbers undated.** Undated stats read as old stats. A small, current number beats a large, mysterious one.

Lesson 3 — Past Work, Rates, and Services: Making It Easy to Say Yes

A brand reader who trusts your About and your numbers asks two practical questions next: what does your work actually look like, and what exactly can I buy? Lesson 3 builds the two pages that answer them — Past Work and Rates and Services. Together they turn interest into a booking, because they remove the two things that kill deals quietly: doubt about quality, and confusion about price.

The Past Work page is a tasting menu, not a full pantry. Choose three to five pieces that show range within your topic: your most-viewed piece, your most-saved or most-commented piece, and one piece that looks most like what a brand would hire you to make. For each one, show a clear image or thumbnail, its title, the platform, and one honest result line — views, saves, or a follower's outcome — with links or a QR code to the live piece if the kit will be printed or shared as a PDF. If you have worked with brands before, list them plainly with what you made: "Created two recipe videos for [brand], spring 2026." Only name brands you truly worked with, and only use a brand's logo if they have given you permission or your agreement allows it; when in doubt, use the name in plain text or leave the logo out. If you have not had a paid partner yet, fill this page with your best self-made work and any community work — a free demo, a school or faith event, a local shop you featured without pay, labeled honestly as such. Honest labels do not weaken the page. They show judgment.

Kind words help when they are real and specific. One short quote from a follower, a client, or an event organizer — used with their permission, with their name or role — is worth more than a page of star graphics. "Our Saturday demo doubled our foot traffic that weekend" from a named shop owner sells. Anonymous praise sells nothing and reads as decoration.

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Now the page creators fear most: rates. Hiding prices does not protect you. It forces every conversation to start with an awkward negotiation, and it quietly filters out the small, honest brands who need to know whether they can afford you before they write. You do not need to publish a price for every possible task. You need clear starting points for your most common work, written as packages a reader can picture. A package names the deliverable precisely — "one 60-second product video, posted on my main feed, plus two stories on posting day" — the timeline, what is included, and the price or starting price. Vague offers like "social media promotion — contact for rates" teach the reader nothing. Precise offers let a reader match your package to their budget in ten seconds.

Set your prices from facts, not feelings. Look at your average views, the time a piece takes you to make well, any costs you carry, and what creators at your size in your topic commonly charge — fellow creators and creator communities share ranges openly, and asking is normal professional behavior. Price for the value of trusted access to your audience plus your skilled hours, not for your follower count alone. Then write the terms that prevent the common disputes, in friendly plain words on the same page or in the agreement that follows: how many revisions are included, how long the brand may reuse your content in their own ads (usage rights) and whether that costs extra, when payment is due, and what happens if a posting date must move. You do not need legal language. You need the expectations written down before money and feelings are involved. If a brand's budget is below your rate, a clear page lets you offer a smaller package instead of discounting the same work in a panic — fewer deliverables at a lower price is professional; the same deliverables at a lower price teaches the market your prices are not real.

The Steps

1. Pick your three to five best pieces of work using the pattern: most viewed, most saved or discussed, and most brand-like. Save a clean thumbnail image for each.
2. For each piece, write one line: title, platform, and one true result. Add a link you have tested by tapping it yourself.
3. List past partners only where the work was real. Ask permission before using any brand logo; use plain text names when you are unsure.
4. Choose one real, specific kind quote and get permission to use it with the person's name or role.
5. Build two or three packages. For each: exact deliverables, timeline, number of revisions, and price or honest starting price.
6. Add a short terms line under the packages: payment timing, usage rights note, and how date changes are handled.
7. Read the two pages as a busy stranger. Could you decide, in one minute, what you would buy and roughly what it costs? If not, sharpen the words until you could.

A Worked Example

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Priya creates study-tips content for older students returning to school. Her first rates page said "Posts, videos, and collaborations — DM for pricing." In a month she had eleven long message threads and zero bookings; every conversation died at the price question. She rebuilt it as three packages. "Starter: one short video reviewing your study tool, using my real study routine, posted within ten days, one revision — starting at [her price]." "Standard: the video plus a follow-up post answering follower questions one week later." "Partner: a three-video series across a month, with a summary of follower questions sent to the brand." Underneath, one line: "Prices include posting on my pages for 12 months. Use in paid ads is priced separately — just ask. Payment half to book, half on posting." The next brand skipped the negotiation entirely and replied, "Standard, please — can we start Monday?" Nothing about Priya's talent changed. The page simply let a buyer buy.

Common Mistakes

- **Showing only your prettiest work instead of your most relevant work.** A brand hires the piece that resembles their job, not the artistic outlier.
- **Claiming partners you featured for free as paid clients.** If you bought the product yourself and posted about it, label it as featured work, not a partnership. The truth comes out, and it ends relationships.
- **Writing "DM for rates" and nothing else.** You have built a kit to answer questions; sending the reader back to messages defeats it.
- **Pricing by copying a famous creator.** Their audience, demand, and costs are not yours. Price from your numbers, your hours, and your market.
- **Forgetting usage rights.** A brand reusing your video in ads for a year is a second product. Name it and price it separately, kindly and in advance.

Lesson 4 — Designing Your Kit in Canva Pro: Clean, Consistent, and Truly Yours

Good design in a media kit is not decoration. It is respect for the reader's time. A clean page says, "I am organized, I will meet your deadline, and your product will look good in my hands." A messy page says the opposite, no matter how talented the creator is. The good news is that Canva Pro gives you nearly everything you need — templates, fonts, photos, and brand tools — and the design rules that matter can be learned in an afternoon and used for years. This lesson walks you through building the kit in Canva Pro in the order a working designer would: template, brand basics, page by page, then a consistency pass.

Start by searching Canva for "media kit" templates while signed in to your Pro account. Look past the loudest designs. Choose a template with generous white or dark space, one clear headline style, and room for real photos — not one packed with ten fonts and clip-art shapes. You will change its colors and fonts to your own, so judge the template by its layout bones: where the headline sits, where numbers go, whether pages feel calm. Pick a size and stay with it. A presentation size (16:9) reads well on screens and in email previews; a portrait document size reads well as a printed or scrolled PDF. For most creators who send kits by link and email,

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presentation pages are the friendly default. Duplicate the template file and rename the copy as your working kit, so the original stays untouched if you want to start over.

Next, set your brand basics before you touch page content. In Canva Pro, the Brand Kit lets you save your colors, fonts, and logo so every page pulls from the same small set. Choose two or three colors, no more: one main color that feels like your content, one supporting color, and one neutral for text backgrounds. If your videos already have a color people recognize — the wall behind you, your signature clothing color, your thumbnail style — start there. Your kit should look like your content feels, so a brand can picture the partnership. Choose two fonts: one for headlines, bold and full of character, and one for body text, plain and easy to read at small sizes. Canva Pro's library marks many fonts as Pro; pick from those freely, but avoid novelty fonts for body text — if a tired brand manager has to squint, you have lost them. Set your headline font, body font, and colors once in the Brand Kit, then apply them page by page instead of re-picking on every page. Consistency is what makes a five-page document feel like one professional thing instead of five posters.

Build each page with the same quiet habits. Keep margins wide and equal; crowded edges are the most common beginner flaw. Align elements to the same invisible lines — Canva shows pink guide lines as you drag; use them. Give every page one job and one main headline that states it: "About," "My Audience," "Recent Work," "Work With Me," "Let's Talk." Put the most important thing largest, the support details smaller, and let empty space do its work — space is not wasted; it is what lets the eye rest and the numbers stand out. Use your own photos wherever you can. A real photo of you creating beats a stock photo of a stranger every time, because the brand is hiring you. Canva Pro's background remover (select a photo, choose Edit Photo, then BG Remover) can clean up a home photo onto your brand color — a small Pro feature that makes phone photos look deliberate. Use icons sparingly, from one matching set, for platform logos and contact symbols only. Resist adding stickers, gradients, and animations to a kit that will be read as a PDF; motion and glitter read as noise on the page.

Work page by page in your planned order, pasting in the words you wrote in Lesson 1 rather than typing inside the design, so spelling and facts stay clean. After all five pages exist, do the consistency pass: flip through quickly and check that headlines sit in the same place, body text is the same size, colors repeat exactly, and your name and handle appear the same way everywhere. Then do the phone test: send the file to your own phone and read it there, small. Brands open kits on phones between meetings. If your body text is unreadable at phone size, raise it — body text in a kit should rarely go below a size that reads comfortably on a phone screen. Design is done when a stranger can read every page, on a phone, in about a minute, and remember who you are.

The Steps

1. In Canva Pro, search "media kit," choose a calm template with strong layout bones, duplicate it, and rename the copy as your working kit.

2. Open Brand Kit and save your set: two or three colors, one headline font, one body font, and your logo if you have one.

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3. Apply the brand set to the template: swap its colors and fonts for yours on every page before adding content.

4. Build page one: your photo (use BG Remover if it helps), your name and handle, your one-sentence description, and your About paragraph.

5. Build the audience page: your six headline numbers in large type, your two or three audience sentences, and the "numbers checked" date line.

6. Build past work and rates pages using the content from Lesson 3, keeping images the same size and package boxes evenly spaced.

7. Build the contact page: business email large and clear, your platforms with handles, your response-time line, and one warm closing sentence.

8. Run the consistency pass and the phone test. Fix alignment, sizes, and any text that is hard to read on a small screen before you export.

A Worked Example

Marcus makes comedy sketches about warehouse night shifts. His first kit used a bright template exactly as downloaded: seven fonts, clip-art stars, and a different color on every page. A local food-delivery brand told his friend, honestly, that the kit "looked like a flyer for a school fair" and they passed. Marcus rebuilt it in one evening. He kept the template's layout but set his Brand Kit to the deep blue of his work uniform and a warm yellow accent, with one bold headline font and one plain body font. He replaced the clip art with two stills from his own sketches, cleaned onto the blue with the background remover. Every page got the same headline position and the same footer with his handle. He sent the new kit to the same brand with a short note — no apology tour, just "updated kit attached." They booked a single sketch to test, then two more. The jokes had not changed. The frame around them finally matched their quality.

Common Mistakes

• **Using the template exactly as downloaded.** A recognizable stock template with someone else's colors tells brands you did not do the work. Your Brand Kit swap is what makes it yours.

• **Too many fonts and colors.** More than two fonts or three colors stops looking like a brand and starts looking like a rummage sale. Restraint reads as confidence.

• **Stock photos of strangers as the face of the kit.** The brand is hiring you. Your real photo, even a simple one, builds more trust than a polished stranger.

• **Text too small to read on a phone.** If it cannot be read where it will actually be opened, it does not matter how elegant it looks on your laptop.

• **Designing before writing.** Dragging boxes around with no settled words produces long, painful sessions and vague pages. Words first, design second, every time.

Lesson 5 — Exporting, Sharing, and Keeping It Updated: A Kit That Stays Alive

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A finished design sitting inside Canva helps no one. Lesson 5 turns your kit into a tool you actually use: exported correctly, shared in the right places, answered with quickly, and updated on a rhythm so light you will actually keep it. More creators lose work to slow replies and stale kits than to weak design. This final lesson fixes both.

Export two versions from Canva. First, the PDF: choose Share, then Download, then PDF Standard (PDF Print only if a partner truly needs print quality; the file is much larger). Check that links inside the PDF still work after export by opening the downloaded file and tapping a link yourself — links to your best work and your email should be live. Name the file clearly, as you planned: YourName-Media-Kit-Month-Year.pdf. Second, the Canva view link: choose Share, set access so anyone with the link can view but not edit, and copy that link. The PDF is best for email and for anyone who needs to forward your kit inside a company. The view link is best for direct messages and for your bio link page, because it always shows the newest version when you update the Canva file — update once, and every link you ever sent stays current. Keep the master file private and editable only by you; never share an edit link publicly, or a stranger can change your prices.

Place the kit where opportunity actually arrives. Add the view link to your link-in-bio page with a plain label: "Work with me — media kit." Add one line to your profile bios where space allows: "Brand inquiries: [your business email]." Save the PDF on your phone so you can attach it from anywhere within a minute of being asked. Then prepare the two short messages you will reuse all year, so you never compose under pressure. For email: a subject line naming the purpose, two sentences — who you are and one true proof point — the kit attached, and one clear next step. For direct messages: three lines maximum, ending with the link. Speed with warmth is the whole skill: a same-day, friendly reply with the kit attached puts you ahead of most of the field before content is even discussed.

Now the update rhythm, because a kit decays quietly. Numbers go stale in about ninety days. Your best work improves every few months. Your rates should be reviewed at least twice a year. Set a repeating reminder every three months — fifteen minutes is enough once the kit exists. In that sitting: refresh the audience numbers from each platform's analytics and change the checked date; swap in any clearly better piece of work; check that prices still feel right for your size and hours; tap every link; and re-export the PDF with the new month in its name. Once a year, reread the About paragraph and ask whether it still describes the creator you have become. Keep old PDFs in a dated folder rather than deleting them; seeing your numbers and rates grow across a year is honest encouragement, and a returning brand may ask what has changed.

A last word on conduct, because the kit follows you into every negotiation. Send the same kit to everyone; secret different prices for the same work, discovered later, damage trust. If a brand found you through an old kit with old prices, honor the conversation kindly: share the current kit, name the change plainly, and let them decide. And when a brand says no, thank them and keep the door open — readers change jobs and remember the creators who were clear, honest, and easy to work with. Your kit is often the first piece of work a brand ever sees from you. Make it true, make it clear, and keep it alive, and it will keep introducing you well on days you are busy

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creating.

The Steps

1. Export the PDF (Share → Download → PDF Standard), open it, and test every link and your email link by tapping them yourself.
2. Create the view-only Canva link (Share → anyone with the link can view) and test it in a private browser window to confirm strangers can open it but not edit it.
3. Save the PDF on your phone and add the view link to your bio link page labeled "Work with me — media kit."
4. Write and save your two reusable replies — one email version, one short message version — with the kit link included.
5. Set a repeating three-month reminder for your fifteen-minute update: numbers, date line, best work, prices, and link check.
6. Re-export after every update with the new month in the file name, and file the old PDF in a dated archive folder.
7. Once a year, rewrite the About paragraph and review your packages fully against your current skill, hours, and demand.

A Worked Example

Sofia, a home baker who films decoration tutorials, used to rebuild her kit from scratch every time a café asked — a stressful hour each time, and twice she sent an old version with a price she no longer charged. She switched to this system on a Sunday: one master Canva file, a view link in her bio, the current PDF on her phone, and a saved reply in her notes app. The next inquiry arrived while she was piping a cake. She answered between batches with her saved message and the link — four minutes, no panic. Her quarterly reminder takes her twelve minutes now: new numbers, one newer cake video swapped in, date changed, PDF re-exported. When a café that had passed in spring returned in autumn, they opened the same link she had sent months earlier and saw the updated kit, including her larger audience and her new series package. They booked the series. Sofia's talent grew the audience, but the living kit is what the café actually bought from.

Common Mistakes

- **Sharing an editable Canva link.** Anyone with an edit link can change your rates or delete pages. View-only for the public, always.
- **Sending whichever PDF you find first.** Old versions with old prices and stale numbers create confusion you then have to explain. One master file, dated exports, no exceptions.
- **Updating numbers but forgetting the date line.** The date is what makes fresh numbers believable. Change them together, every time.
- **Waiting to feel ready before replying.** A prompt reply with a good kit beats a perfect reply sent next week. Prepare the saved messages now so speed costs you nothing.

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• **Raising prices in the kit but honoring them nowhere.** If the kit says it, charge it — kindly, consistently, and for everyone. A price you will not stand behind is worse than no price.

Try It — Build Your Kit This Week

Set aside three sittings this week — none needs to be longer than an hour — and finish with a kit you can send without embarrassment. In the first sitting, do no designing at all. Write your one-sentence description, your five-sentence About paragraph, and your package descriptions in a plain document. Open each platform's analytics, write down your six headline numbers with today's date, and gather your photo and your three best work links into one folder. In the second sitting, open Canva Pro, choose a calm media kit template, set your Brand Kit — two or three colors, two fonts — and build all five pages by pasting in your prepared words. Keep margins wide, headlines consistent, and your own photo front and center. In the third sitting, run the phone test: read every page on your phone, fix anything hard to read, export the PDF, test its links, create the view-only link, and place that link in your bio with the words "Work with me — media kit." Write your two saved replies. Set your three-month update reminder before you close the app. Finally, send the kit to one real person — a fellow creator for honest feedback, or the local business you have been meaning to approach — because a kit that has been sent once is a working tool, and a kit that lives only in Canva is still just an intention. You now know how to introduce yourself like the professional you already are.

Fortress shares what I learned, not professional advice.

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