

## Marketing Starter Kit

1. Online presence (your professional website)
2. Hardcopy materials: stationery, business cards, rack cards, brochures, poster templates, résumé
3. Photos
4. Feature stories for media outlets (at least one 500 word and 1,500 word narrative)
5. Product samples for marketing (this can include items such as: commercial recordings, writing samples, educational materials, residency guides, etc.)
6. Professional contracts
7. References (review of your work from other respected professionals or media outlets)