



Branded Media Starter Kit

For New Business Owners & Travelpreneurs

Escape the Ordinary. Embrace Your Extraordinary.

This interactive starter kit helps you show up confidently, consistently, and professionally across digital platforms.

Use this kit to define your brand, streamline your content, and show up professionally across all platforms.



Brand Foundation

Define your purpose, voice, and audience with clarity.

Clarify who you are, what you offer, and who you serve.

- Brand Name: _____
- Tagline/Slogan: _____
- Industry/Niche: _____
- Ideal Client Profile (Who you serve):
 - Age range, interests, location
 - Pain points & desires
- Brand Voice (circle): Professional / Friendly / Luxury / Bold / Fun / Calm • Brand Values (3–5):

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Visual Branding

Create a recognizable and elevated look. Consistency builds trust. Use this section to lock in your visual identity.

- Primary Brand Colors (Hex if available):
- Color 1: _____ Color 2: _____ Color 3: _____
- Fonts:
- Header Font: _____ Body Font: _____
- Logo Variations: Full / Icon / Text only
- Photo Style: Bright / Moody / Natural / Editorial / Lifestyle
- Content Aesthetic Keywords (3–5): _____



Media Bio & Elevator Pitch

Tell your story with confidence.

Use these for websites, interviews, social bios, and partnerships.

Short Bio (50–75 words): _____

Long Bio (150–200 words): _____

30 ■ Second Elevator Pitch: I help _____ to

_____ so they can _____.



Content & Media Toolkit

Preplan content to stay visible without burnout.

- Core Content Pillars (3–5): Education /

Inspiration / Promotion / Lifestyle /

Behind-the-scenes

- Preferred Platforms: Instagram /

Facebook / TikTok / YouTube / Email

- Posting Frequency:

- Signature Topics (5–10 ideas):

- Hashtags/Keywords:



Travelpreneur Focus

Tailored prompts for travel brands and advisors.

- Specialties: Group Travel / Solo / Luxury / Budget / Wellness / Multi Gen
- Destinations You Promote Most: _____
- Client Transformation Statement:

• I help travelers feel _____ instead of _____.
- Content Ideas:

• Destination highlights

• Packing tips & travel education

• Client testimonials & itineraries

• Travel day vlogs & reels



Launch Ready Brand Checklist

- Brand name & tagline finalized
- Logo & colors chosen
- Bio & elevator pitch written
- Social media profiles optimized
- Content pillars defined
- Media kit saved & ready to share
- Booking or inquiry link prepared



You're Media Ready!

This kit is meant to grow with you. Revisit it as your business evolves and your confidence expands. Save your completed version as your official media kit for collaborations, partnerships, and client onboarding.