



# 10 TIPS TO CREATE A PROFESSIONAL PORTFOLIO

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## Greetings and thank you for downloading 10 Tips to Create a Professional Portfolio!

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What do you want from your career? Depending on a host of factors, the average person will spend 40-47 years of their lives working. According to Payscale, most people will change jobs 10-15 times during their career.


Managing your career is important ---and that decision should begin with you.

This e-book will give you strategies, inspiration, and ideas to start building your professional portfolio.

To your success!

---Yvette Terry





Before you get started,  
check out 5 ways a professional portfolio  
enhances your career.

1. Track accomplishments.
2. Manage career progression.
3. Increase your job market value.
4. Stand out during interviews.
5. Boost confidence.





Update your essential marketing tools.

TIP #1

1. Resume
2. Cover Letter
3. Career Biography
4. Social Media Profiles



# Identify your professional brand

## TIP #2

What makes you different from your competitors?

To discover your professional brand, think through how your skills, talents, and abilities add value to your target audience (i.e., your potential employer).

For example, instead of merely explaining your work experience, try distinguishing yourself from among your competition by underscoring the benefits your areas of expertise would provide a potential employer.





# Gather, build & assemble your binder content

TIP #3

Trainings,  
Workshops,  
Community Boards

Case Studies  
conducted in your  
field

Publications written  
and presentations

Thank you notes  
from clients, co-  
workers, etc...

Employer  
Performance  
Reviews

Education,  
Certifications,  
Awards, etc...

Keynote Speaker,  
Panel Guest,  
Moderator

Travel abroad  
experience...What  
you learned

Internships and  
Project  
Assignments

Social Media:  
Online Portfolio,  
YouTube Channel,  
# of Followers






Take a professional photo





Add photos of seminars you have led or participated and include client testimonies. Write a brief course overview and the overall impact and outcome of the program.



A group of four diverse people (three women and one man) are smiling and posing together outdoors. They are all wearing bright blue t-shirts. The man on the right has his arm around the woman next to him. The woman in the center has a large, curly afro. The man in the back has glasses and a beard. The background shows a green roof and some trees under a bright sky.

Include Volunteer Experience. Give a description of the organization, the project, your role and why you chose to volunteer.



Include a one-page [Areas of Expertise](#) statement. Describe where and how you used your expertise and the value it yield.

TIP #7





The background of the slide is a photograph of a library. In the foreground, a blue book is prominently displayed, angled towards the right. Behind it, several other books are visible on a shelf. The background is softly blurred, showing more bookshelves filled with books, creating a sense of a vast collection. A semi-transparent dark blue horizontal band is overlaid across the middle of the image, containing the text.

Incorporate academic and educational projects. Describe the research, strategy, and key findings and demonstrate what you learned through a case study, presentation, internship, etc...





**Dream**

Develop a personal mission statement and add to your portfolio. To help you get started check out the [Franklin Covey mission builder](#).

TIP #9

**Inspire**

**Courage**

**Harmony**



Place your content in a 3-ring binder. Create a cover page, table of contents and tab sections.

Include an introduction page to prepare your readers.

Make it your own by adding a professional design, your own logo and branding personality!

TIP #10





A photograph of two women with long brown hair, smiling and pointing their index fingers towards the camera. They are wearing light-colored blouses. A semi-transparent dark teal banner is overlaid across the middle of the image, containing white and light blue text.

Thank you for downloading 10 Tips to Create a  
Professional Portfolio!  
Make 2019 your BEST year!