Power Portfolio
Checklist

YunoJuno

- How **powerful is your portfolio** or your website?
- Does it attract clients and present all the **right sort of information**, encouraging them to start a conversation with you?

> ✅ Complete this checklist to understand the **Power of Your Portfolio.**

Clarity:

- [ ] The bio on my website/slide deck **clearly mentions what I do**
- [ ] It is **clear what role I played in each project:** e.g. strategy, execution, video editing, content writing, etc.
- [ ] If I'm a multidisciplinary specialist, **I display my work examples in separate categories,** etc. packaging design, brand design, etc.
- [ ] **I explain the process behind my work**, e.g. the reason for hiring me, the methods I applied to get the work done, the challenges I faced and how I resolved them.
- [ ] I share what **tools/software** I used to create a piece of work
- [ ] I included **testimonials and references** from my previous clients
- [ ] I share **measurable results** of my work, e.g.
  - As a Social Content Manager: **the growth in followers**
  - As a Marketing specialist: **the number of page views**
  - As a UX designer: **improved user feedback**

Quality:

- [ ] I use **consistent** colours, fonts and imagery
- [ ] My visuals/video reels are of **high resolution**
- [ ] I regularly update my portfolio with **new work examples**

User-friendliness:

- [ ] My portfolio is **easy to access**, i.e.
  - not behind a log-in wall
  - (ideally) not password-protected
- [ ] It is possible to share a **direct link** to a piece of my work published on my website/my portfolio (rather than make someone scroll)
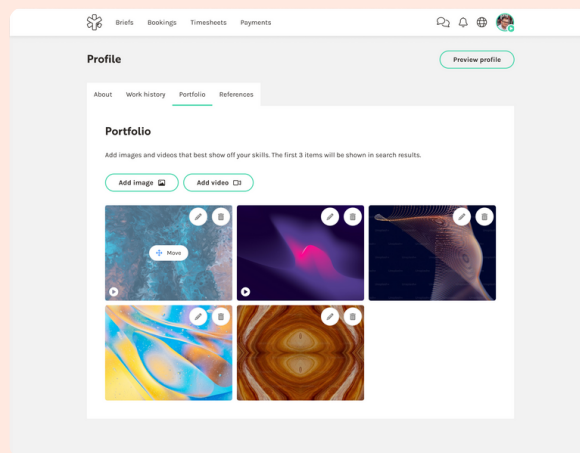- [ ] It's easy to find ways to **contact me**

⚡ Boost me!

Calculate your Power Portfolio Score

YunoJuno
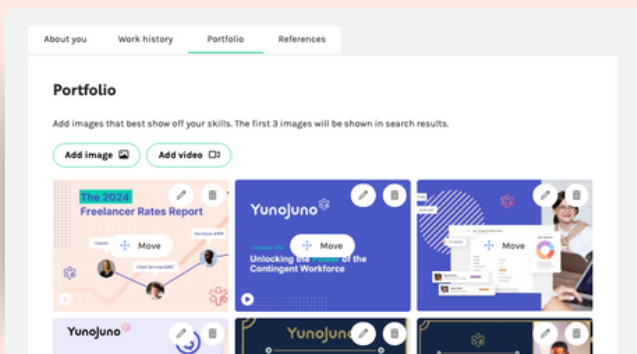
10-12 = Supermighty Portfolio

Congratulations! Your portfolio has it all: quality, clarity and it's easy to navigate! Now just ensure that your **YunoJuno profile links** to its most updated version so you can keep impressing the clients with no interruptions.

Are you particularly proud of some of your work examples, and you want the client to see them straight away? Use **YunoJuno Portfolio feature** to upload images and videos and they'll show on your profile straight away!
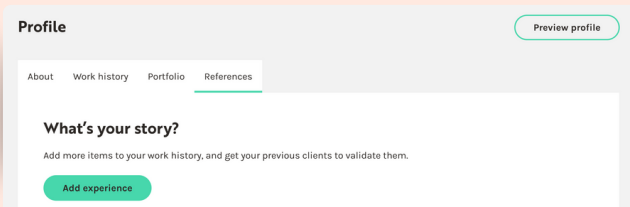

Less than 10 = Quite-mighty Portfolio

There's a lot of potential in your portfolio. **Keep adding those missing bits** in your spare time! If you missed a particular point from your checklist, use one of the various features of YunoJuno to make up for the missing pieces.
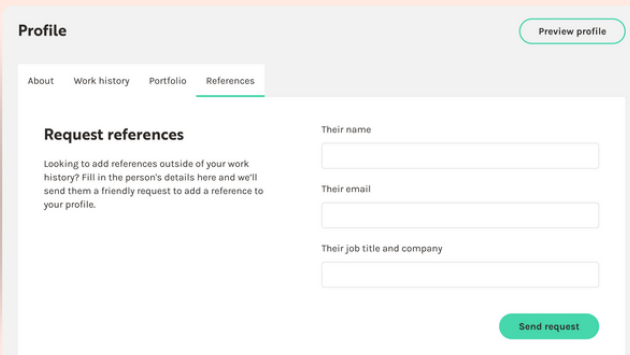

For example:

Showcase your best work examples (images and videos) in the **Portfolio** section of your YunoJuno profile.

Add project background, responsibilities and or/metrics in the **Work history** section.

Use **References** feature to ask current and former clients for references, and proudly display them on your profile later.

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