Power Portfolio Checklist



- 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:

Ο	The bio on	my website/slid	e deck clearly	mentions v	vhat 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



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!

Sig Briefs Bookings Timesheets Payments	Pa 🗢 🏶
Profile	Preview profile
About Work history Portfolio References	
Portfolio Add images and videos that best show off your skills. The first 3 items will be shown in s	warch results.
Add image 🖾 Add video 🗅	

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.

About you Work history Portfolio References	F
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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 <u>Work</u> history section.

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