



# REASONED

## Portfolio Planning Worksheet

### Exercise 1: Define Your Portfolio Purpose

1. Describe the primary purpose of your portfolio. Is it to showcase your skills, attract potential clients, or secure employment in a specific industry?

2. Identify your target audience. Who will be viewing your portfolio? What do you want them to understand or gain from reviewing your work?

3. List the specific goals you aim to achieve through your portfolio. These could include landing a job, attracting freelance opportunities, or securing new clients.

## Exercise 2: Determine Portfolio Content

1. Brainstorm the types of work or projects you want to include in your portfolio. Consider both completed projects and works in progress.

2. Select your best work examples that align with your portfolio's purpose and target audience. These can be projects, case studies, articles, designs, or any other relevant materials.

3. Determine the appropriate format for showcasing your work. Will you use an online portfolio, a physical portfolio, or a combination of both? Consider the best platform or medium to effectively present your work.

### Exercise 3: Organize Your Portfolio

1. Outline the structure of your portfolio. Determine the sections or categories that will help organize your work effectively. Common sections include an introduction, about me, projects, skills, and contact information.

2. Consider the order in which you will present your work. Think about creating a logical flow that tells a cohesive story and highlights your strengths and growth over time.

3. Plan how you will showcase each piece of work. Determine whether you will provide a brief description, project details, client testimonials, or any other relevant information for each work example.

#### Exercise 4: Enhance Your Portfolio

1. Evaluate your current work examples and identify any gaps or areas for improvement. Determine if there are any skills or projects you need to develop or showcase to make your portfolio more comprehensive and compelling.

2. Consider adding additional elements to strengthen your portfolio, such as a professional bio, testimonials from clients or colleagues, certifications, or relevant coursework.

3. Determine how you will present your portfolio beyond the work examples. Will you include a resume, a cover letter, or links to your social media profiles? Decide which additional materials will enhance your portfolio and support your overall goals.

*Completing this worksheet will provide you with a solid foundation for planning and creating your portfolio. Take the time to review your responses and make any necessary adjustments or additions. Remember, your portfolio is a dynamic tool that should evolve as you gain new experiences and accomplishments. Regularly update and refine your portfolio to ensure it accurately reflects your growth and expertise. Good luck with your portfolio creation journey!*