

TOOLKIT NUMBER FIVE: THE 'PORTFOLIO'
ESPECIALLY FOR FREELANCERS & ENTREPRENEURS

BY

CAREER CIRCUS

• MY CAREER TOOLKIT •



Introducing the Portfolio....the best way to showcase your work professionally and creatively for freelancers and entrepreneurs. There is no need for the traditional CV when you are your own boss!

Chief Career Ringmaster and Career Coach, Saffron Fidgett from Career Circus has put together this Toolkit to summarise what you need to be doing RIGHT NOW to showcase your skills as a freelancer or someone who is self-employed. A 'portfolio' is the perfect platform for you to use to provide examples of your work, client case-studies and ensure your unique



approach comes across. It is important to make sure it showcases the quality of your work and that your credentials are backed up by any qualifications and training requirements for your industry.

Use this Toolkit to get you started and then contact the team at Career Circus for any additional help you need or questions you have. Book in to a complimentary Career POWER Chat to get your Portfolio reviewed or come along to one of our YP Network events or Career Circus sessions for more detailed and tailored advice to accelerate you to the next level.

Find info on how to book via our website www.careercircus.co.uk

Contact us: info@careercircus.co.uk / 020 300 54932

STEP ONE: RELEVANT EXPERIENCES ONLY

With a portfolio you have a lot of flexibility as you are tailoring your portfolio directly to your specific technical or creative skills. Unlike a CV there is no need to list absolutely everything you have done including jobs, qualifications or skills which are not relevant. You can just focus on what is relevant and will be of interest to the client or market you are targeting.

TOP TIP: Remember to include a range of examples, working on small and large projects and with a range of clients so they can see the breadth and range of examples.

STEP TWO: BE CREATIVE

This also means you can be very creative with the structure and format including pictures, testimonials, videos, blogs maybe you could even do it as an infographic or put your skills on a shoe! Whatever works for you and will make you stand out – in the right way. People want examples but they also want to see the end results to know whether your style is what they are looking for. If your work is more technical, include statistics or graphs to show your work outcomes.



TOP TIP: Put copyright on everything you send out including proposals and initial idea scoping - it protects your work and ideas.

Image: <https://www.behance.net/gallery/17425009/CV-Resume-Portfolio-Layout-Design->

STEP THREE: MAKE SURE YOU ARE 'ON BRAND'

The fact that you are an independent worker means you have a unique style and this is what the client you are approaching will be attracted to, so make sure your uniqueness and brand comes across through your portfolio. Think about yourself and your work as a product, how could you best market that? Yes that's right, you are creating your own mini marketing plan for yourself!

Client testimonials and case studies are a great way to demonstrate your work and results; however it is important to make sure you get permission from the client to use this information or any images belonging to them. Perhaps making it clear in the contract initially you will use content for case studies or afterwards when you are updating your portfolio ask them if it is okay to use the images or mention their name? Keep your current and past clients happy at all times as they are your promoters.

TOP TIP: It is important that your portfolio has a main theme/focus otherwise your brand won't be as strong. If you work across very different sectors you may need to separate out and have different portfolios.

