

Introduction

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WHY YOUR PORTFOLIO MATTERS

WHAT TO INCLUDE IN A HIGH-CONVERTING PORTFOLIO

MAKING IT FEEL ON-BRAND

READYMAG WALKTHROUGH

STAND-OUT TIPS

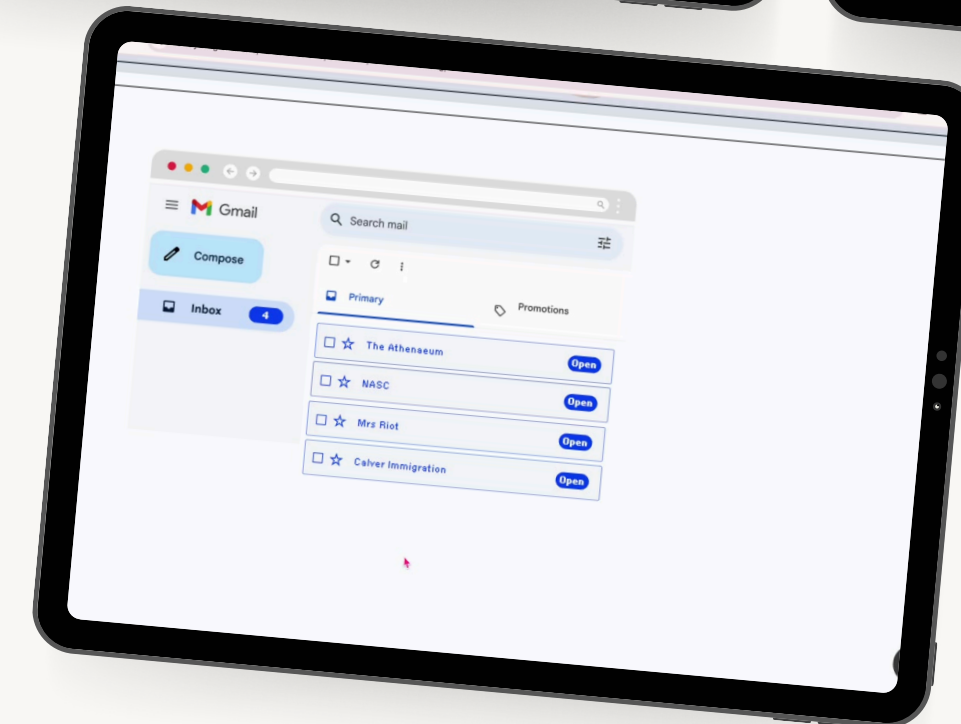
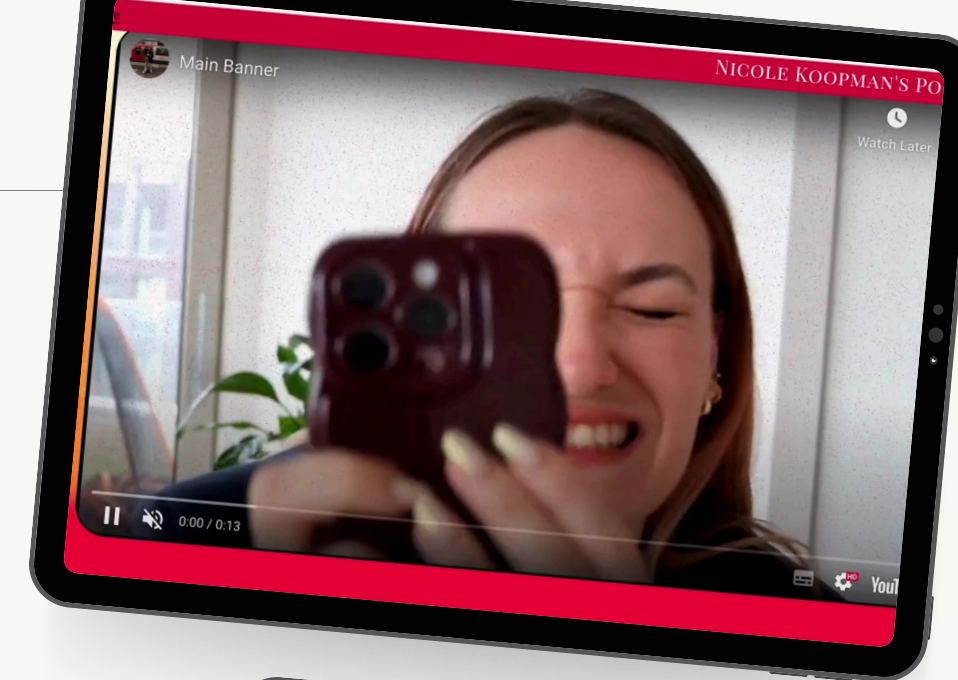
Why Your Portfolio Matters

(Especially Early On)

- REQUIREMENT TO STAND OUT
- PROOF OF YOUR POTENTIAL
- YOUR FIRST IMPRESSION

What to Include in a High-Converting Portfolio

- ABOUT ME
- TESTIMONIES
- CASE STUDIES
- CONTENT EXAMPLES
- MY PROCESS
- RATES
- CTA + ENQUIRY



What to Include in a High-Converting Portfolio

Case Studies

Purpose:

Show off your strategic mind and make your skills shine.

Prompts & Questions:

1. What brand or business are you focusing on?
2. What was the campaign's big goal? (More followers? Higher engagement? A viral moment?!)
3. What strategy did you use? (Content types, posting schedule, hashtags, collaborations, etc.)
4. What were the key results? (Real or projected metrics)
5. What did you learn from this experience?

Steps:

1. Pick a brand to analyze (real or made-up, it's your call).
2. Define the campaign goal.
3. Outline the strategy step-by-step (easy to digest and highlight key points).
4. Present results with cute insights and key takeaways.
5. Add visuals like screenshots, mock posts, engagement graphs, whatever makes it pop and highlights the key points that brands focus on when analyzing the results of a campaign!

Making It Feel On-Brand

- USE YOUR BRAND COLOURS
- ADD ANIMATED ELEMENTS
- DON'T BE SCARED TO SPRINKLE SOME OF YOUR PERSONALITY IN THERE



Making It Feel On-Brand

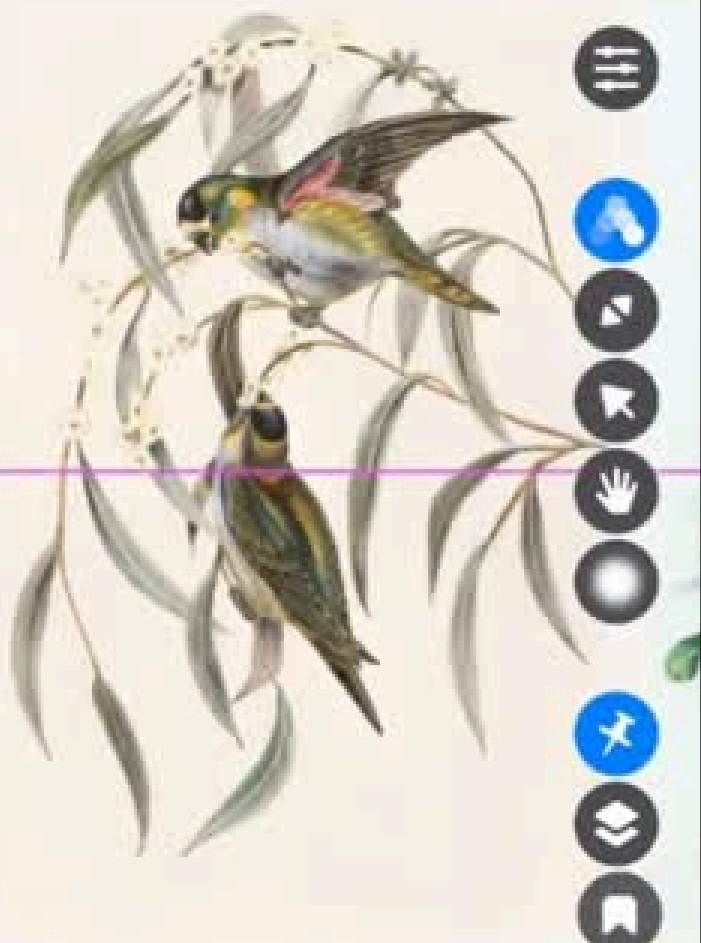
THINKING LIKE A CLIENT:

- PRIORITIZE CLARITY, RESULTS, AND PROFESSIONALISM.
- HIGHLIGHT TANGIBLE OUTCOMES AND BENEFITS, NOT JUST TASKS OR SERVICES.
- EMPHASIZE YOUR PROBLEM-SOLVING ABILITIES CLEARLY AND SIMPLY.



ReadyMag Walkthrough

71%





Stand-Out Tips

BEGINNERS

- FOCUS ON POTENTIAL—HIGHLIGHT YOUR CREATIVE THINKING AND PROBLEM-SOLVING.
- SHOWCASE CONCEPTUAL WORK CLEARLY MARKED AS HYPOTHETICAL CASE STUDIES.
- DEMONSTRATE ENTHUSIASM AND A STRONG UNDERSTANDING OF INDUSTRY TRENDS.
- KEEP IT SIMPLE, PROFESSIONAL, AND AUTHENTIC TO YOUR PERSONALITY.

SEASONED PROFESSIONALS

- HIGHLIGHT YOUR MOST IMPACTFUL RESULTS AND HIGH-PROFILE PROJECTS UPFRONT.
- CLEARLY COMMUNICATE HOW YOUR EXPERIENCE SOLVES SPECIFIC CLIENT PROBLEMS.
- USE TESTIMONIALS AND SOCIAL PROOF PROMINENTLY.
- INCLUDE STRATEGIC ELEMENTS LIKE PRICING GUIDES OR CLIENT ONBOARDING MATERIALS.

Paige.

A Paige Turned by Nicole Koopman

ANOTHER PLAY UNLOCKED

Guest Expert Lesson

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