Checklist 11: Creating Your Business Portfolio

Project Name: _____ Date: _____

Developing a portfolio for your agency is imperative in that it is one way of marketing your work to potential clients by providing proof of your expertise based on your completed projects. When you are starting your agency, consider each client as an opportunity to grow your portfolio and a way of putting your agency's name in public for consideration by prospects. The right portfolio will help you attract high profile clients while at the same time maintaining current clients. Here are factors to consider when developing a portfolio for your agency.

		Yes	*No*
1	Ensure your portfolio contains in-depth case studies of your projects	☐	☐
2	Ensure your portfolio exudes professionalism	☐	☐
3	Check that your portfolio is ethical and honest	☐	☐
4	Develop a way to showcase your awards or recognition in the portfolio	☐	☐
5	Consider offering free products and services when starting to get reviews	☐	☐
6	Include headings and snippets in your portfolio to guide your prospects	☐	☐
7	Avoid exaggerating your abilities in your portfolio	☐	☐
8	Detail the needs and preferences of your customers in your portfolio and how you achieved said requirements	☐	☐

Notes

Checklist 11: Creating Your Business Portfolio

9	Include client testimonials in the portfolio	☐	☐
10	Consider providing services at a lower cost in order to get positive reviews from low-budget clients and attract even bigger clients	☐	☐
11	Include your clients' upcoming goals in the portfolio	☐	☐
12	Highlight your projects in your website	☐	☐
13	Request your clients' permission to include their campaigns as case studies in your campaigns	☐	☐
14	Include logos of your clients and partnerships in your portfolio	☐	☐
15	Include a portfolio page in your website for your prospects' reference	☐	☐
16	Provide links to websites and blogs that feature your work	☐	☐
17	Feature your skills and your agency's goals and objectives in your portfolio	☐	☐
18	Clearly define your mission, vision and positioning in the market	☐	☐

Notes