

The Portfolio Power Test



Does your portfolio
attract the right
clients?



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Part of The Photo Framework™

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THE PORTFOLIO POWER TEST

A strong portfolio does more than look good.

It helps people decide to book you.

Clients are not looking for your “best” photo.

They are looking for:

- Confidence
- Clear style
- Real emotion

This quick test will help you see if your portfolio is:

Helping you get bookings

—or—

Holding you back.

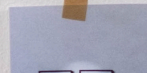
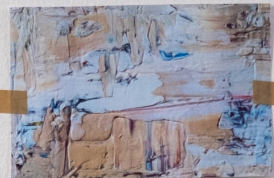
Be honest.

There are no wrong answers.

This is about growth, not judgment.

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INSTRUCTIONS

Read each question. Answer **YES** or **NO**.

Can someone tell right away what type of photography I do?

☐ YES ☐ NO

Do my photos show real emotion, not just pretty pictures?

☐ YES ☐ NO

Would my dream client feel like these photos are for them?

☐ YES ☐ NO

Do my photos look like they belong together in style?

☐ YES ☐ NO

Do my photos tell a story, not just show random highlights?

☐ YES ☐ NO

Am I showing the kind of work I want to book more of?

☐ YES ☐ NO

Do my photos match my current skill level?

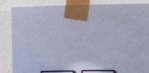
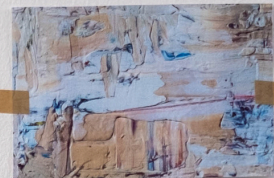
☐ YES ☐ NO

If I were a client, would I book myself?

☐ YES ☐ NO

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SCORING

Count how many **YES** answers you have.

0–3 YES → Portfolio Confusion

Your portfolio is sending mixed signals.

4–6 YES → Portfolio Potential

You're on the right track, but need clarity.

7–8 YES → Portfolio Clarity

Your portfolio is working for you.

If your portfolio isn't doing the selling, you are doing all the work.

Inside The Photo Framework, your portfolio becomes a sales tool.