



How to Build Your Portfolio



THE DIFFERENCE BETWEEN A CRAPPY PORTFOLIO AND A GREAT PORTFOLIO CAN MEAN THE DIFFERENCE BETWEEN LANDING THAT **INCREDIBLE GIG AND A LOUSY ONE. YOUR PORTFOLIO IS ALMOST LITERALLY YOUR MEAL TICKET TO **SCORING DECENT GIGS!** WE'RE GOING TO TALK ABOUT SOME OF THE BASICS OF CREATING AN **IMPRESSIVE** PORTFOLIO THAT WILL HELP YOU STAND OUT FROM THE REST! GET READY TO HAVE THE **SWEETEST PORTFOLIO IN THE GAME!****



A Few Thoughts

- YES, YOU REALLY DO NEED A **PORTFOLIO**. SORRY! THERE'S NO GETTING AROUND THIS ONE, GUYS.
- LIKE MOST THINGS IN LIFE, THE HARDEST PART ABOUT BUILDING YOUR PORTFOLIO IS SIMPLY **STARTING IT**.
- THINK OF YOUR PORTFOLIO AS A "**WORK IN PROGRESS**." YOU WILL NEVER THINK IT'S PERFECT.
- YOU CANNOT CONJURE A PORTFOLIO THROUGH MAGIC, MANIFESTATION, OR A WISH MADE ON **A MONKEY'S PAW**.



NEXT

The Basics

- GET AND LEARN **ARTICULATE 360**. BUILD SOME ARTICULATE SAMPLES ON ELEARNING HEROES!
- UPLOAD YOUR **ARTICULATE SAMPLE STUFF** TO PLACES LIKE YOUR PERSONAL WEBSITE, GOOGLE CLOUD, OR AMAZON WEB SERVICES!
- DON'T FORGET TO PUT THE LINKS TO YOUR SAMPLES ON **LINKEDIN!** POTENTIAL CLIENTS WILL PROBABLY STALK YOU THERE FIRST ANYWAY, SO YOU MIGHT AS WELL MEET THEM WHERE THEY ARE.



NEXT

Are hiring managers looking for me to demonstrate ID principles when they look at my portfolio?

THE SHORT ANSWER IS: YES, OF COURSE. THE LONGER ANSWER IS: DIFFERENT MANAGERS LOOK FOR DIFFERENT THINGS. SOME WANNA SEE IF YOU HAVE THE BASICS LIKE TITLE, PURPOSE, LEARNING OBJECTIVES, QUIZ QUESTIONS AND A CONCLUSION SCREEN DOWN. OTHERS MIGHT LOOK FOR BASIC INTERACTIVE FEATURES LIKE FILL-IN-THE-BLANK, DRAG & DROP, MATCHING, SHORT ANSWER QUESTIONS AND THE LIKE. EVEN MORE WANT TO SEE SCENARIO BRANCHES, MOTION GRAPHICS OR VIDEOS.



NEXT

Q

A

If a hiring manager is a pro at adult learning principles, how do I impress them with my stuff?

ANALOGIES ARE A HIGHLY EFFECTIVE WAY TO CONNECT NEW CONTENT TO SOMETHING THE LEARNER ALREADY KNOWS. IT'S A FAST WAY TO BRIDGE A KNOWLEDGE GAP AND TO GET CREATIVE. ANOTHER GREAT WAY TO IMPRESS HIRING MANAGERS IS BY USING **REAL CASE STUDIES**. THEY'RE REAL-LIFE EXAMPLES THAT CREATE IMMEDIATE, PRACTICAL MEANING TO LEARNERS. THIS IS ESPECIALLY TRUE IF YOU CAN MAKE CASE STUDIES THAT COME FROM WITHIN **THE CLIENT'S OWN COMPANY**.



NEXT

Hot Tips

- A PORTFOLIO OF **NAME BRAND** CLIENTS USUALLY WEIGHS MORE THAN A PORTFOLIO OF NO-NAME ELEARNING SAMPLES.
- HIRING MANAGERS TEND TO BE IMPRESSED BY HOW COURSES **LOOK AND FEEL** MORE THAN HOW THEY ARE INSTRUCTIONALLY DESIGNED. SAD BUT TRUE!
- DON'T ONLY SHOW SAMPLES OF YOUR PAST WORK, ALSO SHOW A SHORT SAMPLE OF YOUR WORK THAT'S **RELEVANT** TO YOUR PROSPECT'S **SUBJECT MATTER/BUSINESS!**



NEXT

THERE YA HAVE IT! YOU DON'T HAVE TO FOLLOW ALL OF OUR ADVICE TO BE **SUCCESSFUL, AND YOU MAY HEAR DIFFERING OPINIONS THROUGHOUT YOUR CAREER. **THAT'S NORMAL**. WE'RE JUST TRYING TO SHOW YOU, FROM OUR PERSONAL EXPERIENCE, HOW TO GET YOUR CONTRACT FASTER BY HAVING A **SOLID PORTFOLIO STRATEGY** IN PLACE!**

