

PORTFOLIO

CHECKLIST

VOL. 2



HOW TO CURATE YOUR PERSONAL BRAND PORTFOLIO

A guide on producing
your media assets to
visually sell yourself

How To Curate Your Personal Brand Portfolio eChecklist

Published by

Millennial Magazine

2140 N. Hollywood Way #6212

Burbank, CA 91510

e-mail: editor@milmagz.com

<https://millennialmagazine.com>

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First Edition

PERSONAL BRAND PORTFOLIO



STYLEGUIDE

- Identify 3 brand attributes
- Choose 4 brand colors (primary, secondary, & variants)

PORTRAITS

- Choose the right light, environment & attire
- Capture (2-3) portraits

CANDIDS

- Choose 5 activities that represent your brand
- Capture 3-5 candid of you performing each task

PROFESSIONAL INTERACTIONS

- Determine which roles best showcase your brand
- Capture (2-3) images interacting with colleagues or clients

PERSONAL CONNECTIONS

- List key relationships that have shaped or represent you
- Capture (2-3) images that feature these people

PRODUCT & SERVICES

- Identify your key selling points (products or services)
- Capture (3-5) images that showcase your product or service

COMPLETE THE SERIES



CRAFT YOUR PERSONAL BRAND STORY

Unlock the secrets of authentic storytelling to shape your personal brand. Embark on a journey of self-discovery and image-building.

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CULTIVATE PERSONAL BRAND BUZZ

Master the art of identifying and optimizing your brand's keywords to generate organic traffic and create buzz.

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