



## CREATING A BUSINESS PORTFOLIO

### **What is a Portfolio?**

A portfolio is a collection of samples of your work, your education, and your experience. It communicates your abilities, accomplishments, interests and talents. Your portfolio is used to show others what you have learned and accomplished.

The portfolio you will create for this class is focused on your massage and bodywork education and career. It will include information about your IPSB education up to now. Most of the assignments you will do in the "Creating a Professional Practice" class will be included as well. When you complete this class your portfolio will show the work you have accomplished and your blueprint for your future.

**This portfolio is about YOU - your work, your education, and your accomplishments. It's your story about your career in bodywork.**

### **What is the purpose of creating a portfolio?**

This is the beginning of your professional portfolio. The bottom line is that it gathers, in an attractive format, information about you and your career. Your portfolio can help you in seeking employment, going on job interviews, doing presentations about you and your practice, writing your brochures, doing networking, telling prospective clients and referral sources about you, etc. ETC. This can easily be the beginning of an ongoing, inclusive document that you add to over the years of your career.

### **How is a portfolio developed?**

A portfolio is developed by considering the following questions.

#### ***Who is the audience for the portfolio?***

For the Professional Practice class your audience initially is the instructor. But your real audience is yourself and your clients. Your audience might also be a potential investor in your business, a bank, a landlord or a business association.

#### ***What work and education samples have I been asked for or am I expected to provide?***

For this class, specific items must be included in the portfolio. The list of those items is below.

***What additional information do I want to include?***

You can certainly include additional information about your education and work that is important to have represented. A list of possibilities is below as well. Brainstorm your own list.

**How do I begin my portfolio?**

**First**, gather all your materials. Make a list of everything you must and/or want to include in your portfolio. Then collect the originals or copies of all the certificates, letters, transcripts, flyers, brochures, pictures, articles, etc. that you are going to put in it.

**Second**, get the binder, folder, scrapbook, or whatever your portfolio format will be. You will need sheet protectors, business card holders, and divider tabs.

**Third**, organize all your materials in the order you want to present them. You might do it chronologically, or developmentally, or use any other organization which will represent your training and work the way you want. Let yourself be creative in how you put the materials into your portfolio.

**What is this supposed to look like?**

1. The portfolio should be put in an attractive and permanent binder of some kind, like a three ring notebook or scrapbook. (It doesn't have to be expensive.) It should be large and flexible enough to have room to grow as you add items later. Be sure to include section dividers.
2. It should have sheet protectors or pockets for some items.
3. It must have a title page which includes your name, the title of your portfolio, and the date it was submitted.
4. Everything should be TYPED and professionally presented.

What **MUST** the portfolio include for the Creating a Professional Practice class?

The portfolio should be divided into two major sections:

**Section I- PROFESSIONAL PORTFOLIO**

**Section II- BUSINESS PLAN**

*Use section dividers for additional sections with in each major section.*

**Section I (Professional Portfolio) must include the following:**

<b>ITEM</b>	<b>ACCOMPLISHED AS</b>
* Self-Introduction (Typed)	Class Assignment
* Resume (2 copies)	Class Assignment
* Cover letter(2 copies)	Class Assignment
* Business card (2)	Class Assignment
* Visual Promotional piece	Class Assignment
* Copy of any course certificates/diplomas	
* Copy of most recent transcript	if you have one, <i>do not get one made just for this.</i>
*	
* Samples of additional promotional materials	
* Letters of Recommendation from clients/past work associates	
* Student Massage Center Evaluations (only exceptionally good ones)	

**Section II (Business Plan) must include the following:**

<b>ITEM</b>
* Owner's Statement
* Vision & Goals
* Business Definition [incl.:Photos or drawings of your current or proposed Space].
* Philosophy
* Marketing Plan
- (3) Target Market Profiles/Descriptions
* Marketing Plan (Strategies)
* Financial information
- Fees
- Forecasting
* Client Policies
* Business organization
(Insurance & Legalities)

These Business Plan worksheets are contained within this handbook. They will give the specific information necessary to be included in each business plan

## **What are other items are suggested to be included in the portfolio?**

- \* Visual promotion pieces - personalized gift certificates, flyers, discount coupons, brochures, etc.
- \* Your personal Code of Ethics - From Client Communications class.
- \* Poems/Photos that illustrate your personality and personal philosophy
- \* Applicable transcripts (copies)
- \* Letters of recommendation-teachers, clinical supervisors
- \* Letters of appreciation from clients
- \* Articles you have written or articles written about you
- \* Awards
- \* Program flyers, outlines for presentations you have made
- \* Association membership certificates
- \* Flyers and/or Thank you letters from Massage volunteer participation
- \* And . . .
  - 1.
  - 2.ETC.