

# Putting Together a Winning Portfolio of Samples

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# Portfolios

## Goals for today ...

- What makes a good portfolio, good.
- What kinds of samples you should have.
- How to create winning samples.
- Other best practices to help you land the job.

**But first, a few words  
about samples ...**

# Samples

1. You don't need to have experience to land clients or charge professional fees.
2. Most clients genuinely just wants to see what you can do with words.
3. Samples can be any example of your writing – they don't have to be from paying clients.

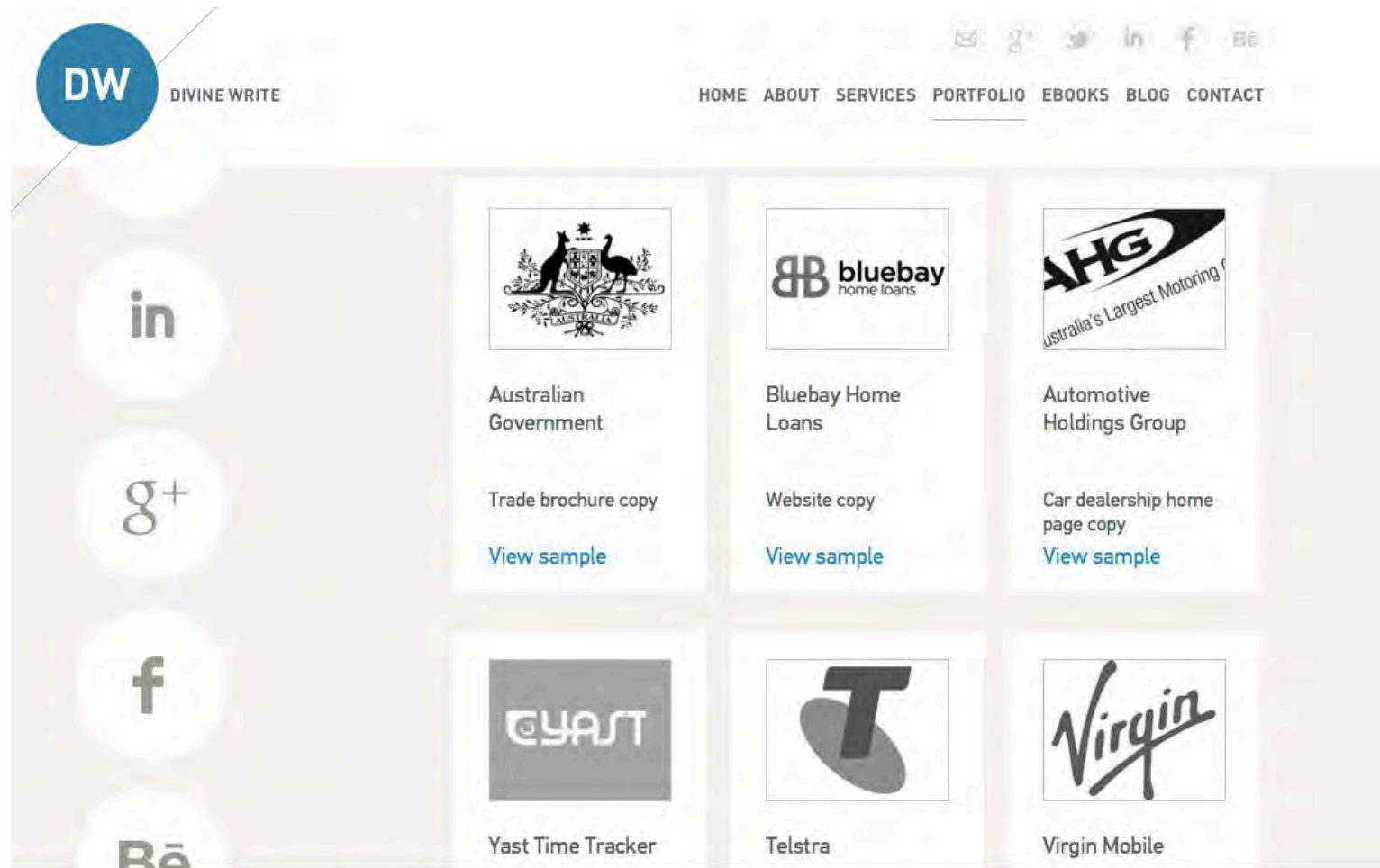
# What makes a good portfolio, good?

# What makes a good portfolio?

1. Variety of samples.
2. Professional quality (nicely formatted, no typos, clear to read/understand).
3. Easy to access/navigate.
4. Relevant pieces.
5. Bonus: In the same niche.

# Examples of “good” portfolios

# Examples of Good Portfolios



<http://www.divinewrite.com.au/portfolio/copywriting/>



# Examples of Good Portfolios

Online copywriter - Web content that speaks to the hearts of your customers

*Lisa Banks*  
Copywriter

*Home*

*About me*

- My story
- Copywriting philosophy
- Resume
- Find me online
- Contact me

*What I do*

- Copywriting services
- Website Critiques
- Content planning & promotion
- Copywriting
- Editing
- Who I write for
- Industries
- Portfolio

**Copywriter Portfolio**


**Sample my copywriting style here**

Over the last decade, I've written websites, articles, blogs, press releases, newsletters, and much more, for over 40 different industries. Now it's time to focus on what I do best: copywriting for creative businesses. Check out the samples I've chosen to display here, and see if they resonate with you. If so, we may be a good match for each other. If not, don't despair. I can introduce you to other copywriters who may specialize in just what you need.

[Website copywriting samples](#)

The copywriting services I offer for web site development include planning of site content, copywriting, editing, keyword usage, proofreading. I'll work one-on-one with you to find the way to express what you want your site to say, until you are absolutely thrilled. [See samples of my copywriting for websites >>](#)

*Lisa's Blog*



**A copywriter's story**

Meet the person behind the words ([my story](#))

RECENT POSTS

Two Ways for a Copywriter to Specialize

<http://www.lisabanks.com/portfolio.html>

# Examples of Good Portfolios

The screenshot shows a website layout with a left sidebar containing navigation links: Portfolio, Websites, Articles, Blogs, Other media, and Working together. The main content area features three sections: 'Expert articles & editorial content' with a paragraph about trade publications and a link to 'samples of my article copywriting >>'; 'Blog content samples' with a paragraph about blogging and a link to 'samples of my writing in blogs>>'; and 'Other media' with a paragraph about case studies and a link to 'more of my copywriting samples>>'. Below these sections is a 'COMMENTS ON THIS ENTRY ARE CLOSED.' notice. The right sidebar contains a featured article titled 'Can copywriters get away with working just when they feel like it?' with a sub-headline 'Copywriters, never email a client a "draft"'. Below the article is a 'CATEGORIES' list including 'A copywriter's life', 'Bloopers', 'Get it, use it', 'Interesting people', 'Social media', 'Website work', and 'Words n' stuff'. At the bottom of the right sidebar is a 'TAGS' section with a list of terms: advice, blog, blogging, business, captions, clicks, clients, content, copywriter, copywriters, copywriting, designers, diy, draft, fees, high, quality, hiring, how, ideas.

Continued from previous slide.

# Examples of Good Portfolios

## **B&B Electronics**

- USB Overview: Converting to USB

**Whitepaper – PDF**

**Online Version**

- Industrial Wireless: Solving Wiring Issues by Unplugging

**Whitepaper – PDF**

**Online Version**

**<top>**

## **Political Samples**

### **National Republican Congressional Committee**

- Immigration Bill Support Letter

**Lebanese In Tijuana**

**<top>**

## **Public Relations Samples**

### **Microsoft Corporation**

Microsoft continues used me as their primary voice on a number of PR fronts including the Massachusetts OpenDocument debate, the European Commission anti-trust lawsuit, Windows Vista launch, etc...

- Congressional Foreign Affairs Letter

<http://www.joshuaboswell.com/copy-services/samples/>



# What kinds of samples do you need?

# What kinds of samples do you need?

Short answer:

Whatever projects you intend to offer.

# What kinds of samples do you need?

Short list for a web writer:

1. Article (straight content).
2. Advertorial.
3. Email with call to action.
4. Landing page.

**And if you really want  
to impress ...**

# What kinds of samples do you need?

## Put together a cohesive campaign:

1. Ad promoting a lead magnet.
2. Advertorial promoting the same lead magnet.
3. Landing page for lead magnet.
4. Landing page with upsell copy.
5. Email (autoresponder) to someone who does not buy the upsell.



# Example of a cohesive campaign ...



**The Barefoot Writer**

Sponsored (demo) · 🌐

👍 Like Page

Want to make a living as a writer? Here are 9 ways you can get started now...



## Make a Living as a Writer

It's true! You CAN make a living as a writer. Here are 9 ways you can do it now ...

[WWW.THEBAREFOOTWRITER.COM](http://WWW.THEBAREFOOTWRITER.COM)

Learn More

Like · Comment · Share · 👍 1,804 🗨️ 50 ➦ 603



**Sample Facebook Ad**



Join 100,000+ FREE subscribers

Are You Interested In? ▾



## Work As a Freelance Copywriter in Your Spare Time Or As a Full-Time Career ... and From Anywhere in the World

### FREE REPORT

9 Ways You Can Make a Very Good Living as a Writer

Plus – The Writer's Life newsletter, packed with expert advice on how to make a great living as a writer.

Join 100,000+ FREE subscribers today!

What does being a Barefoot Writer mean to you?

Perhaps it's the ability to control your financial future ... have enough money to invest abroad ... travel at will across the globe ... live where

### More Interesting Stories ...



Writing By Numbers ...

**MONEY** July 9, 2014

Advertorial

Simply sign up to receive our free newsletter, *The Writer's Life* and we'll immediately send you this **new** report on freelance writing opportunities ...

## Discover 9 Ways You Can Make a VERY Good Living as a Writer!



We'll instantly deliver this FREE Guide to Barefoot Writer Living

Your First Name:

Your Email Address:

**Send My Free Report!**

PLUS receive our FREE Newsletter *The Writer's Life* packed with expert advice on how to make a great living as a writer.

We respect your privacy. View our [privacy policy](#)

## Making a Living as a Writer Has Never Been Easier

**Get paid to write and build the freedom-filled life you've always wanted**

You're in the right place if you:

✓ Like to write

**Sample Landing Page**



**Thank You!**  
**You're one step closer to making a living  
as a well-paid writer.**

To access your FREE report, *"It's True! You Can Make a Very Good Living as a Writer"* just confirm your email address by clicking the link provided in the email that was just sent to you.

**While we get your special report ready ...**

Please watch this video and learn how a New Mexico mom buried in bills paid off \$100,000 in debt and started making six-figures a year – as a writer!



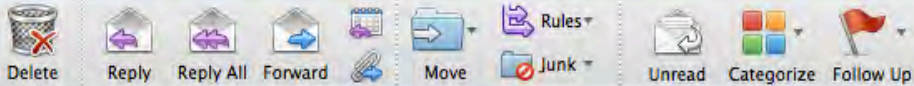
**The True Life Story of a  
New Mexico Mom Buried in Bills ...**

**Who Stumbled on the Secret of  
Making Six-Figures from Home**



**Example of a "Thank You" page**

Message



Here's the report you requested on paid writing opportunities

Rebecca Matter, AWAI

Sent: Monday, September 8, 2014 at 7:38 AM

To: Colleen Fernandez

*(Please do not reply to this email. Instead, direct your response -- as needed -- to [our online contact form](#) or as otherwise indicated below.)*



Hi Colleen,

I'm so glad you asked for your free copy of our report on the nine hottest paid writing opportunities, called "It's True! You Can Make a Very Good Living as a Writer."

The information you're about to read has the power to seriously change lives. (That's firsthand experience talking, since it happened for me and several other folks I know personally.)

I'll share our stories with you soon.

But right now, I want to get you your report ASAP!

**IMPORTANT:** [Click here to confirm your request and access your free report.](#)

I suggest you print out a hard copy right away.

Then grab your highlighter and find a quiet spot to sit, read, and note the sections that get you most excited.

If you're anything like other writers I know who got a hold of this report, you won't be able to put it down.

## Sample AR Email

# How to create winning samples

# How to create winning samples ...

1. Turn your practice exercises into samples.
2. Choose a product you love and write a sample campaign promoting it.  
(Example: Wealthy Web Writer!)
3. Use past spec assignments.
4. Put up an awesome website for your own business!



# How to create winning samples ...

1. Format each of them and label the files.

Example: Lead Gen Landing Page

2. Have someone else proof everything.

3. Provide as a PDF download.

4. Treat it like a paid assignment.

(Do your very best work!)

# Best practices ...

# Best practices for success

1. Don't tell people you're new.
2. If you're making up samples, there's no need to label them as such.
3. You can – and should – update your samples as you continue to improve.
4. Ask clients what kinds of samples they'd like to see.
5. Make it as easy as possible for them to see your samples if requested.

# Thank You!

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