

DO'S + DON'TS OF PORTFOLIO REVIEWS

DO...

1. Research the reviewers, especially on LinkedIn before choosing them.
2. Use that research for those you weren't able to see by connecting on LinkedIn.
3. Make sure technicalities are in order - double check technical specifications.
4. Have a plan set in advance for who is controlling the screen - you or them.
5. Start with an icebreaker to make a personal connection.
6. State your intentions - Do you want a job or feedback?
7. Prep questions and topics specifically for them and what they work on.
8. Listen and ask questions instead of talking too much.
9. Find out what format your reviewer prefers - most like a prepared pdf but I like to see the website so I can remember the photographers in the future.
10. Give them a take-away pdf leave behind.
11. Remember, the reviewers are exhausted, so be personable and give them a reason to smile.
12. Reference other same event reviewers' perspectives to see if they align with the current reviewer's opinions (helps reviewer collect their thoughts).
13. Have an "elevator pitch" ready to go or an interesting educational story to share about an image of how you handled some situation.
14. Give a goodbye gift like chocolate or something personal to them, as the gift goes a lot way and will be remembered (in person).

DON'T...

1. See irrelevant people for your topic when choosing reviewers as it can be a waste of time for both of you.
2. Lose the connection you just made.
3. Mail to people's private home addresses without asking.
4. Waste time on unimportant matters, as they go very fast.
5. Talk too much - it can distract clients from seeing the images.
6. Show too much work - tailor your portfolio to the reviewer.