



### PORTFOLIO + VALUE-BASED CONTENT

What are the 3 different kinds of content?  
What are the 4 different kinds of value-based content?

What tone, style, vibe and feelings do you want to give off with your portfolio work?

For value-based content, brainstorm 5 topics (your audience would love!) for each kind of content... Education

For value-based content, brainstorm 5 topics (your audience would love!) for each kind of content... Behind the scenes

For value-based content, brainstorm 5 topics (your audience would love!) for each kind of content... Inspiration

For value-based content, brainstorm 5 topics (your audience would love!) for each kind of content... Community