



# *Portfolio Progress Checklist*

Build your influence and authority score.

---

**LELA DAVIDSON**

## What is a Portfolio Progress Checklist?

First, let's get clear on what a Portfolio is. Your Portfolio is a consistent body of work that allows you to reach more people deeply. The greater the contribution you want to make, the more important your body of work becomes. Because you don't have time to go deep with each person who needs to hear your message or benefit from your work.

Whether you're an artist, executive, or entrepreneur – your body of work is what speaks for you in the world. It's your resume, your list of accomplishments, your publications, and the concrete impact you make on your employees, your business, or your community.

*Just like an artist's portfolio will evolve over time, your portfolio is always in motion.*

## Okay, Now... What's a Portfolio Progress Checklist?

The **Portfolio Progress Checklist** is a tool I created to help my clients and me create and sustain a powerful Portfolio. This tool helps us to be hyper-intentional and always on-brand. That's how we build influence and authority.

The **Portfolio Progress Checklist** allows us to objectively assess where we are, and where we have gaps. Once you've checked the boxes on the list, you'll have a powerful system of assets and practices that work together to expand your influence and authority so you can make your greatest contribution.

In the world of constant connection and endless content, it's easy to become overwhelmed with all the things you *could* accomplish or create. The **Portfolio Progress Checklist** keeps us focused on the essentials so we can generate the energy it takes to do the work we're called to do.

*Every time I'm looking for an answer, I turn to my **Portfolio Progress Checklist**. Because the tools on this list combine to power everything that I do. And they allow me to operate very efficiently.*

The **Portfolio Progress Checklist** has helped me:

- Write three best-selling essay collections during stolen moments in carpool line, outside piano lessons, and on the sidelines of the soccer field.
- Successfully transition from freelance independence to startup chaos to agency life, while continuing to build my Portfolio.
- Build a profitable country music media outlet inside an eCommerce company and launch an entire genre of entertainment media.
- Launch and build a successful business in just 3-5 hours a week.
- Consistently create and curate content that supports my greatest contribution.

Now I'm sharing the **Portfolio Progress Checklist** with you. Why? Because I want to see more women in positions of leadership and authority. I believe a consistent, concrete body of work builds the influence we need to achieve that end.

Don't worry, it's not rocket science. If you can make a list and check it twice, you can build a powerful Portfolio.

# PORTFOLIO PROGRESS CHECKLIST

Note: Not every item on the **Portfolio Progress Checklist** will be appropriate to your unique Portfolio. If the item doesn't feel right, don't give yourself a score for that item. Depending on your specific work, you might need to add additional items. When I work with women one-on-one, we customize and prioritize the list to meet her individual needs.

Score your Portfolio Progress 0-10, low to high

1. Can I articulate my **Crystal Clear Contribution**, the work I'm doing (or want to do) in the world? Do I know exactly who it serves, why I'm the one to do it, and why now is the time to get to work?
2. Do I have an emotional and compelling reason to do the work? A **Wild & Crazy Why** that helps me persist in the work when the going gets tough?
3. Do I know what skills do I need to make my **greatest contribution**? And do I have a learning plan in place to acquire or elevate those skills?
4. Am I clear on who I want to become? My **Next Best Self**? Do I have a profile of this woman to reference when I need to remind myself who I am here to be?
5. Have I identified and can I communicate my top 3-5 **strengths**? And how those come to life in my work?
6. Am I working from a **clearly defined strategy** for each social channel in which I'm active?
7. Have I crafted a clear set of **guiding principles** that support the message or work of my contribution?
8. Do I have a uniform? A **go-to look** that instills instant confidence in front of a room or camera?
9. Have I developed a **strategic framework** that guides my work, and acts as a filter for everything I create or curate.
10. Am I actively **nurturing my creativity**, so that my output continues to be relevant as my topic, audience, and context evolves?
11. Do I have a plan for getting **publicity** for my work?
12. Do I understand my **audience** inside and out, what keeps up at night and how my work can help them?
13. Have I discovered my own **personal content formula** that can be applied over and over to deliver my message in new and timely ways?

14. Am I using a system to consistently **curate content**, and adding my own perspective to it?
  15. Do I have a personal **editorial calendar** that guides my messages?
  16. Have I collected an **inventory of stories** in an organized way for easy reference and repurposing?
  17. Do I use a **content brief** when I'm creating new content? To ensure I can create efficiently and stay true to my message and my objective?
  18. Am I keeping a **list of accomplishments**? The other side of my "to-do" list, the list of things I'm proud to have done?
  19. Is my **online presence** cohesive, consistent, and communicating what I want it to communicate?
  20. Have I **published work** or been quoted in credible publications?
  21. Is my **audience** growing, and are they engaged?
  22. Do I have a **signature talk**?
  23. Have I **published a book** or written a book proposal?
- 

### **How did you score?**

Truth be told, it doesn't matter! Because you can start TODAY improving your score.

First, for each item you scored a 10, congratulations! Check it off the list.

For every item scored less than 10, ask yourself, you'll want to prioritize what to work on first, to raise your Portfolio Progress score over time. I like to play to my strengths, so I like to get those 7s and 8s up to 10 before I work on my lower scored items. Or you could go the Silicon Valley route and make sure you've got a "minimum viable product" for everything on the list before you set out to improve any of them.

Either way, I'd love to help you accelerate your Portfolio Progress ... for free.

I love helping women sort through all the ways to leverage what they've got to build a powerful Portfolio. The first step is to identify the most important thing to do next. So I'm offering spots on my calendar for 100% free and 100% focused 15-Minute **Portfolio Pinpoint** sessions.

During our 15 minutes I will pinpoint for you:

- The ONE thing you can do immediately to expand your influence and authority.

So that you immediately accelerate the impact of your contribution.

## Ready for the 100% best part?

The strategy we discover in Portfolio Pinpoint is 100% based on the work you have **already done**. I'm 100% confident that your next most important step is waiting to be pinpointed.

This free service is ideal for you if you:

- Feel overwhelmed by the all the ways you could move forward.
  - Have a deep need to make a significant contribution doing the work you are uniquely qualified and called to do.
  - Like to bloom where you're planted, make lemonade from lemons, and bring others along her yellow brick road to find what they need to build their own happily ever after.
  - Get bored easily and therefore sometimes need a fresh set of eyes to validate your next move.
  - Are perpetually in upgrade mode, from your network to your skills, to you impact on the world-- you're always focused on what's next.
  - Are not afraid of hard work, and you appreciate learning from someone who has been there and done that.
- 

Here's how it works:

- You meet me on a call for 15 minutes, and we pinpoint the most powerful move you can make right now.
- I'll assess your current body of work find the gold that's shining just below the surface.

Pinpointing this nugget provides you immediate:

- Growth of your authority and influence, so you can make your greatest impact.
- Confidence that you're focused on the right thing, right now.
- Clarity to guide your to-do list and keep it in check.

## HERE'S YOU, BEFORE PORTFOLIO PINPOINT

Optimistic but overwhelmed by all the things you could do. So sometimes you just shut down and binge on Netflix.

## AND YOU, AFTER PORTFOLIO PINPOINT

- Clear, confident and focused. You're ready to take on the world, assured you're doing the right thing, and patiently plodding along your path to greatness.

^^^ That's what we all want, right? To go about our work with power, ease, and efficiency.

So **CLICK HERE TO SCHEDULE** your own 15-Minute (totally FREE) Portfolio Pinpoint.

Openings are limited, so don't procrastinate.

FREE 15-MINUTE PORTFOLIO PINPOINT: [CLICK HERE TO SCHEDULE](#)

---

Within just a few minutes, Lela had me look at my work in a different light. I hadn't given much thought to the fact that I provide a service that is in demand. She quickly reigned in what my talent is and what my goals are to steer me in a direction where I can make the most of my time. She also gave me some practical tips for prioritizing clients and organizing my time to be more efficient. I'm so grateful to her!

*Angela Forsyth*  
*Freelance Writer*

---

READY FOR EXTREME FOCUS TO  
ELEVATE YOUR INFLUENCE & AUTHORITY?  
FOR FREE?

Then apply for one of my 15-Minute Portfolio Pinpoint Sessions.  
I dedicate limited time to these, so grab your spot before they fill up.

- Action Accelerates: When you create consistently, master the skills of your craft, and connect your work to an audience, you expand your contribution. So let's pinpoint your next move.
- Repetition is Reputation: The more you stay on message, the greater impact your message will have. I can't wait to help you clarify a strategy, so you can fast-track your greatest contribution.
- Stuck Sucks: If you're not pushing yourself to play bigger than you think you can, you're already stuck. We will work with what you have right now to elevate your influence and authority.

Don't wait. Grab your spot now.

FREE 15-MINUTE PORTFOLIO PINPOINT: [CLICK HERE TO SCHEDULE](#)

---

# ABOUT LELA DAVIDSON



**Hello! I'm Lela Davidson.**

Your guide to building personal and professional influence and authority.

From writing to speaking to branding and content strategy-- I'll help you gather the pieces, wrap your mind around the big picture, and develop a master plan, so your stories (or your STORY) make a difference for you and for your audience

How did I become obsessed with transforming stories into STORY?

It all started when I was ***Blacklisted from the PTA***. Instead of crying on the cul-de-sac (okay, *after* crying on the cul-de-sac), I wrote the book about it, and then two more: ***Who Peed on My Yoga Mat?*** and ***Faking Balance: Adventures in Work and Life***.

Now "award-winning author" is part of my story.

While struggling to find the right story for my life, I worked as a freelance journalist and commentator for *NBC News/TODAY Moms*, *iVillage* and *The Huffington Post*. I've had hundreds of humor essays featured in family and parenting magazines throughout North America, and in *Chicken Soup for the Soul: New Moms*, and my book marketing advice has been featured in *Writer's Digest*.

But before all that...

My story began in 1969, born to a 17-year-old runaway living in a San Francisco commune. I emerged from a childhood haze of macrame, alfalfa sprouts, and basement

band rehearsals to rebel in the extreme: I became a CPA. I married an engineer with excellent table manners, had two kids, and moved to an idyllic cul-de-sac.

(If you don't count the whole PTA blacklisting bit.)

Working as a CPA/financial analyst for a decade gifted me with an undying love of spreadsheets, but STORY called. So I turned to writing--online. I accidentally learned digital media and marketing from the ground up creating content, managing editorial teams, and providing strategic direction to a variety of brands and publications.

In 2013, I launched a media business inside the venture-backed e-commerce retailer Country Outfitter. As Vice President & General Manager of One Country Media, I led the team that built **One Country** into the #1 media outlet for country music entertainment and lifestyle in its first year of operation.

In 2016 I left the red carpets and dirt roads behind to start a brand new adventure, in shopper marketing. Today I serve as Vice President, Account Leadership & Client Partnership at **Saatchi & Saatchi X**, leading a team of bold, creative business builders who help craft powerful stories for some of the largest brands and retailers in the world.

I have spoken nationally to groups of women about media, marketing, faking work/life balance, and most important, **taking control of their stories.**

And I've helped women from all walks of life get clear on their next step to building a powerful Portfolio.

Ready? Take the leap: [Book your Portfolio Pinpoint session today.](#)