

THE PROFESSIONAL PORTFOLIO

By Dawn Whitelaw

Sometimes, a picture is worth more than a thousand words. A professional portfolio is a key element in selling portraits. Agencies, such as Portrait Brokers of America, Portraits South and The Portrait Source, use portfolios to help guide clients in the selection of a particular artist to paint their portrait. These Agencies require new images from each artist annually. Printed portfolios are their primary way of connecting artists with clients.



During the annual Portrait Society conference, one of the most popular programs is the display of hundreds of portfolios by artists from around the world. This event provides a great opportunity to do “research.”

A variety of presentations are always on display from simple to elaborate. In addition, artists can have their portfolios judged and the top five are given awards during the Saturday night banquet and awards program. The judges’ criteria are simple...

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