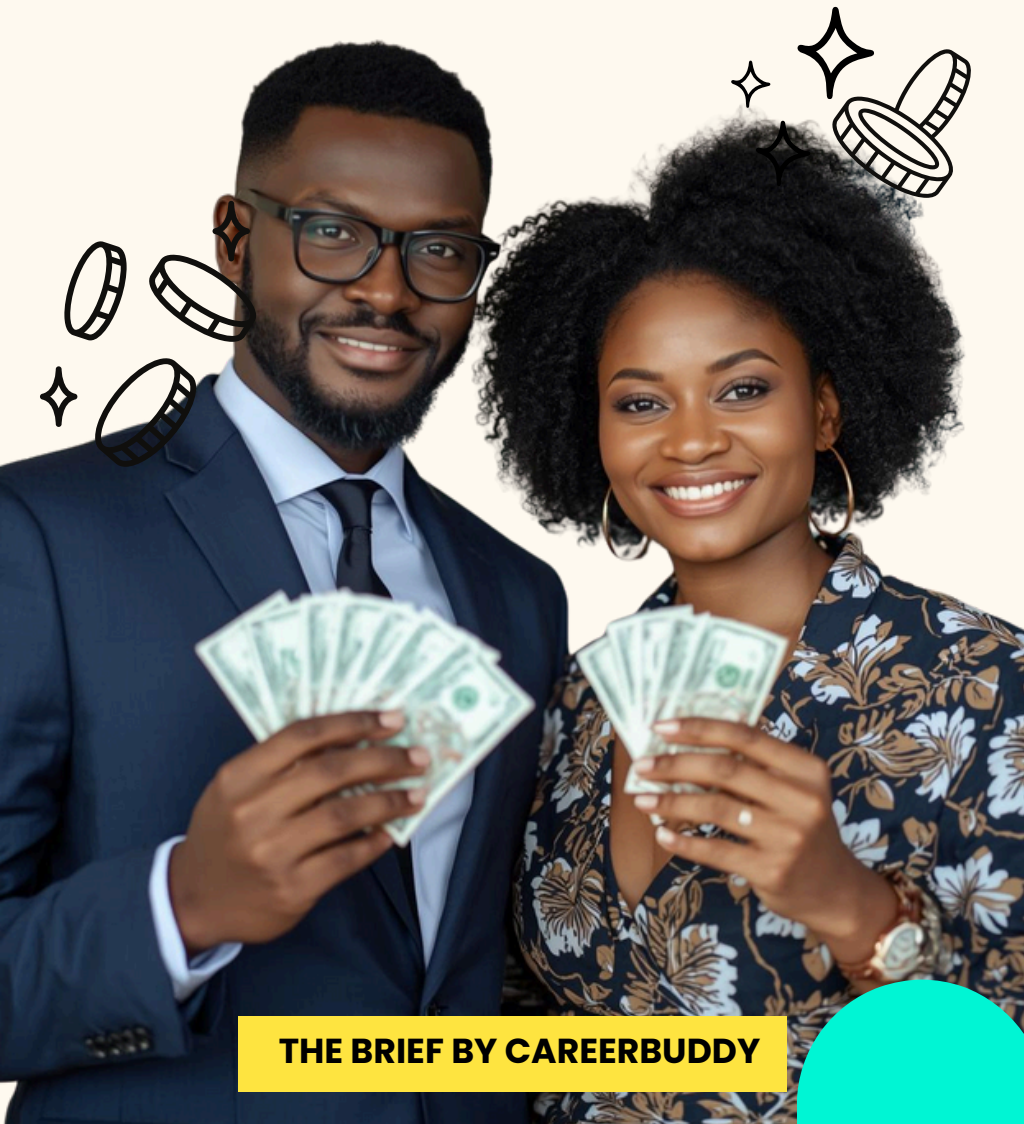


THE PORTFOLIO CAREER ROADMAP

A practical guide to building leverage, income resilience, and optionality



THE BRIEF BY CAREERBUDDY

**© CAREERBUDDY.
SHARED FREELY FOR
LEARNING AND
GROWTH. PLEASE
CREDIT CAREERBUDDY
AND DO NOT
REPRODUCE OR
REDISTRIBUTE WITHOUT
PERMISSION.**

TABLE OF CONTENTS

1. Welcome to the Portfolio Career Mindset
2. How to Use This Roadmap
3. The Career Reality Check
4. Self-Audit: Questions You Must Answer
5. The Portfolio Career Strategy Template
6. Strategy Prompts
7. Your Starter Tech Stack
8. Do's, Don'ts & Red Flags
9. Reflection Checkpoints
10. Final Notes: Playing the Long Game

LET'S BE GUIDED

This is not a quitting guide.

It's not a hustle manual.

It's a roadmap for professionals who want options.

A portfolio career is about reducing risk, increasing leverage, and designing income around your real strengths, not just your job title.

If you're reading this, you already know one thing: Relying on a single employer, role, or skill is no longer enough.

HOW TO USE THIS ROADMAP

Do not rush this document.

- Spend 30–45 minutes per section
- Write things down (thinking \neq clarity)
- Revisit this quarterly

You are not trying to do everything.
You are trying to start correctly.

LET'S DO A CAREER REALITY CHECK

Grab a notepad or e-note on your phone to answer the following questions.

Answer these without overthinking:

- If my job ended tomorrow, what income **would survive**?
- What part of my work actually **creates value**?
- Where am I **over-delivering** with little upside?
- What skill do people trust me with when the **stakes are high**?
- What am I avoiding because it feels obvious and scary?

If these questions make you uncomfortable, good. That means they matter.

SELF-AUDIT: QUESTIONS YOU MUST ANSWER

Skill & Signal

- What skills do I have that consistently produce outcomes?
- Which of my skills are rare, transferable, or compounding?

Proof & Outcomes

- What results can I prove with data or stories?
- What have I improved, fixed, scaled, or led?

Market & Money

- Who already pays for this kind of work?
- What problems have real budgets attached?

Energy & Sustainability

- What drains me fastest?
- What do I have the capacity to do repeatedly without resentment?

THE PORTFOLIO CAREER STRATEGY TEMPLATE

Every sustainable portfolio career has structure.

Your Portfolio Map

- Core Role: Cash flow + learning
- Adjacent Income: Consulting, advisory, fractional work
- Scalable Asset: Product, IP, content
- Long-Term Leverage: Visibility, network, equity

Your Constraints (Do Not Skip or deprioritize this))

- Hours available per week
- Employer boundaries
- Energy limits
- Risk tolerance

If your plan ignores constraints, it will fail.

YOUR PORTFOLIO CAREER STRATEGY PROMPT

Note: (Fill in the custom parts, copy, paste, and complete the sections in brackets on page 8-10)

Prompt:

Act as a senior portfolio career strategist with experience advising mid–senior professionals across corporate, tech, creative, and consulting roles.

Your task is to help me design a clear, realistic, and sustainable portfolio career strategy that increases my income resilience, leverage, and long-term optionality – without burning out or creating conflict with my current role.

Use the information below to create a full portfolio career plan, including positioning, income streams, sequencing, risks, and a 90-day execution roadmap.

MY CONTEXT (READ CAREFULLY)

1. Current role and industry:

[e.g. Senior Marketing Manager in fintech]

2. Core skills and strengths:

[List 5–7 skills you are genuinely good at – not aspirational ones]

3. Proven outcomes and results:

[Specific achievements with numbers, impact, or clear before/after results]

4. What people already come to me for:

[Advice, problem-solving, reviews, leadership, execution, etc.]

5. Constraints I must work within:

- Hours per week available: [e.g. 5–8 hrs]
- Employer boundaries or conflicts: [e.g. cannot work with competitors]
- Energy limits: [what drains you quickly]
- Risk tolerance: [low/medium / high]

6. Income goals:

- Short-term (next 12 months):
- Long-term (3–5 years):

7. Visibility comfort level:

[e.g. writing, speaking, behind-the-scenes, anonymous, etc.]

8. Tools and resources I already have:

[Audience, network, certifications, platforms, software, capital, etc.]

WHAT I WANT YOU TO PRODUCE

Using the information above, create a complete portfolio career strategy that includes:

A. Positioning

- My core professional narrative (what I'm known for)
- The specific problems I should focus on solving
- Who should pay me for this work

B. Portfolio Career Structure

- My core role (what stays as primary income)
- 1–2 adjacent income streams I can build next
- One scalable or leverage-based asset to work toward

C. Offer Design

- One clear paid offer I should start with
- Scope, delivery format, pricing range, and ideal buyer

D. Risk & Boundary Management

- Risks I should actively manage
- Boundaries I must enforce to avoid burnout or employer conflict

E. 90-Day Execution Roadmap

- What to focus on in days 1–30, 31–60, and 61–90
- What to avoid during this period
- Signals that show I'm on the right track

F. Long-Term Leverage

- What to build over time to reduce dependence on my time
- Skills or assets that will compound my income and influence

Be practical, not motivational.

Flag assumptions you're making.

If something doesn't make sense or seems unrealistic, say so clearly.

PLEASE NOTE

The quality of your output depends on the quality of your input. If you're vague, ChatGPT, gEMINI or any LLM tool you use will be vague.

If you're honest and specific, the strategy will be useful.



DOS, DON'TS & RED FLAGS

Do

- Build quietly
- Price for value
- Protect energy

Don't

- Announce too early
- Say yes to everything
- Ignore recovery time



DOS, DON'TS & RED FLAGS

Do

- Build quietly
- Price for value
- Protect energy

Don't

- Announce too early
- Say yes to everything
- Ignore recovery time



NEXT STEPS

- Start already
- Share your wins with us
- Refer a friend or colleague to subscribe to the brief



FINALLY

If you read all the way, then you should know more about the value you can glean from Careerbuddy

- For Recruitment Service, Visit www.thecareerbuddy.com
- To position your brand, product, or service to a network of over 200k high-impact professionals in Africa, [view our Media Portfolio here](#) and send an email to Oluwaseye@thecareerbuddy.com
- To subscribe to our other high-impact newsletters, visit www.careerbuddyhq.com



THANK YOU

