

The Portfolio Career **AI** Playbook

A practical guide to start building your next chapter alongside your full-time job.

Start building your portfolio career *(before you have to)* **with the help of AI.**

For Product and Tech leaders working full time: turn your existing expertise into a visible offer, a professional presence and a system that gives you options.

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BEFORE YOU BEGIN

You do not need to quit to begin creating options.

A portfolio career is a working life made of more than one stream: advisory, fractional roles, workshops, writing, products. Most people start it when they are forced to. This playbook is for starting it quietly, while the paycheck is still there, using AI to keep the cost of experimenting low.

A job title is not yet an offer

People hire outcomes, not roles. You need to name the problem you solve.

You need a story beyond your CV

Visible thinking builds trust long before anyone reads your work history.

AI lowers the cost of trying

Drafting, designing and researching an offer now takes evenings, not months.

Start alongside your role

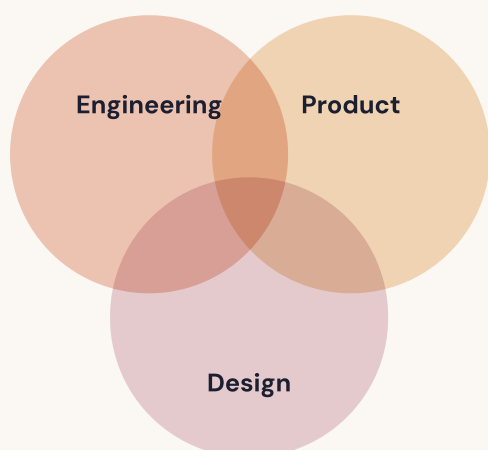
Small, steady steps. No announcement required.

HOW TO USE THIS PLAYBOOK

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AI expands your professional surface area.

AI thins the walls between engineering, product and design. Your offer lives where your depth meets one of the neighbouring disciplines you can now reach.



Engineers can move closer to product and business questions.

Product people can make ideas and offers tangible faster.

Designers can turn direction into visible proof of value.

AI expands contribution. Responsibility remains human.

WORKSHEET

Which problems do people already bring to me?

Which neighbouring discipline can I now reach with AI?

My offer, in one line: I help ___ achieve ___ by ___.

TRY THIS PROMPT

"Here are five projects I've led and the outcomes they produced. Identify the recurring problem I solve, who would pay for it outside my company, and three ways to package it as an offer."

Launch an offer. Ship the assets the same day.

One clear brief in Claude Design can carry you from a LinkedIn banner to a proposal in a single sitting. You'll need a paid Claude plan (Pro, Max, Team or Enterprise).

YOUR BANNER IN CLAUDE DESIGN

- 1 Open claude.ai/design** and create a new project. Name it after your offer, e.g. "Fractional Product Strategy".
- 2 Add your brand context.** Upload your logo, a headshot, colours, or a deck whose style you like. No brand yet? Describe the feel in a sentence.
- 3 Paste your brief** (below) into the chat and ask for two or three banner options side by side.
- 4 Answer Claude's questions** if it asks any, then review the options on the canvas.
- 5 Refine.** Edit text directly on the canvas, leave inline comments on specific elements, or ask in chat for broader changes.
- 6 Export and publish.** Use the Export menu (or send it to Canva) to get your banner file, upload it to LinkedIn, then ask for the next asset in the same project.

BRIEF TO PASTE

"Design a LinkedIn banner at 1584 × 396 px announcing my offer: [offer name]. It's for [audience] who need [outcome]. Tone: [e.g. calm, credible, warm]. Include a short tagline and keep the bottom-left clear for my profile photo. Show three options."

AI drafts the assets. **You own the positioning.**

One place to organise your thinking, work and future offer.

Two jobs means twice the context. A Portfolio OS is a single workspace, connected to your AI assistant, where everything you learn and produce compounds instead of scattering.



Reduce cognitive load

Stop holding two careers in your head.



Avoid fragmented information

One source your AI can search and reuse.



Keep sensitive work private

Separate, permissioned spaces per client.

IMPORTANT

Keep your employer's information out of your Portfolio OS. Build it with your own methods, public knowledge and side-work only.

“Tuesday and Thursday I’m there. Monday and Friday are covered by my AI counterpart.”

When you work part-time with clients, a bounded assistant grounded in shared project context can keep things moving between your days. A companion, not a clone.

MON

AI counterpart

TUE

You, on site

WED

Other work

THU

You, on site

FRI

AI counterpart

COVERED

- Answers questions from shared project context
- Drafts follow-ups and keeps decisions current
- Prepares research and a brief for your next day in
- Surfaces gaps and unanswered questions

BOUNDED

- No new commitments or scope changes
- No autonomous decisions
- Read-only on client systems
- Escalates anything that needs judgment

DRAW YOUR LINE

My counterpart may...

Only I will ever...

Bounded continuity — not a stand-in for you.

Two hours a week. Four weeks. One visible offer.

WEEK 1

Find

- ☐ List five projects and the outcomes they produced
- ☐ Use AI to name the recurring problem you solve
- ☐ Write your one-line offer

WEEK 2

Organise

- ☐ Create your Portfolio OS workspace
- ☐ Capture your reusable methods and frameworks
- ☐ Connect it to your AI assistant

WEEK 3

Show

- ☐ Write your brief and generate a banner
- ☐ Update your profile headline and about section
- ☐ Publish one post sharing how you think

WEEK 4

Test

- ☐ Draft a one-page offer
- ☐ Have three conversations with people who fit it
- ☐ Refine the offer from what you heard

What will you do with the time you recover?

KEEP GOING

Start building your portfolio career *before you need it.*

As a PM, Designer or Engineer lead, our expertise already has value beyond your current role.

AI makes it faster to name it, show it, distribute it and support it.

The judgment, and the relationships, stay yours :-)

LET'S CONNECT

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