**SAMPLE: Portfolio Two**

Context: You work at a high-end Public Relations (PR) Firm. One day you get a call from the personal manager of Matty Healy, lead singer of *The 1975*, who has asked you to take him on as your firm's newest a-list client.

You have had a chat with your group and have taken the decision to not take him on as your newest client. You have three good reasons for this decision.

Follow the following paragraphing scheme for your assignment.

Introduction

Reason 1

Healy despite being a recovering drug addict still drinks and indulges in drug use (Allen, 2022). Despite seeking help for heroin addiction, he indulges in various legal and illegal substances leading him to showcases erratic behaviour such as randomly kissing his fans without their consent (Jacob, 2022). His excessive consumption makes his behaviour hard to predict which means that he is quite a challenging client for our firm. His refusal to prohibit the use of addictive substance and its subsequent behavioural outcome makes him an unideal client for this firm.

Reasons 2

Reason 3

Conclusion