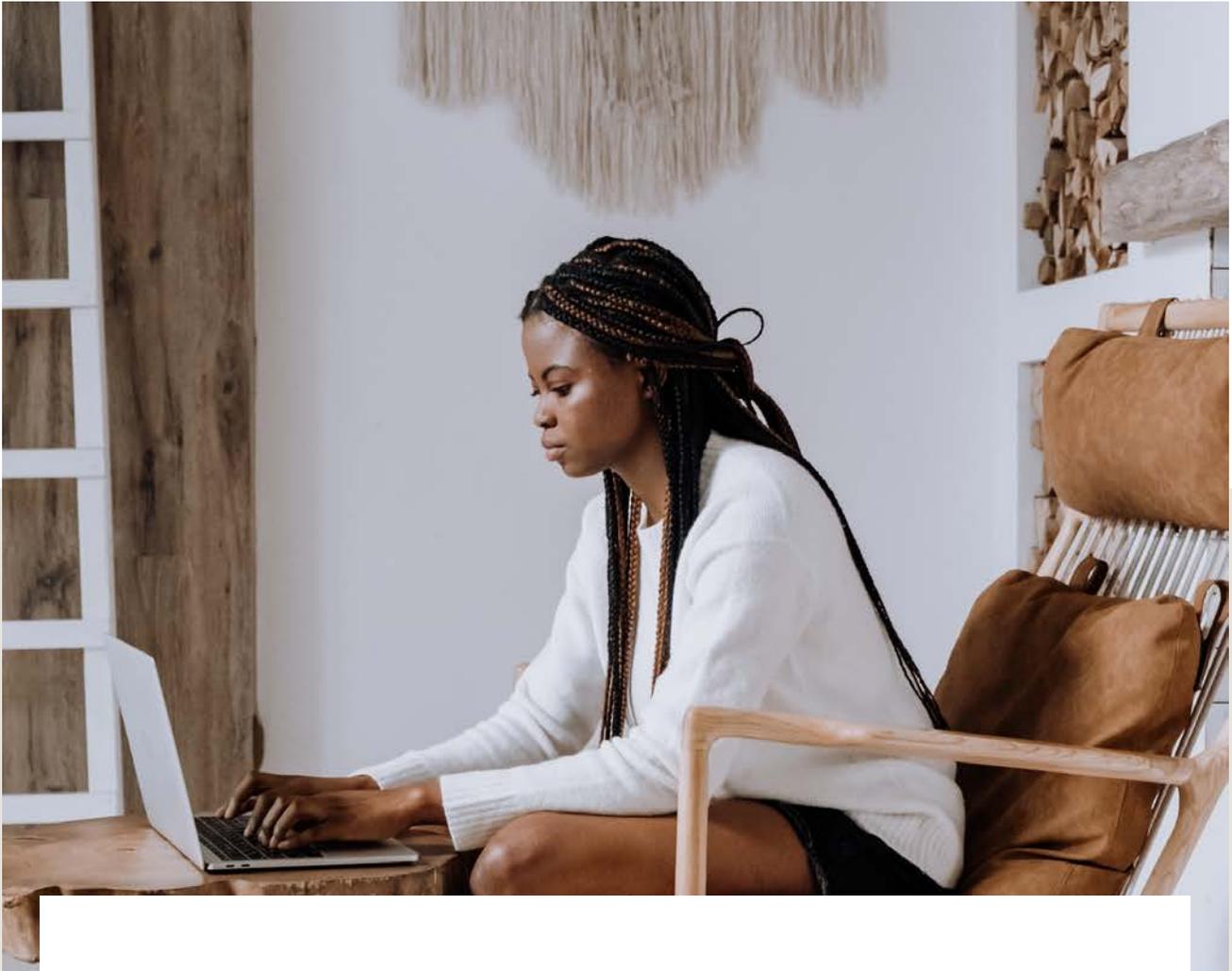


Find Your
Strengths &
Weaknesses

Create
Opportunities
for Yourself

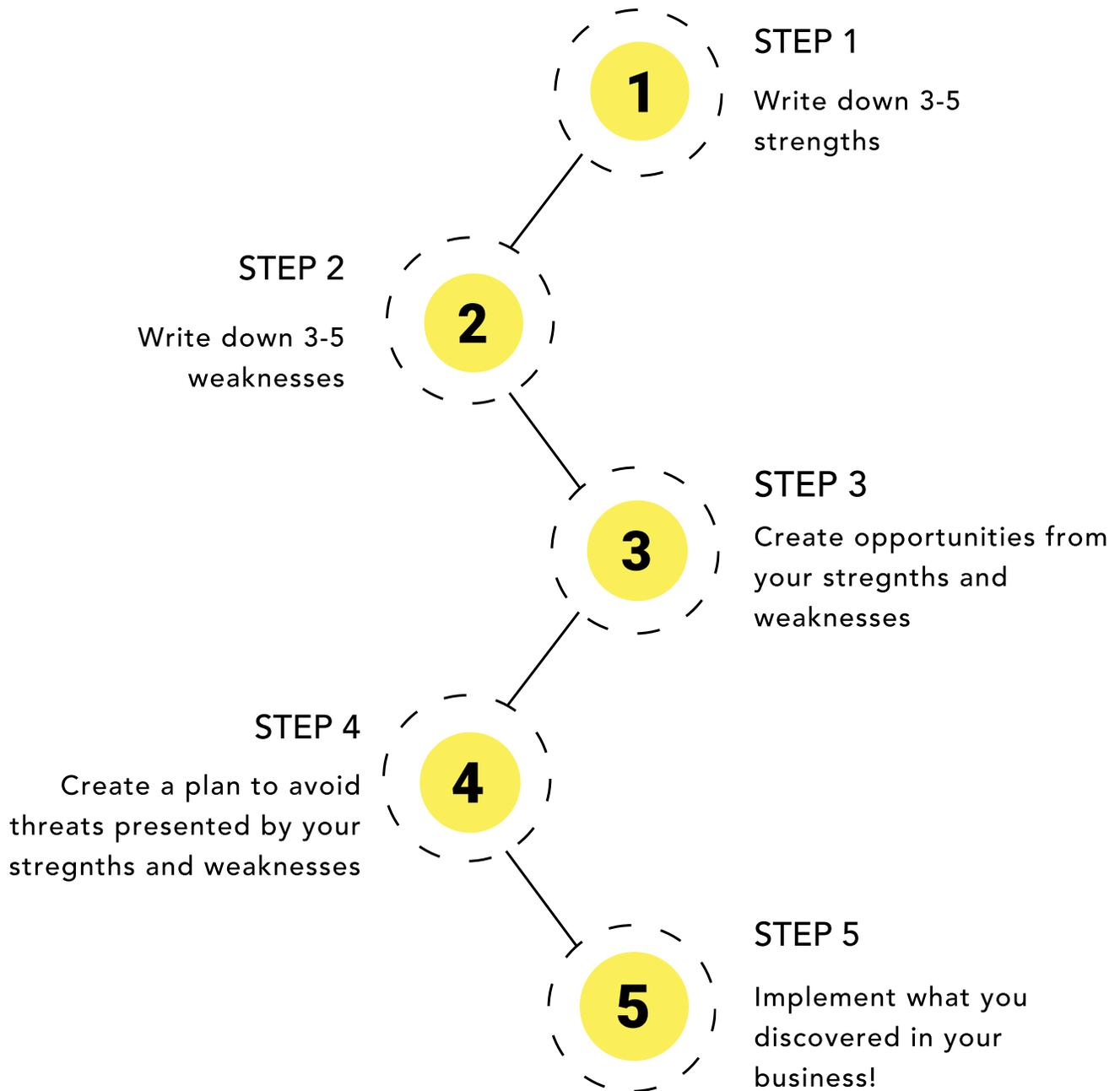
Avoid
Potential
Threats



YOUR S.W.O.T. ANALYSIS

Read "S.W.O.T Analysis: Why You Need One And How You Should Use It" on our blog for more information

HERE'S HOW THIS WORKS:

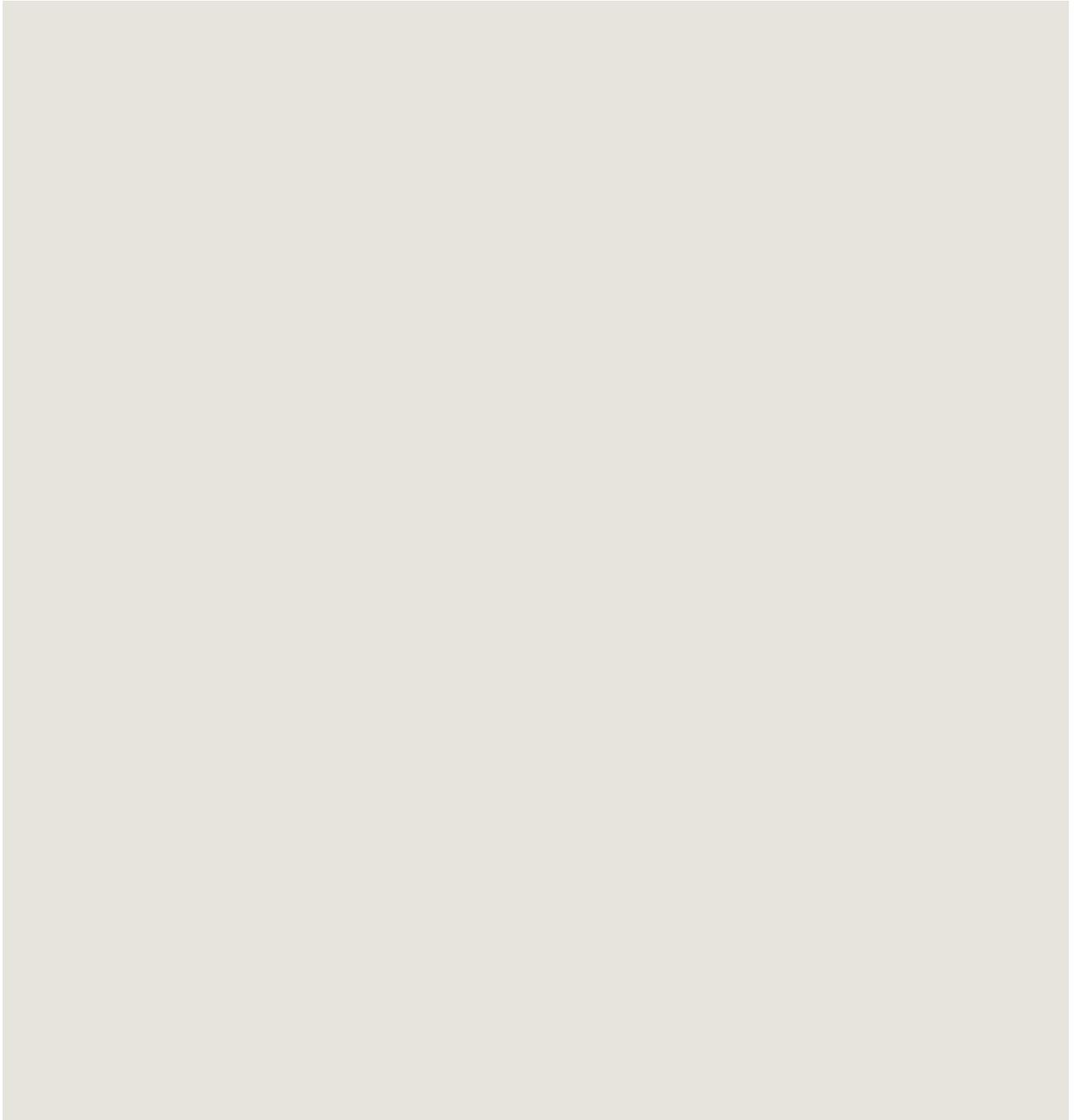


S.W.O.T.

STRENGTH

Write down 3-5 strengths you have in your business

Example: I am really good at creating color formula's for polymer clay

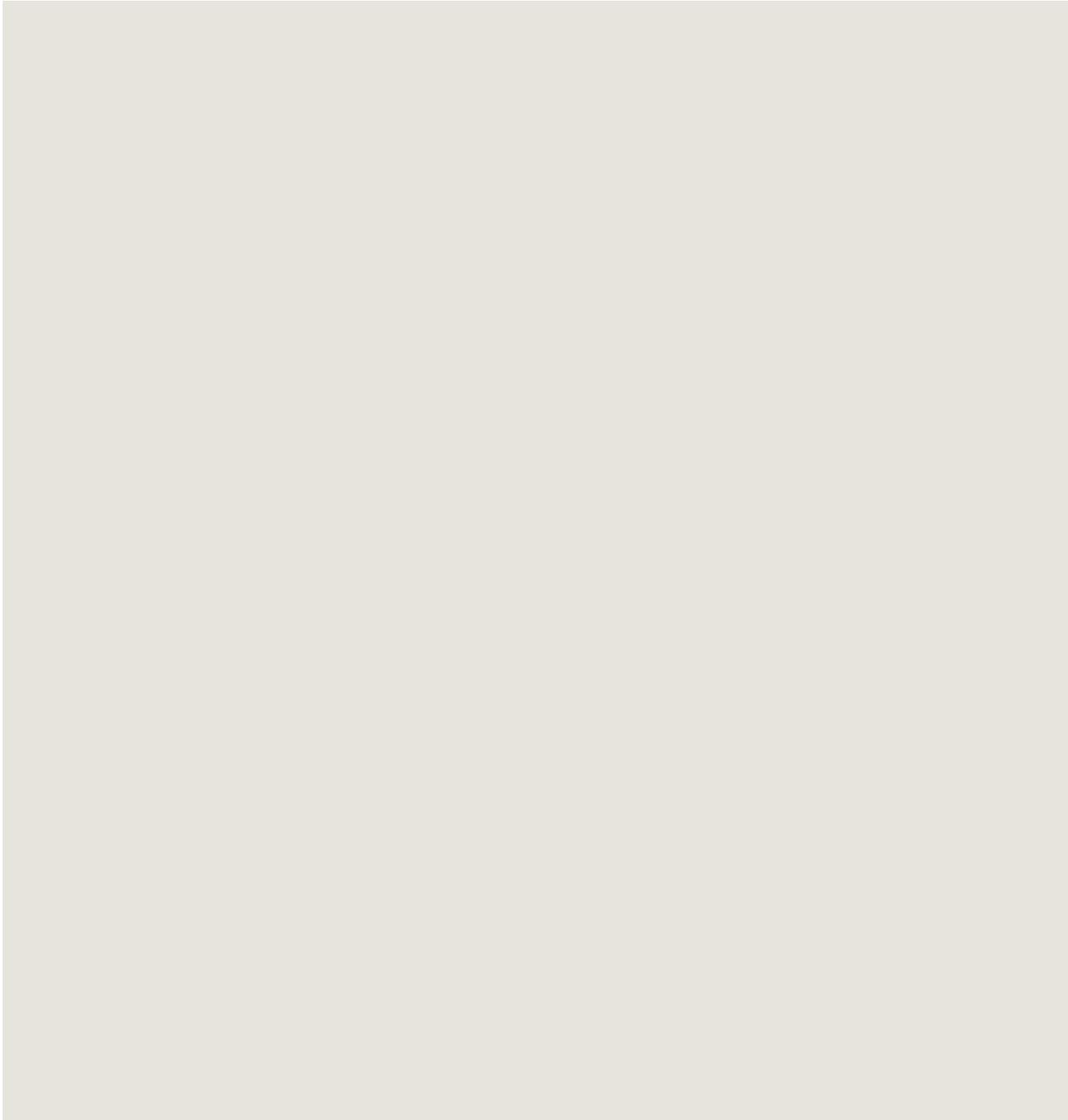


S.W.O.T.

WEAKNESS

Write down 3-5 weaknesses you have in your business

Example: I am not the best at project management



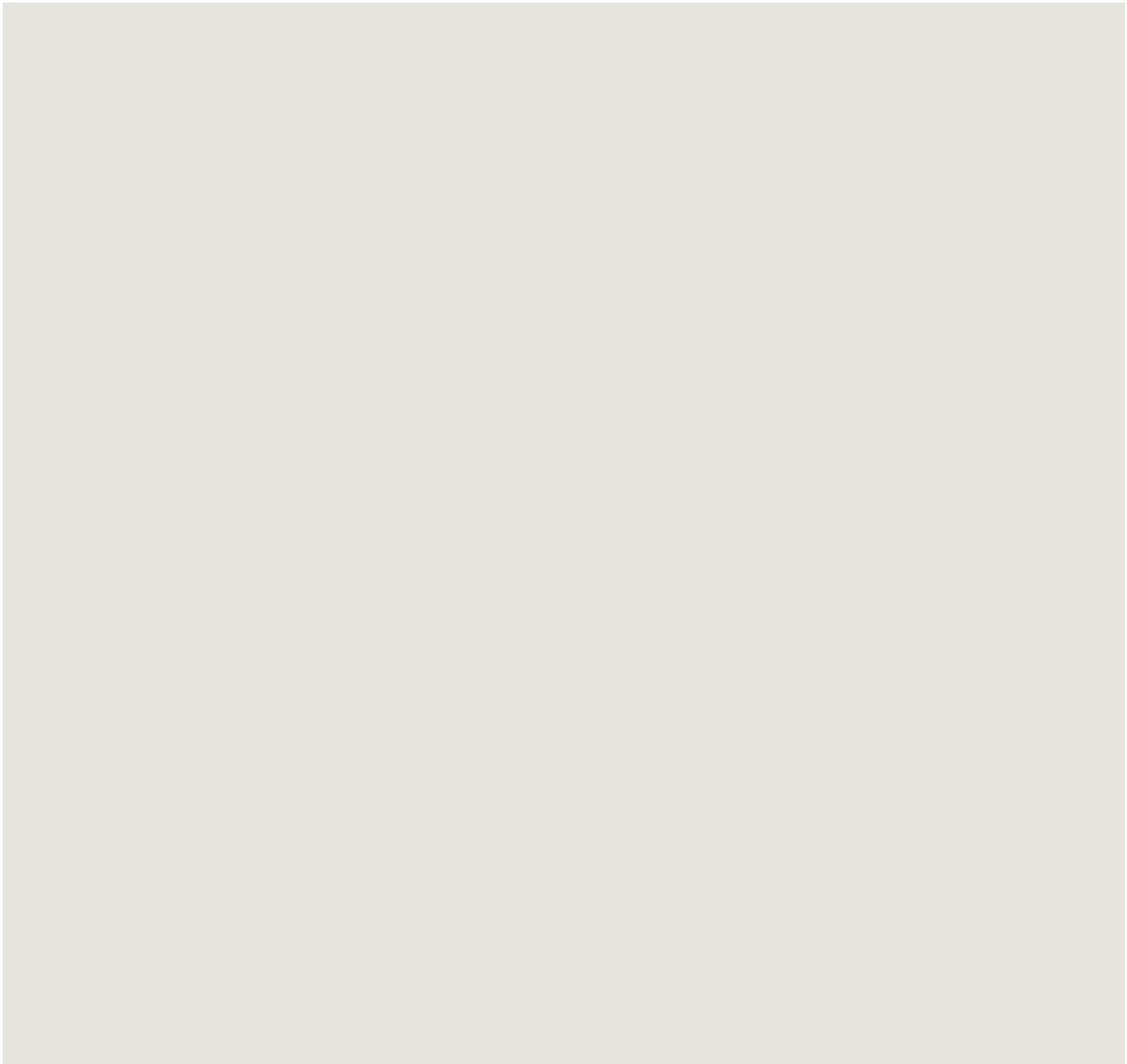
Your S.W.O.T. Analysis

S.W.O.T.

OPPORTUNITIES

Look at your strengths and find what kind of opportunities could come from them.

Example: I am really good at creating color formula's for polymer clay so a potential opportunity could be creating/selling digital assets that I could sell on my website that contains the color formulas I come up with. I could feature this on my social and have it be one of my content strategy pillars.



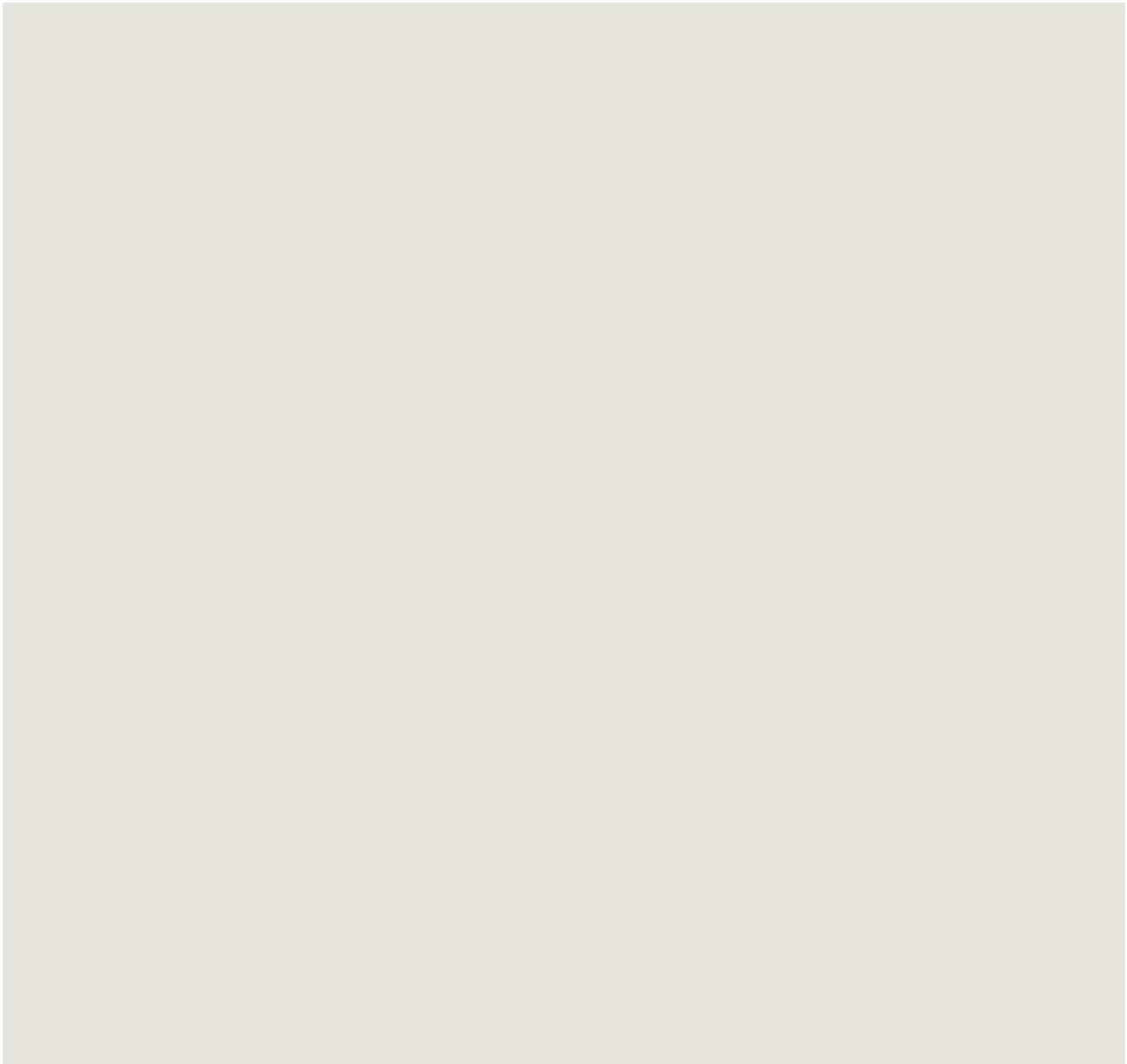
Your S.W.O.T. Analysis

S.W.O.T.

OPPORTUNITIES

Now, look at your weaknesses and find what kind of opportunities could come from them.

Example: I am not the best at project management so a potential opportunity here is I could find a small course that teaches how to manage my different projects from creating a new product all the way through the journey my customer goes on once they buy from me.



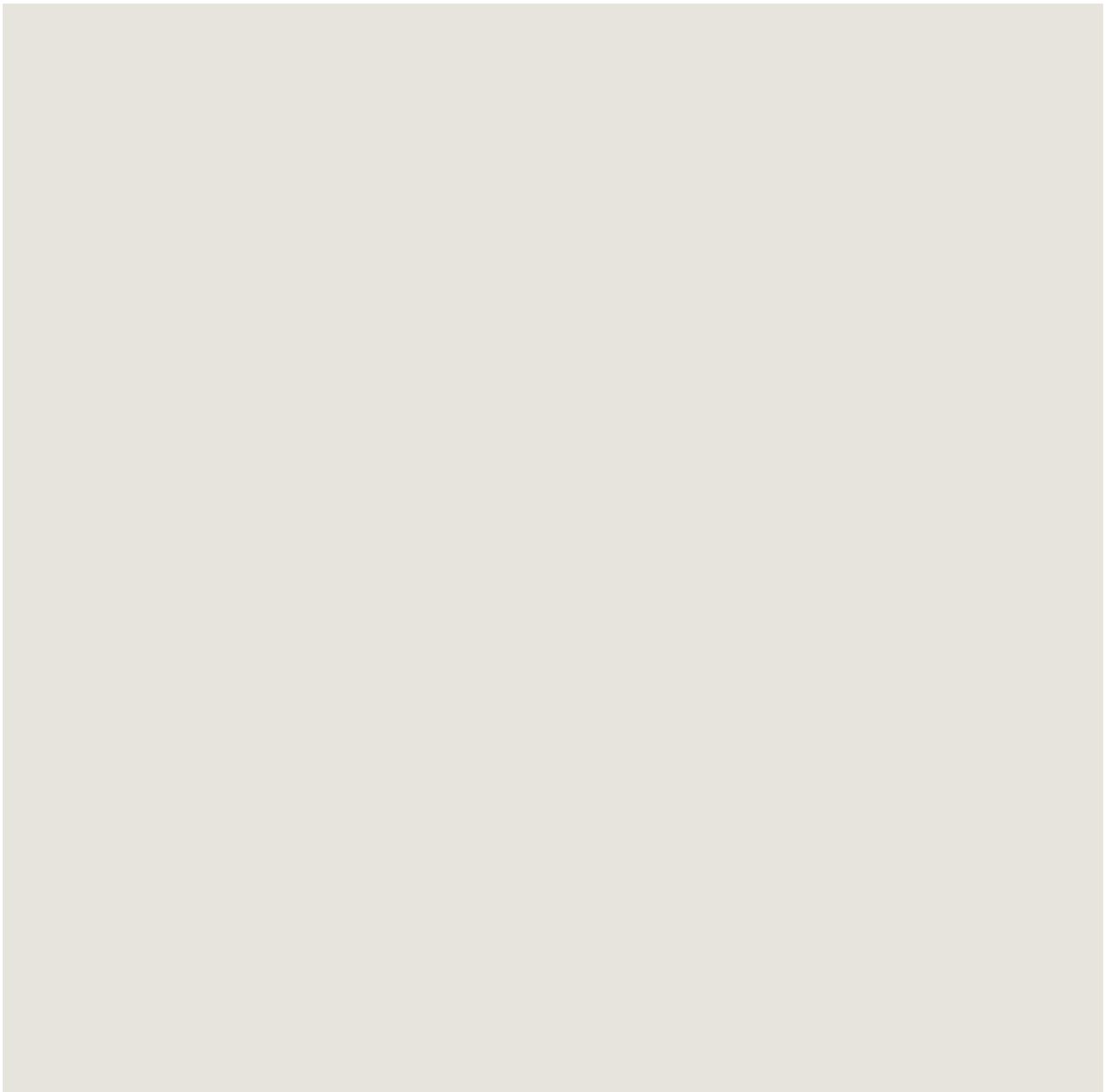
Your S.W.O.T. Analysis

S.W.O.T.

THREATS

Here we were going to look at the threats that are created by our strengths

Example: I am really good at creating color formula's for polymer clay but the trending colors change so quickly and the color's I need to color mix aren't available for me to buy at my disposal.

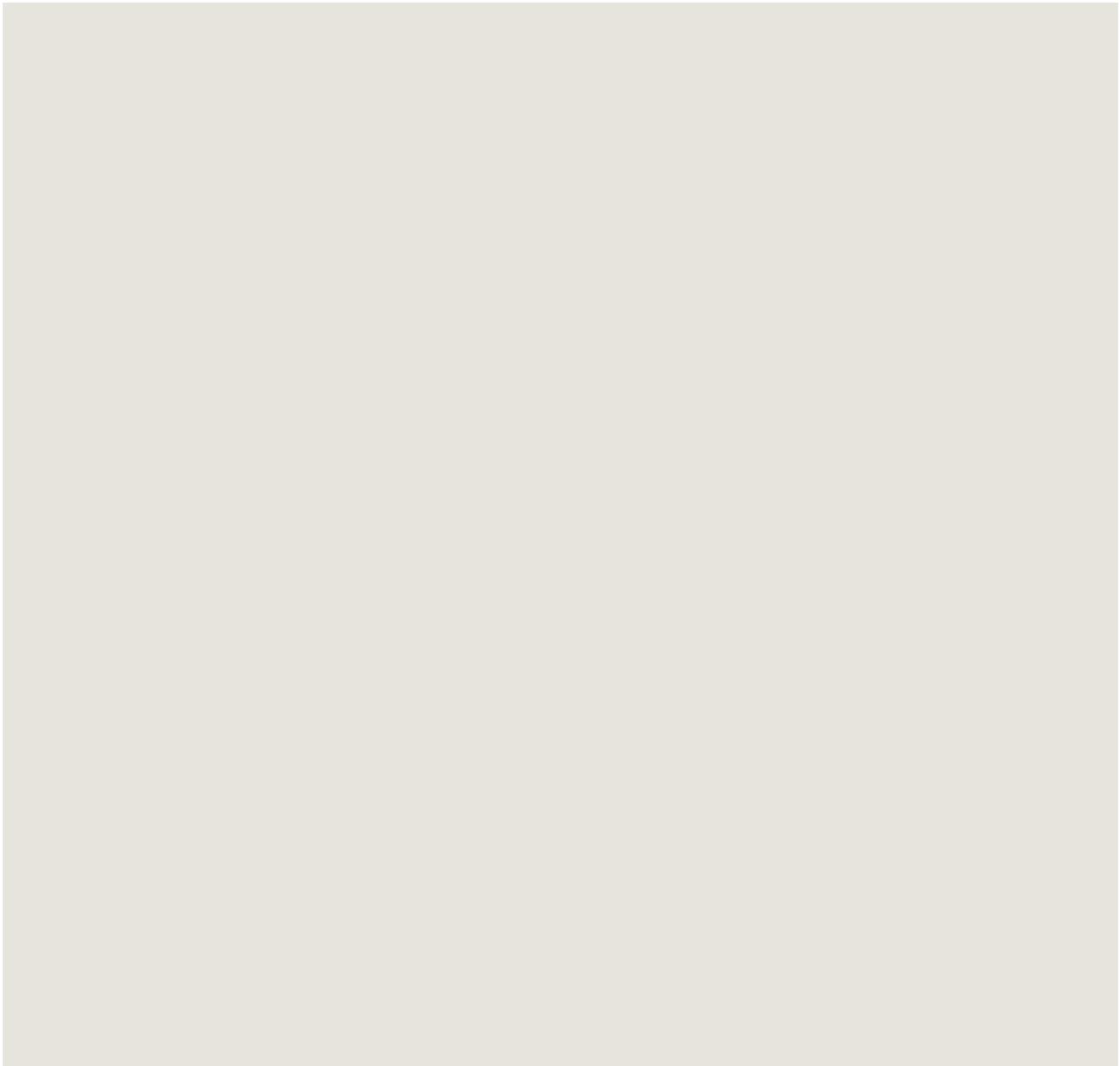


S.W.O.T.

THREATS

Here we were going to look at the threats that are created by our weaknesses

Example: I am not the best at project management so a threat to my business would be when I need to create a new collection of products or a large amount of orders come in, I get overwhelmed. This could lead to poor product production and poor customer experience.



NOW WHAT?

Now that you know the opportunities and threats that surround your strengths and weaknesses in your business, what is going to be your next step?

Do you need to go research some courses? Is there a business partner venture you should start? Do you need to sign up to be at the next local farmer's market? Write down your next steps below:

