



SWOT Analysis Worksheet

A SWOT analysis allows you to document and visually study your personal skill-sets and the “climate” of your business. When you complete the quadrants, the information you capture allows you to plan how to close gaps, what type of support you need, and how to capitalize on opportunities. When performing this analysis remember that typically strengths and weaknesses are “internal”, while opportunities and threats are “external”. This is your for you, so be brutally honest with yourself!

Strengths: Document what you, personally, do well. What are the benefits of your products of services? What give you a competitive edge. What are you most confident about? What skills, attributed, and experience make you a great business owner?

Weaknesses: In what areas do you need to improve? Are there tools or resources that you need but don’t have? Any skills you need to learn? What hurts your confidence? What are your biggest challenges? What makes you lose sales?

Opportunities: What can you do to improve? What circumstances can help your business grow? Who do you need to work with or meet to move your business forward? What is the revenue potential of your business? What do you need to make that revenue a reality?

Threats: What is holding you back? Is there anything you are doing to get in your own way? What about external influences? What market/industry conditions do you need to navigate? What is your competitor landscape?

Strengths	Weaknesses
Opportunities	Threats