



SWOT Analysis of Your Current Business

Business isn't simple, especially when the competition is eager to snatch your clients. However, with the proper tools for planning, you'll maintain the upper hand.

A SWOT Analysis will help you:

- Determine what holes you might have within your current business model
- Identify the internal factors for which you can make a positive change
- Establish goals to set your business on a trajectory to thrive for decades
- Diagnose any external factors that can make you aware of potential complications

Sample SWOT Analysis

Strengths:

- Great vision
- Several of my top HNW clients who play golf at my country club.
- Good at building relationships
- Great administrative assistant

Weaknesses:

- No mission statement
- Currently only targeting people individually not as a target niche. I have no target marketing plan.
- No formal method of capitalizing on relationship-building ability

Opportunities:

- Increase revenue while reducing personal workload.
- Target HNW prospects who are golf enthusiasts
- Three great clients are also friends who can be asked for help and advice.

Threats:

- Lack of clarity and purpose
- Don't fully understand target niche and its needs
- My questions could be perceived as looking for business (My business agenda could be perceived as interfering with my social activities)



CATALYST4GROWTH

Perform a SWOT Analysis of your current business

Strengths:

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Weaknesses:

A large, empty rectangular box with a black border, intended for writing the weaknesses of the business.

Opportunities:

A large, empty rectangular box with a black border, intended for writing the opportunities for the business.

Threats:

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Keys to understanding:

Strengths and Weaknesses: *These are of internal origin, can be controlled and influenced within your business.*

Opportunities and Threats: *These are of external origin and cannot be controlled. By identifying them, you can plan for outcomes.*