



THE RAT RACE REBEL

Rat Race Rebels... Dare To Be Different!



SWOT Worksheet

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Strengths

Weaknesses

Opportunities

Threats

Leap
Off
The
Hamster
Wheel!



SWOT Analysis

Strength Weakness Opportunity Threat

The SWOT Analysis has been used by business for decades to evaluate the viability of a business opportunity or venture.

Basically what you do is state the objective of the project then list all the pros and cons associated with it.

What we are going to do is use this tool to evaluate your decision to start an online home business.

Once you answer the following questions you will look at how you can use your pros to lessen the cons or even turn them into pros. You will know if moving forward with your decision to start an internet marketing business is right for you and if so what's the best way to go about it.

Tips...

- Print this out
- Keep answers short. Make lists when possible
- Be OBJECTIVE!
- Ask someone you trust to evaluate your answers. This will give you another objective perspective.
- Get an accountability partner to help you. Being accountable can often be the difference between success and failure.

Strengths...

- What are you good at?
- What do you do better than anyone you know?
- Why did you start this business? (or want to...)
- Are the things you're good at a part of this reason?
- What are you most proud of? Greatest achievement?
- What's your current success level?
- How do you measure success?
- Name 3 reasons someone should do business with you.
- What special knowledge or skill do you bring to this venture?

Weaknesses...

- What do you do badly?
- What could you improve?



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- What does the competition do better than you?
- What tasks are you most likely to avoid?
- Is your skill set up to date?

Opportunities...

- What are the most promising factors facing your business?
- Is demand increasing for your product or service?
- What is “State of the Art” for your industry?
- Are you positioning your business to be on the cutting edge?
- Do you have access to continuing education for your industry?
- Are tax incentives an issue for you and your business?
- Are you positioned to take advantage of new technologies and distribution models for your industry?

Threats...

- What are the 3 biggest obstacles you face?
- How does changing technology impact your business?
- How does the economy effect your business?
- How does globalization effect your business?
- What are you doing to keep up with technology and customer trends?

Analysis Questions...

Don't use these until after you've answered the above questions. Use these to create an effective strategy to move your business forward.

- How can you use your current Strengths to take advantage of Opportunities you uncovered?
- How can you use your Strengths to keep your weaknesses from dragging you down or slowing your success?
- How can you overcome or eliminate a weakness to take advantage of Opportunities you see?
- How can you overcome Weaknesses and therefore neutralize Threats that keep you from moving forward effectively?

Stretch yourself, grow, learn and constantly move forward.

Wishing you the best of luck in all that you do!

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