

YOUR PERSONAL SWOT ANALYSIS

YOUR TALENTS AND OPPORTUNITIES IN BUSINESS



TRACY LEE THOMAS
AUTHOR



RevMarketing.com

**YOUR PERSONAL
SWOT
ANALYSIS**

Your Talents and Opportunities in Business

Rights Reserved Notice (All Rights Reserved)

Copyright© May 31st, 2021 Tracy Lee Thomas | Author

Published By: **Rev Publishing | Rev Marketing 2U, Inc.**

Title: **Your Personal SWOT Analysis**

Your talents and opportunities in business

ISBN: :9798419353756

Author Website: TracyLeeThomas.com

TRACY L THOMAS.Life

Copyright© Notice:

All Rights Reserved. No part of this publication may be reproduced, distributed, or transmitted in any form or by any means, including photocopying, recording, or other electronic or mechanical methods, without the prior written permission of the publisher, except in the case of brief quotations embodied in reviews and certain other noncommercial uses permitted by copyright law.

For permission requests, write to the publisher via email at Publishing@Revmarketing.com or via mail at the following address.

For more information, please visit RevPublishing.Today.

Rev Publishing
P.O. Box 1670
Amherst, VA 24521



YOUR PERSONAL SWOT ANALYSIS

YOUR TALENTS AND OPPORTUNITIES IN BUSINESS

CONTENTS

	Intro to SWOT
1	Strengths /2
2	Weaknesses /6
3	Opportunities /10
4	Threats /14
	Conclusion /18

INTRO TO SWOT

There is a method to the madness of presenting the SWOT model as we have.

Strengths

Weaknesses

Opportunities

Threats

That's because done in that order, each builds upon the other and offers us an objective and logical means by which we can view ourselves and our company.

What we intend here is that you will be able to step back and view yourself and your company by these standards and, by the end, have given yourself a greater perspective and greater respect for where you are in the world of business right now.

But this framework will only help you if you are completely honest about the answers and utterly forthright in analyzing yourself. Indeed, it could be beneficial to go over this material with your staff, who might provide you with perspectives and angles you are unable or even unwilling to see for yourself.

If you do, and you follow the SWOT model in order, you'll find that you have strengthened yourself and your business in both the short term and long run. You'll be cognizant of what you have and what you lack, and you'll have the confidence to get those things you need and set your house in order.

1 | STRENGTHS

What are the strengths of your company? Is your business innovative, is it traditional, do you have strong customer service satisfaction ratings? Are your products exceptional? Or is there some other factor that sets you apart from your competition? Do you have a particular set of skills or experience that sets you above the rest? Are you already a leader in your market industry?

Considering your strengths allows you to consider and analyze how best they can be applied to your success and continued longevity.

But this analytic is far more involved than simply asking yourself, what are you good at. It asks the question from a truly objective point of view: What are you strong at? And by considering this analytic in a truly objective fashion, you may well discover that there are strengths you realized and those you didn't. You may find yourself looking at hidden strengths your company possesses you didn't consciously realize existed.

Consider, for instance, that you have a hunting supply business with bows and arrows, rifles, survival gear, camping supplies, and more. While it may obviously seem like a strength to be innovative and offer all the latest GPS gadgets and things of that nature, you may discover by closing analyzing your business and your customer base that tradition is a hidden strength of your business you didn't know you had. A perfect example would be that you've closely analyzed your customer demographics, and you noted that an older generation of hunters finds your business popular. And you feature older and tried and true supplies and equipment and things. Thus, you could reasonably conclude that rather than being innovative, tradition might be a strength your company possesses, and that's why your customer base loves your products your business and remain loyal in following. You could see where it could be very easy to assume getting all the latest gadgetry in could offer you some

kind of advantage in the market, but it would also turn out to be a bad decision which harms your business more than helps; it!

It would be very easy to assume, and generally speaking, not unreasonable to think that you're being innovative, cutting edge, forward-moving, and market savvy by getting all the latest gadgetry. Again, that wouldn't normally be untrue or unwise.

But upon close analysis and attention to who your customer base was, you could see where it would turn out unwise and harmful. And thus, remaining traditional reveals itself to be a strength your company possesses that you might easily have missed!

That's what SWOT is for; that's why it provides value to your understanding of success and its relation to your business itself.

Of course, on the flip side, if your customer base were younger, then the opposite would be true, that innovativeness would be a strength of your company.

So close and objective analysis using the SWOT method helps you determine both seen and unseen strengths.

What you would do then, after having determined your strengths, would be to determine ways in which you could apply those strengths you might not have already done.

Doing great is all well and good, but you know you can always do better, so what ways exist in which you can apply those strengths?

Consider the hunting business again and tradition being a strength. What are things that your demographics appreciate? What things appeal to them? Well, if they're an older generation, and they're hunters, maybe they enjoy hunting stories! If you've already got a great marketing operation running, consider offering a brief story that you send out to members on your email subscription? Think about how old-timers would enjoy reading brief tidbits and stories about others and consider the impact that might have on your email subscription list! Word of mouth travels fast among people like that, and you could easily find yourself with a substantial bump in your subscriptions. Then consider ways you can capitalize on that.

Could you have customers offer to share their own stories? With just a small consideration given to a strength, you discovered you just applied that strength in a powerful new way that significantly affects your business!

And that is precisely what SWOT is all about, helping you view your own business in an objective way that offers new and refreshing insight into that business and how you are approaching success and longevity.

What's more, you're discovering how to impact your business positively, in the broadest array of possibilities, with the least amount of effort on your end. It's the adage of working smart, not hard. Considering the example we provided, you just hit all across the spectrum of your business, from marketing to branding, to customer demographics and analytics. You took a strength and watched it affect your business across the board, and with the merest application of stories added to your email subscription list.

And in discovering and applying that strength, you suddenly open the door to a dozen and one new and different list of possibilities in how you use that strength. Maybe you consider creating a magazine for your business? Think of all the ways that would give you a substantial boost. Sure, it might be a considerable investment in time, effort, and money, but if you had already studied that strength through SWOT, you'd have discovered that it's a solid lead. You have every reason to seriously consider making that investment and jump into a new expansion area for your business.

Naturally, there's risk involved, there always is, but you also know that there is little reward without risk. And it's a perfectly sound and even shrewd move on your part to consider new investments and risks. You can't grow without them.

1 - So, what new strengths have you discovered you didn't know your business had?

2 - Have you determined a new way to apply that strength that could aid your business success?

3 - How often do you honestly review your company based on a SWOT analysis model?

2 | WEAKNESSES

It's hard to think of our own or our company's weaknesses, and it's perfectly natural to feel that way. But it can also hamper our success and ability to achieve our goals. Even for the best of us who think we're objective, we can often find we're acting protective of a specific area that maybe needs improving, and we just don't want to admit it.

It needs to be stressed that this is perfectly normal and understandable.

But it's also a necessary step we need to take if we're to improve ourselves and our company.

When we look objectively, it's often easy for us to find a few surface problems we could improve upon. But we want to dig in deep and look at the underlying issue underneath the surface that affects our success in a larger way. Sometimes those problems can be easily identifiable, but we just don't see it because we aren't looking at ourselves and our company in a truly objective fashion.

Maybe we have a small business, and we associate that small business success with a certain mindset that prevents us from achieving all that we could. Often small businesses don't think to avail themselves of the same tools big businesses use, and we think it's cumbersome, expensive, time-consuming, and unnecessary. And sometimes, we feel like it just doesn't fit our idea of what our business should look like.

Take marketing, social media, and the analytic tools that aid in deciphering that information.

It could be that our small business is doing alright, but in the back of our minds, we know it could do a lot better. Maybe we don't have a solid footing in social media, or maybe we do, but we're struggling

to breathe life into it, and we don't have a strong understanding of all the ins and outs of it.

Boom, you just identified a weakness you possess that is hampering your success, which could be solvable.

You don't understand the ins and outs of analytics. It all seems like so many confusing graphs and information that's difficult to unravel and take meaning from, much less apply. We don't understand the importance of all the likes, blog posts, and shares. We don't really understand how it helps our business in the larger scheme of things. After all, what do a few clicks have to do with people buying our product?

Well, the most direct and fruitful way of solving that is to hire a consultant to come and talk with us about it, or we could do things the hard way and try to learn it ourselves. Those are two genuinely successful alternatives to solving our problem.

But the first step is admitting to ourselves that we have a problem and that it needs fixing.

Once we've done that, we can set our energies to looking for solutions.

So, we hire a consultant or an agency of some type to help us understand what all the analytics and things mean. It's a worthwhile investment because, if nothing else, we at least walk away with a certain amount of knowledge that can help us on our way.

But we've decided that understanding what all these analytics mean and how that affects our social media standings and social media marketing for our business is important. The people prepare a package for us, consult with us, and help us understand what it all means and how we can profit from it. Then we take the leap, and we hire them to put those fixes in place.

We've just taken a major step in fixing a problem that was hampering our success and preventing us from achieving our goals.

It says a lot about our character and our business itself when we can objectively use a framework like the SWOT model to analyze

strengths, weaknesses, opportunities, and threats to our goals. It tells us and confirms for us that we're serious about the welfare and longevity of our business and that we're willing and able to take the steps necessary to remain viable and robust in our industry. Analyzing and accepting our weaknesses is one of the hardest steps to take and among the most important. It truly sets us apart when we're able to tackle it and commit ourselves to that improvement.

And we also discover a lot about ourselves and our company that we might not have known before. And indeed, over time, those things that we defined as weaknesses before can very possibly turn into strengths later on.

It's also important to consider that weaknesses may not always tangibly manifest themselves. We don't have a strong marketing presence, or we don't like to work with these people because there are communication issues, or we need help with social media.

Sometimes a weakness can manifest itself in the form of a particular mindset. For instance, consider that our business is doing well, very well in fact, and we're having trouble keeping up with demand. But we've got it in our mind that we're a small business, and that's what we want to remain. And so, we're encountering a problem with our perception of our business that could truly end up costing us and severely damaging our success.

Maybe we need to expand and open up another shop location. Still, we're reluctant to do so because it's intimidating, it means a big investment, it seems like we'd be opening a big can of worms that bring with it a dozen and one other problems, and so we ignore it.

But it could very well be in such a scenario that it's our mindset, our resistance to growth that competes with our idea of a small business and, in truth, makes us afraid. But if we look at our situation using the SWOT model, we could see that our resistance is the problem; it's our weakness that we need to reign in, reconsider, and realign in our minds. Growing and opening up a new location doesn't mean we have stopped being a small business and are fast-tracking ourselves to being a big business. Not if we remember that the success we owe to our small business idea lay in

our perception of it, our mindset. It's the way in which we treated our customers like family, the way we went the extra mile to see them satisfied and with a quality service or product.

From that perspective, it wouldn't matter if we had one or a dozen stores or locations. If we kept our small business mindset, we're still a small business, just with lots of success.

And sure, opening a new location can be intimidating, but that's why we have a team, and we have services available to us to help us through those steps and manage them wisely.

1 - Can you identify one sizable weakness you or your company has right now?

2 - Do you have any solutions to that problem now? Or have you just not thought about it?

3 - How could you turn a present weakness into a strength for your business?

3 | OPPORTUNITIES

Opportunities are chances for us and our business to grow. At face value, they can seem easy to spot, identify, and take advantage of. All you have to do is jump on it and seize the day!

Opportunities can also seem daunting sometimes.

But it's all in how we look at what's in front of us that defines how well or able we are to take advantage of opportunities. And it bears considering that this is a crucial aspect of opportunity.

Our mindset.

Opportunities can often come at a moment's notice, and in truth, it's our mindset, as we said, that defines our ability to seize it.

Opportunities can seem transitory, and they are because sometimes they can come and go, and if we aren't quick enough, they're gone. And we may have to wait for the next train, as the saying goes.

That's why it's important for us always to be ready and able. Because if we aren't, not only can we miss it, but we may also find ourselves in trouble. Sometimes that's the nature of opportunity, and we can see more than what we can achieve. And we can sometimes jump on something that is, in reality, too much for us to handle. That's why we have to consider and understand our limits carefully. Opportunities aren't opportunities at all if we can't handle them.

That's why the SWOT model is valuable to us because it helps us to gauge our strengths and weaknesses and gives us a greater understanding of where we stand objectively.

Seen in this light, it should then make sense why Strengths and Weaknesses were first considered before we tackled the subject of opportunities. Opportunity truly lies in what we can reasonably

achieve, even if we don't readily see it. Sometimes opportunities lay hidden, but they're there. Sometimes they can appear very evident, but they aren't truly what we think.

But if we've done our homework, we've considered and weighed our strengths and weaknesses. We can be fully prepared to consider opportunity when we see it and readily determine whether we can achieve that or not.

A perfect example lies in the scenario where we see a great location for a potential new outlet for our business. It could practically be a steal, and we're all set for new growth!

It would truly be an opportunity if we were able to handle it. We've got a great staff, the necessary funds for investment, and we've considered all the responsibilities inherent in taking on the new job of a second location. Then again, if our eyes were bigger than our stomachs, it could turn out to be more than we could handle and could end up being a nightmare. That's why careful consideration of strengths and weaknesses is necessary first. But once we've done that and we're ready to jump, we can look for growth.

But opportunity always comes with new challenges.

Opportunity demands wisdom.

That doesn't mean we have to weigh slowly and cautiously everything before making a decision, as long as we're confident and knowledgeable about our position and abilities.

Another thing about opportunity that makes it tricky is that we can sometimes fall into a position where we're waiting for an opportunity to show up.

It's very easy to do, but it's also a defining characteristic of the good and the best. Sometimes we can fall into a mindset where we expect it to show up, waiting for it in ambush. But the truth is that we can create opportunity if we're smart. If we've remained accountable to ourselves for who we are, what our business is, and where it's really at, we are primed to create opportunity.

Creating opportunity means we set the stage for it; we create the conditions and actively pursue it instead of waiting for it. That means reasonably and responsibly looking at our strengths, our weaknesses, and our position in the market. Then we watch those trends, guide them, steer them, and take steps that create fertile ground for opportunity.

Consider a scenario where we were looking for investors for our business or our product line. We could simply continue to do the best job we can, manage our business well and look to our daily goals and simply hope that somewhere along the way, investors will come along and take a shine to what we're doing. And then we seize that opportunity. But on the other hand, we could create the conditions for it and actively pursue it. Maybe we get all our ducks in a row, and we look for a big trade show of some type in which we could showcase our business, showcase our product line, and put it in the spotlight. In such a scenario, we are creating the conditions to be noticed. We are creating the conditions for that opportunity. Because we could see ourselves attracting those investors and end up with far more than what we might have expected before. Then we'd be in a very strong position to entertain multiple investors, and there you go; you can easily see where that could create opportunities you hadn't even dreamed of previously just by waiting.

Creating the conditions for opportunities is one of the ways that mark us and our business as leaders in an industry; it reveals to the market that we're active, aggressive, and primed for growth. It also puts us in a position in which we can more actively guide and control our destiny insofar as the longevity and success of our business.

Any good gardener will tell you that you can wait for the rain to come and water your plants, or you can actively water them yourself every day, and in so doing, you create more growth.

That's what you are doing by actively pursuing and creating the conditions for an opportunity in yourself and your business.

1 - Do you typically wait for opportunity, or do you create the conditions for it?

2 - What opportunities do you see before you right now? Are you adequately able to seize them?

3 - What would be the most ideal opportunity for your business and its needs right now?

4 | THREATS

Is there another rival company moving in on your lead? Is there another company that has the lead in your industry? Are there market conditions arising that could cause you a considerable number of problems and could potentially set you back?

Like opportunities, threats are an ongoing aspect of business and being in the market. They're always going to be there at varying levels, they're never going away, and they can come and go at a moment's notice.

And that is precisely why the SWOT model was built as it was, so we can be prepared for threats when we encounter them because we have adequately trained and taught ourselves to be. We have gauged our strengths our weaknesses; we have taught ourselves what opportunities are and how to spot them. And with all of that conditioning, we are fully able and ready to deal with threats as they arise. Just as we did with opportunities, we took a proactive stance. We prepared.

That's the best way to deal with threats to be proactive and guard against them, so we aren't taken by surprise and find ourselves unable to deal.

Considering the gardener scenario again, the gardener can simply tend to his garden and wait until he sees a problem.

Or he can be guarded and active against them.

He looks for weeds to pull or bugs or things invading his garden, which could undo all his careful tending. He actively looks for them daily, and he gives his garden the attention it deserves to weather the threat and adequately protect against them.

Now, while threats can indeed be daunting and problematic, most often, it is our mindset that is our undoing in dealing with them.

It's fear and intimidation.

We are conditioned by our very nature to be afraid of threats.

And that fear can cause us often enough to act rashly or hastily or to sometimes make an ill-advised move out of panic or defensive-mindedness.

That doesn't go to say that we shouldn't be afraid of threats or fail to act quickly. It means we should manage the threat and, more importantly, our reaction to it. We should shrewdly consider how threatening the threat really is. Sometimes it can be far less or more, but it bears our attention because that helps us adequately gauge where that threat really lies in the spectrum of our business. It means that the greater part of managing that threat is managing our fear of it.

It's alright to be afraid. The business world can be very daunting, and there are legitimate dangers that can spell the end of our business.

But often enough, it is managing our fear of that threat that allows us the greatest possibility for overcoming it and meeting it.

There is an old saying which goes, and courage is not the absence of fear but rather the mastery of it.

So, we can be afraid, and we just have not to allow it to control our decisions and cause us to act rashly. It lets us have a healthy respect for whatever threat we're facing but not be ruled by it.

If we are confident in ourselves and our business, we can content and combat that fear, and we're set to deal with the threat or the issue at hand objectively and logically.

As we think about the nature of threats in their totality, we discover why threats are insidious. It is because they are two problems in one that we don't always perceive as two. But if, as we discussed, we separate the fear from the threat, then we see the threat itself ceases to be a threat, but rather simply an obstacle that we must overcome or meet. The fear works on our minds and causes us to sometimes act against our own best interests, and it turns our

minds against us. But if we have separated that fear, isolated it, dealt with it, and combatted it with knowledge and courage, we've taken care of one part of the problem already.

Consider the scenario in which some competitor is making huge gains and coming up strong behind us as a leader in the industry. Naturally, it can cause us to fear, and we can react strongly against that. And sometimes, we act rashly.

Perhaps we react by releasing a new product before it's adequately tested or ready. And so, we end up damaging our standing and acting against our interests, and indeed, in the interests of the rival!

But if we have confidence in our business, our product line, and our skill sets, we carefully consider the threat and weigh it. We look deeper at the rival product, weigh it against our own, study the analytics. And maybe we discover, in having set aside the fear, that the product is a good one, but it isn't actually harming our customer base or analytics as much as we thought. So, we make a few adjustments to the way we're doing things, and suddenly that rival gain stops or slows, and we discover our lead is established and protected.

The point here is that we refused to give in to fear, we didn't act rashly, and we carefully weighed the threat and saw it for what it was. Just another obstacle to overcome, and once we did because we were well prepared for it.

1 - Is there a threat existent to your business right now?

2 - Are you adequately prepared to meet that threat?

3 - How have you dealt with threats in the past? Does that meet the standard for the SWOT model?

CONCLUSION

One of the things we feel is important in pointing out here is that life and business are fluid and ever-changing. And things are seldom all one thing or another. But therein lies the beauty of being in business.

For instance, sometimes we can discover a weakness turns into a strength, or a threat turns into an opportunity because we were very well prepared for it, and we meet it easily.

Our perception of events that affect us and our business is key in changing the negative into a positive and exercising a greater degree of control over the destiny of our business. And if we have followed the SWOT model and created a framework in which we carefully and objectively analyze our strengths, weaknesses, opportunities, and threats, in that order, we can find ourselves far stronger in confidence and ability than we might have first given ourselves credit for.

And we hope that exactly is what you will do with this workbook, which is to create the framework for your success and the achievement of your goals.

About Your Personal SWOT Analysis

This book is the second of five in the Workbook Series, where Tracy offers business owners the opportunity to review and analyze their business. This workbook helps the business owner analyze the Strengths, Weaknesses, Opportunities, and Threats to become aware of what they have, don't have, and what they need to improve upon to get "your house" in order.



About the Author

As a serial entrepreneur, Tracy has been building businesses since the young age of 17 years old. From developing leaders to stacking success for all levels for entrepreneurs, Tracy has helped others drive their business growth to new levels. As the Founder of Rev Marketing, he has helped thousands of entrepreneurs and businesses tell their stories online while guiding them to the next level in business.

Tracy cracked the code in driving growth factors that yielded game-changing results as a business consultant. This book is of his Rev Workshop Series Books, training business owners to own their success online and within their business.