

S.W.O.T.



STRENGTHS + WEAKNESSES

Strengths are factors within your business that can be used to gain a competitive advantage. Weaknesses can be understood as current barriers to success. Strengths and weaknesses are internal to your business and are within you or your team's control. Stepping back and identifying both your strengths and weaknesses allows you to see what could potentially impact the success of your business and the direction you take – your marketing roadmap.

STRENGTHS

1.) List 3 brand promises your customers can expect to receive every time they interact with you:
i.e. Southwest Airlines, "Low Fares, Lots of Flights, Lots of Fun"

2.) What things do your customers say you do really well?

WEAKNESSES

1.) What is distracting you – keeping you from achieving your goals?

2.) What skills are lacking current day for your business needs?

OPPORTUNITIES + THREATS



Opportunity is defined as a set of circumstances that makes it possible to do something while threats are the exact opposite. Threats are anything that can cause harm to your business or limit potential opportunities. Determining your opportunities and threats means looking at external factors.

Stepping back and considering potential opportunities and threats contributes to understanding any impacts on the success of your business and the direction you take – your marketing roadmap.

OPPORTUNITIES

1.) Is there a need in the industry that you're not meeting, but could?

2.) What do your customers ask for that you don't offer, but could begin to offer?

THREATS

1.) If you've lost customers in the past, can you explain why?

2.) What other barriers are keeping your business from growing?

Ready to dive deeper into your journey? Schedule a [free 15-minute call](#) with a redMAP Guide!

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