

SWOT Analysis Worksheet

Fill out the fields below and review with a mentor. This information can help you outline goals and strategies for your business and marketing efforts.

	Strengths	Weaknesses	Opportunities	Threats
Client Attraction				
Client Conversion				
Client Retention				
Referrals				
Client Reviews & Testimonials				
Other				

Can any of your strengths help with improving your weaknesses or combating your threats? If so, please describe how below.

Based on the information above, what are your immediate goals/next steps?

Based on the information above, what are your long-term goals/next steps?