

SWOT Worksheets

Business Performance

STRENGTHS	WEAKNESSES

Customer Perspective

STRENGTHS	WEAKNESSES

★ Key Issues

SWOT Worksheets

Pricing

STRENGTHS	WEAKNESSES

Place

STRENGTHS	WEAKNESSES

★ Key Issues

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Resources

STRENGTHS	WEAKNESSES

Promotion

STRENGTHS	WEAKNESSES

★ Key Issues

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Economic

STRENGTHS	WEAKNESSES

Political

STRENGTHS	WEAKNESSES

★ Key Issues

SWOT Worksheets

Social

STRENGTHS	WEAKNESSES

Technology

STRENGTHS	WEAKNESSES

★ Key Issues

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Perception

STRENGTHS	WEAKNESSES

Customers

STRENGTHS	WEAKNESSES

★ Key Issues

SWOT Worksheets

Competitors

STRENGTHS	WEAKNESSES

★ Key Issues



Key Issues Summary

Urgent

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Important

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Ongoing

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Future Planning

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Your Product or Service

What are you really selling?

What are your Product or Service features?

A feature is often an attribute of the service e.g. "We are open from 9 to 5" - "We are small business specialists". Every product or service has features.

_____	_____
_____	_____
_____	_____
_____	_____

The bad news is that clients buy benefits, **NOT** features.

So, how can you turn your features into benefits?

_____		_____
_____		_____
_____	SO	_____
_____	YOU!	_____

What makes your product or service special or unique?

Product or Service Worksheet

Ask yourself:

- What are you really selling?
- What is it the customer is buying?
- What is the customer's core motivation for using that kind of product/service?
- What would happen to the customer if they didn't buy the service/product?
- What can they do with the service, what are the benefits for them?

Identify the product or service features and turn them into benefits

Features	Benefits
<p>SO</p> <p>YOU!</p>	

Use features and benefits to create advertising and marketing that stands out from the rest

Market Positioning

What are your competitive advantages?

What are the buying criteria in your marketplace?

Positioning Worksheet

Plot your competitors on these charts (Some findings may be anecdotal or guesstimates).
Find out where your competitors are positioned in the marketplace.

Low

High

Size of business or number of employees

Low

High

Price

Low

High

Product Range

Low

High

Customer Service

Low

High

Product Quality

Low

High

Reputation

Low

High

Ease of access/parking

- Identify the gaps in the market place.
- Plot your business on the charts to see your "position" in the market place
- Identify your competitive advantages.

Market Segmentation

Market Segment/Decision Maker/Influencer

D I	D I	D I	D I
D I	D I	D I	D I
D I	D I	D I	D I
D I	D I	D I	D I
D I	D I	D I	D I

- Title of Decision Maker or influencer
- \$\$\$\$ Potential revenue or profit
- XXXX Difficulty of reaching the market
- /10 Desirability

Market Boundary & Segments Worksheet

Market Boundary

Market Segments (in order of market attractiveness)

Industry	Difficulty of Marketing	Desirability	Dollar Value
Existing Market	✓✓✓✓✓	10/10	\$\$\$\$
Decision Maker -			
Influencer -			
Segment One	✓✓✓✓✓	10/10	\$\$\$\$
Decision Maker -			
Influencer -			
Segment Two	✓✓✓✓✓	10/10	\$\$\$\$
Decision Maker -			
Influencer -			
Segment Three	✓✓✓✓✓	10/10	\$\$\$\$
Decision Maker -			
Influencer -			
Segment Four	✓✓✓✓✓	10/10	\$\$\$\$
Decision Maker -			
Influencer -			
Segment Five	✓✓✓✓✓	10/10	\$\$\$\$
Decision Maker -			
Influencer -			

Customer Profiles

Ask yourself what attitudes and attributes these groups have in common

Look at:

- Experience
- Skills
- Pressures/Stresses
- Responsibilities
- Family
- Age/Sex/Education
- Possessions
- Where they meet
- What they need
- Who do they report to
- People they see
- Hopes/Desires
- Who are they
- Where are they
- What are the worries and concerns in their lives
- What are the worries and concerns re their business

If necessary, develop profiles for influencers and decision makers

