



S.W.O.T.

Analysis

You must gain a solid understanding of what you have to offer in order to develop and enhance your personal brand. You can determine the strategies to use to enhance your personal brand by strategically evaluating it.

STRENGTHS

What do people ask for your help the most?

What do you best with least amount of effort?

What are some achievements that you are most proud of?

What are your unique skills and abilities that set you apart from others?

WEAKNESS

What are some skills or competencies that you need to improve or acquire?

What are some personal or professional challenges that you face or anticipate?

How do you handle feedback or criticism from others?

How do you balance your work and life commitments and priorities?

OPPORTUNITIES

How can you leverage your strengths and passions to create value for others?

What are the current needs in your industry that you can address or fulfill?

Who are your ideal clients or customers and how can you reach them effectively?

What are the unique benefits that you can offer to your target audience?

THREATS & TRAPS

What are some negative perceptions that might affect your personal brand?

How do you deal with competitors or imitators who offer similar skill set?

What are some external factors that might harm your brand or demand in the market?

How do you protect your personal brand from potential risks or legal issues?
