



# **S.W.O.T.** analysis worksheet



strengths



weaknesses



opportunities



threats

# What is S.W.O.T.?

---

S.W.O.T. is an acronym for Strengths, Weaknesses, Opportunities and Threats.



Conducting a S.W.O.T. analysis is super helpful in gaining a birds-eye-view of your company and where it's positioned in the marketplace. S.W.O.T. is helpful for gaining clarity, but what you do with clarity is what really counts. In short, you want to *lead with your strengths, leverage your weaknesses, seize opportunities and mitigate threats.*

# How to use the worksheet

---

To conduct a S.W.O.T. Analysis, draw a grid with 4 quadrants, each representing one of the words of the acronym. Fill up each quadrant with things that come to mind for each category.

After filling up each quadrant, answer the questions on the next page.

**Strengths** – Pat yourself on the back a little (not too hard... you might get bruises). What are you doing well? What sets you apart from the competition? What is your unique value proposition?

**Weaknesses** – Be honest with yourself. Where are you lacking? What are others doing better than you? What are some limitations holding you back?

**Opportunities** – What are some emerging needs, or underserved markets you could focus on? What unique connections do you have? What do you see as an open door that no one else is walking through?

**Threats** – What scares you a little bit? Who are the up-and-coming competitors? What negative press is your company or industry facing? What regulations or changes in the industry are negatively affecting you (or have the potential to)?



# Analysis

---

**Strengths** – What are the key strengths I should lead with? What makes me different than my competition? What is my unique value proposition?

---

---

**Weaknesses** – How can I leverage my weaknesses?

---

---

**Opportunities** – What are the available opportunities I need to capitalize on now?

---

---

**Threats** – What are the primary threats I need to be mindful of? What can I do to mitigate the risk of these threats?

---

---

# Marketing Brain Dump

---

**Strengths** – What is a good tagline that communicates my strengths in a concise, memorable way?

---

---

**Weaknesses** – What can I say that positions my weakness as a strength to my audience?

---

---

**Opportunities** – Who do I need to contact today? Where is their attention? How can I put myself in front of them?

---

---

**Threats** – What do I need to avoid in my marketing message or efforts?

---

---

# Need Help?

---

Want an experienced strategist to help walk you through questions like these? This is what we, at Butler, help businesses do every month. If you are looking for professional help with brand strategy, identity design, or marketing, don't hesitate to [contact us](#) and see how we might be able to help.

