

SWOT ANALYSIS

INTERNAL FACTORS	
STRENGTHS (+)	WEAKNESSES (-)
<p><i>Talk about what you're good at, your unique assets and resources, and how your positive attributes are perceived by others.</i></p>	<p><i>Talk about improvements you need to make, any resources you lack, and how these negative attributes might be perceived by others.</i></p>
EXTERNAL FACTORS	
OPPORTUNITIES (+)	THREATS (-)

List doors that are currently open to you, opportunities you can capitalize on, and how your strengths can create new connections.

List any harmful hazards, competitors, and how known weaknesses can open the door to threats.