**AYB Quick Tool:** SWOT Analysis

**Description/Overview:** Worksheet to help you analyze issues or decisions that you are dealing with in building You, Inc. Do a SWOT Analysis to break out the key internal and external factors involved in the choices that you need to make so that they are all laid in front of you.

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| **Strengths**  Examples of Strengths inherent in/internal to You, Inc.:   * Reputation for high quality work * Can be super competitive on price due to low overhead * Flexibility in acceptable job size, while maintaining margins | **Weaknesses**  Examples of Weaknesses inherent in/internal to You, Inc.:   * Fine quality takes time * Hard to find tradespeople to measure up to standards * Small team or working solo limits ability to scale quickly |
| **Opportunities**  Examples of Opportunities external of You, Inc.:   * Very few other fine Craftsman competing in the local market and those who exists are always overbooked * Your market demographic growth is expected to exceed last year by a significant percentage meaning probable demand for You, Inc. services | **Threats**  Examples of Threats external of You, Inc.:   * Your competition may add people to also meet demand * You, Inc. competes with other firms for qualified people * Growth depends on a major development or factory going up in your market. What happens if that doesn’t happen? |

**Remember:** As a “solo-preneur” you will oftentimes need to be your own best counsel. Doing a SWOT Analysis helps you walk through the good, the bad, and the ugly of any issue or decision so that you can feel comfortable you have thought through the possibilities before taking action.

**AYB Quick Tool:** SWOT Analysis

**Description/Overview:** Clean SWOT Analysis worksheet to lay out the internal and external factors to consider regarding an issue or decision

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| **Strengths**  What are the Strengths internal to You, Inc.? | **Weaknesses**  What are the Weaknesses internal to You, Inc.? |
| **Opportunities**  What are the Opportunities external to You, Inc.? | **Threats**  What are the Threats external to You, Inc.? |