

The Carpet Cleaning College



Carpet Cleaning Success For Newbies

www.carpetcleaningcollege.org

Your New Business Launch in 30 Days

Exercise 4

Have a think about how you are going to achieve your objectives and what you must do in order to make your dream life a reality.

Use SWOT analysis on the following page to crystallize your thoughts and feelings here. Do the SWOT analysis and remember to think about *every* aspect of your business, including having a long hard look at yourself!

Once again a very well used system in the marketing world, SWOT stands for Strengths, Weaknesses, Opportunities and Threats. Take a good look now at your business and yourself, and write down what you currently feel are your strengths, weaknesses, opportunities and threats to your business. Be honest! By finding out where you are now will help you towards your end goals.

Often the S&W are internal to your business, and the O&T is external to your business.

Use these answers to see what you need to work on in the coming weeks and months and review your SWOT list every 3 months to see how things are changing for you.

SWOT ANALYSIS

Strengths in your business now

Weaknesses

Opportunities

Threats

