

Workbook

# SWOT Analysis

ASIAN FEMALE

ENTREPRENEUR  
*collective*

# SWOT Analysis

**Hello there!**

**Before we take our product or service to market it's always a great idea to validate our product/service and really identify who we are selling to and how we can make our product/service unique.**

**This worksheet will help you get clear on what you are offering that sets you apart from the competitors in your market place, ensuring that you are creating something that is a standout brand/product/service!**

**So, let's begin!**

**Why do you want to sell this specific product/service?**

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# SWOT Analysis

**Describe in detail this product/service**

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**Will there be other products/services you sell as well?**

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# SWOT Analysis

**Why would your customers buy from you and not others? What prompts them to buy from you?**

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# SWOT Analysis

**Have you conducted customer and market research into if there is a demand for this product/service?**

**Now I genuinely believe that any business idea has the potential to become huge but where I see brands falling down is when their product isn't unique enough or customers don't actually want it!**

**The key is to create products/services that your ideal clients actually want and need! And the best way to do this is either through customer research or seeing that there is a demand in the industry you want to be in.**

**For example, I knew that there was a demand for Asian wedding planners when I started my business! The key to really standing out is your messaging, branding and creating products/services that people want to buy that either brings them joy or offers a transformation! This is covered in more detail in the ideal client training.**

# SWOT Analysis

## Market Research

**Is there a demand for your product/service?**

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**How do you know this?**

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# SWOT Analysis

List all the ways that you could do some market research. This can simply be Survey Monkey questionnaires that you post out in groups such as AFEC, or polls in groups similar to AFEC where your ideal client is hanging out.

You could also run focus groups on Zoom with your potential ideal clients to validate your product/service and gain feedback. You could also offer them an incentive to participate. Be mindful to not ask negative family and friends! Feel free to post in the group and get feedback from me too!

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# SWOT Analysis

**What are your findings from your market research? How can you include these into your product/service?**

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## Competitor Research

**We cover competitor research in the ideal client training, but I also wanted to include this here!**

**Now when you are looking at competitors it is important to not get triggered and think of it as if they can do it so can you! You are not looking at them to copy but to be inspired but you can also see how you can offer a better offering into the big wide world!**



# SWOT Analysis

**Business Name**

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**What types of products/services are they offering?**

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**Cost/Price Points**

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**What is their USP?**

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# SWOT Analysis

## Strengths

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# SWOT Analysis

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# SWOT Analysis

**Do they have a website?**

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**Do they have an opt in?**

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**Do they have a podcast?**

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**What kind of brands/influencers are they working with or associating with?**

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# SWOT Analysis

**What kind of following do they have on social media?**

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**What content is working well for them? Is it live videos, masterclasses, posts etc?**

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# SWOT Analysis

**Where are their opportunities for you to improve your brand? What can you learn from them?**

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**How can you implement this into your business?**

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# SWOT Analysis

**Is there any brand collaborations or partnerships they have participated in which could also help you as well?**

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**Who are these brands?**

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**How can you reach out to them to increase your brand awareness?**

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# SWOT Analysis

## You

In the below questions what we are looking at is where you can get support, what your zone of genius is and what could hinder you!

The purpose of this is to get clear on what your own zone of genius is and what could hinder you and hold you back! Make sure you write down everything that comes to you!

## Strengths

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# SWOT Analysis

## Weaknesses

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## Opportunities

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# SWOT Analysis

## Threats

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