

Marketing for Composers

SWOT Analysis Worksheet

Purpose of the SWOT Analysis:

- Determine how your strengths can take advantage of your current opportunities.
- Identify how your weaknesses are preventing you from pursuing opportunities and overcome them.
- Minimize the threats that might create obstacles.

Instructions:

- **Strengths:**
 - List the strengths you have. What unique attributes do you have that set you apart from a crowded field? This list should include your personal attributes, skills, resources, network, geographic location, and anything else that help make you you.
- **Weaknesses:**
 - Though you have a long list of strengths you are not, and cannot, be all things to all people in all situations. List your deficiencies and the areas where your skills, knowledge, and understanding are lacking.
- **Opportunities:**
 - Examine the current marketplace for potentially profitable opportunities and write them in the appropriate square. An opportunity in this case is defined as current need in the market. Can you identify a point of consumer interest (keeping in mind your target market) and need in which you are likely to succeed?
- **Threats:**
 - In this square list the things that could get in your way towards completing your goals. What aspects of your health, finances, resources, network, geographic location, etc. exist in your life?
- **Conclusion:**
 - Write a paragraph analyzing the information you listed above. The goal is to determine how your strengths best meet the opportunities that you observed. What needs have you identified in the market and how can you uniquely meet them? This is not a magic formula for success, but this is a time-honored method many businesses (of all sizes) have used to position themselves for the greatest success. Second, acknowledge your weaknesses and threats. This is critical because it will help you avoid actions and decisions that could delay your progress. It will also help you determine where you should reach out for help.

Strengths (internal)	Weaknesses (internal)
Threats (external)	Key Opportunities (external)

Conclusion: