



Module 1: Courage

Strength
Weakness
Oppportunity
Threat

Worksheet



4 Easy Steps to Develop Your SWOT ANALYSIS

Steps

Step A: Collect Internal Data

Customer reviews, Support chats/emails and compiled into one document

Step B: Collect External Data

Find 3-5 competitive reviews searched on reddit/business forums. Check Industry news articles and goole trends and complie everything into a 2nd document

Step C: AI Analysis

Copy and paste the internal and external data into AI using the **prompt(link)** from the lesson. Assess the SWOT analysis result

Step D: Final SWOT

Review and adjust the AI insights based on your knowledge. Build the final SWOT.

Show Up School - Module 1: Courage

Your Final SWOT is ready to guide your marketing strategy!



BUSINESS NAME :

FOR THE YEAR:

PART A: STRENGTHS

What is your business truly good at?

List 3-5 strengths with source for each:

Data sources to keep in mind:

- Customer reviews (Google, Facebook, Yelp)
- Support chats/emails
- Testimonials
- Team feedback

BUSINESS NAME :

FOR THE YEAR:

PART B: WEAKNESSES

Where does your business struggle?

List 3-5 weaknesses with evidence:

Data sources to keep in mind:

- Negative reviews/complaints
- Support tickets
- Sales data
- Personal observations

What external chances can you seize?

List 3-5 opportunities with evidence:

Data sources to keep in mind:

- Google Trends
- Industry reports (IBISWorld, Statista)
- Reddit/forums
- Competitor reviews

PART D: THREATS

What external risks do you face?

List 3-5 threats with evidence:

Data sources to keep in mind:

- Competitor websites/social
- Industry news
- Economic reports (ABS, RBA)

[illegible]

Grab a pen and start mapping

Step 2: Note anything that slows you down, gets complaints, or needs improvement. *Tip: Be honest!*

Step 3: Find Your Opportunities

Step 4: Watch Out for Threats