

PERFORM A SWOT ANALYSIS OF YOURSELF

Just as performing a SWOT analysis of your competitors will let you know where your opportunities to overtake them are, performing one on yourself will help you understand where you need the most work internally. By identifying your biggest opportunities for growth, you'll be able to put together a plan that takes advantage of your existing strengths. Identifying your threats, on the other hand, will help you figure out where you can shore up your brand to mitigate risk.

