

LESSON 1: THE SWOT ANALYSIS

A SWOT Analysis is a _____, yet extremely _____ tool that helps you...

IDENTIFY YOUR

S

W

ANALYZE YOUR

O

T

Ways a SWOT Analysis can help you & your business:

Things to consider when filling out your SWOT Analysis...

Your own _____ & the _____ of others.

Be as _____ & _____ with yourself as possible.

If you're not _____, ask someone _____ to you.

STRENGTHS:

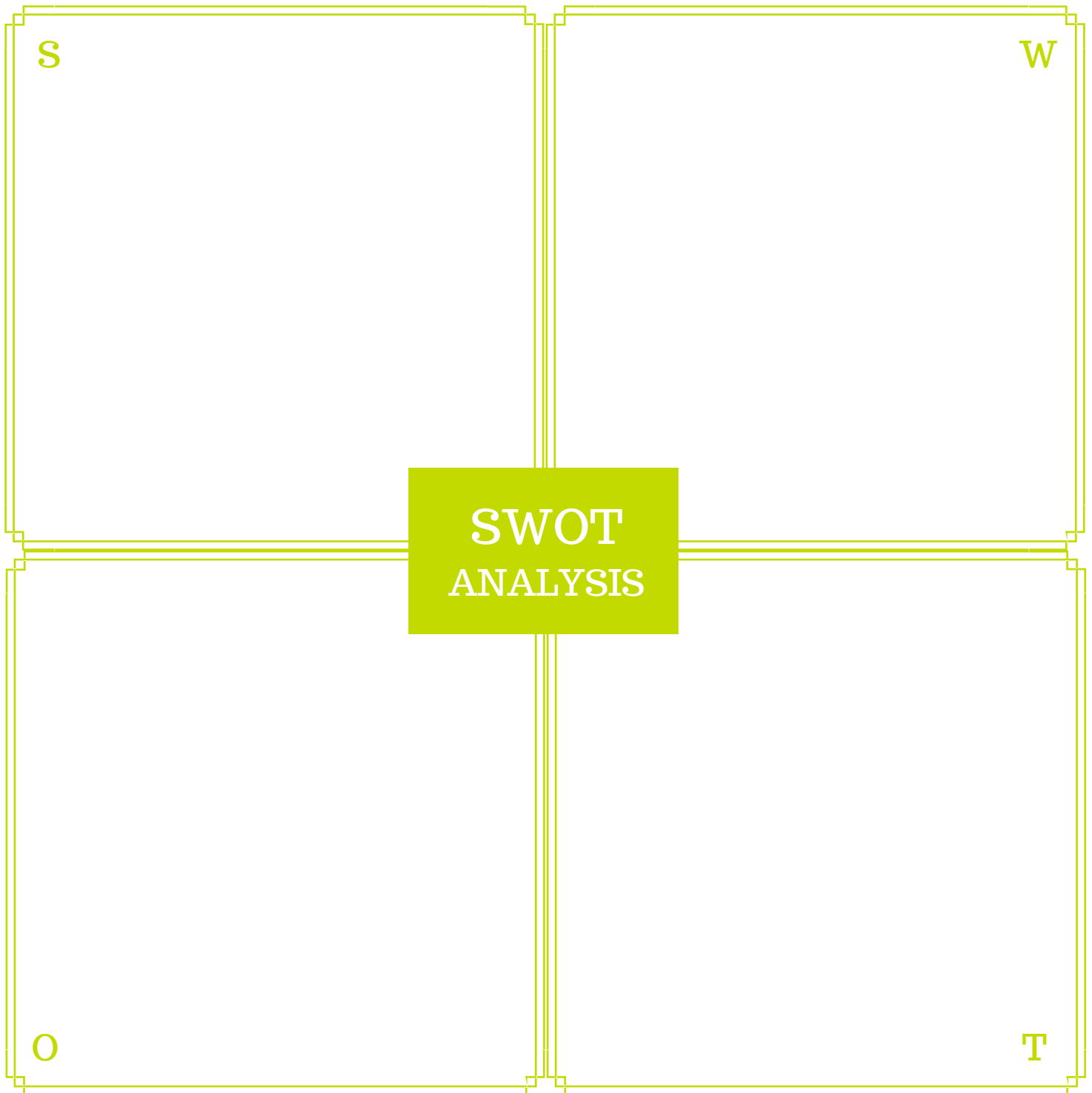
LESSON 1: THE SWOT ANALYSIS

WEAKNESSES:

OPPORTUNITIES:

THREATS:

LESSON 1: ASSIGNMENT



LESSON 2: YOUR ORGANIZATION CHART

AN ORGANIZATION CHART IS USED TO SHOW...

IT IS MOST COMMONLY USED FOR...

OUR PURPOSE FOR IT IS...

How to fill out your org chart:

1

2

3

4

THE IMPORTANCE OF YOUR ORG CHART

1.

2.

3.

_____ your organization chart regularly.

DO IT BEFORE YOU'RE _____.
But do it _____.

LESSON 2: ASSIGNMENT

Your Company Organization Chart

LESSON 3: BUILDING YOUR CUSTOMER AVATAR

You can have the greatest _____ on Earth,
or the absolute best _____ on Earth,
but if you're not _____ it to the _____ person,
it's never going to _____.

A CUSTOMER AVATAR IS...

A CUSTOMER AVATAR WILL TELL YOU:

1. _____
2. _____
3. _____

7 Parts to Building Your Customer Avatar

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____

It is ok to create _____ customer avatars.

LESSON 3: BUILDING YOUR CUSTOMER AVATAR

WHY A CUSTOMER AVATAR IS VITAL FOR YOUR SALES & MARKETING:

For product & service creation:

For copywriting on your website & ads:

For content marketing:

For paid traffic:

For email marketing:

NOTES

LESSON 3: ASSIGNMENT



Name:

GENDER:

AGE:

RACE/ETHNICITY:

MARITAL STATUS:

CHILDREN:

:

“

”

GOALS:

VALUES:

CHALLENGES:

PAIN POINTS:

LESSON 3: ASSIGNMENT

LOCATION:

EDUCATION LEVEL:

HOUSING:

OCCUPATION:

JOB TITLE:

INCOME:

OTHER:

SOURCES OF INFO:

OBJECTIONS:

ROLE IN PURCHASING:

LESSON 4: WHAT ARE YOU REALLY SELLING?

People actually don't _____ about your _____ or _____.

They care about the _____ it provides them.

And even more than that...

They care about the _____ the _____ will give them.



**Sell customers what they _____,
and then give them what they _____.**



EXAMPLES

EXAMPLE 1:

Benefit -

Return -

EXAMPLE 2:

Benefit -

Return -

EXAMPLE 3:

Benefit -

Return -

LESSON 4: WHAT ARE YOU REALLY SELLING?

HOW TO DETERMINE WHAT YOU ARE REALLY SELLING...

1.

2.

3.

4.

5.

When you're just selling a _____ or a _____,
you lose the _____.

NOTES

LESSON 4: ASSIGNMENT

WHAT ARE THE PRODUCTS AND/OR SERVICES YOU OFFER?

WHAT ARE YOUR CUSTOMER'S CHALLENGES & PAIN POINTS?

HOW DO YOUR PRODUCTS AND/OR SERVICES HELP SOLVE THESE?

These are your customer BENEFITS.

LESSON 4: ASSIGNMENT

WHAT WILL YOUR CUSTOMERS TAKE AWAY FROM THESE BENEFITS?

These are your customer's RETURNS.

LIST YOUR CURRENT MARKETING THAT NEEDS UPDATING?

THESE ARE YOUR NEW ACTION ITEMS!