

SWOT Analysis

Strengths - Weaknesses - Opportunities - Threats

Internal Factors

Strengths

What do you do well?
What training or experience do you have?
What do people tell you they like about your work?

*Longevity & credibility after 11 years in practice in same town, only moved my office 1 time and that was an expansion.

*I collaborate well: I'm a great referrer, and a great referee (I'll always make a referrer's client feel welcome, and very cared for. I'll make the referrer look good!)

*Marketing: I'm good at helping businesses connect and be seen

*Good manager/landlord
*Tech savvy
*Solid mentor and teacher

Weaknesses

What do you not do well?
What do you dislike doing?

*Procrastinate. On everything.

*I stink at paperwork.

*I stink at 'selling'.

*Inherently lazy and need to be held accountable for tasks.

External Factors

Opportunities

Are there changes in the market you can take advantage of?
Is there training that will expand your market?

*Most wellness centers & holistic providers have terrible online presence and are inconvenient for clients to find & schedule

*I can use studio space for MORE than just yoga and movement

*Located in geographic void of services between Boston & Providence. Various modalities are underrepresented here:

Lactation assistance
Hypnotherapy
Nutrition (holistic)
Prenatal yoga
Self defense
Tai Chi
Meditation

Threats

Are there changes in the market that are going to cost your customers?
Are there new competitors? Laws?

*There are a handful of existing local yoga studios. Some are fledgling, some are steady.

*It's tough to find yoga and similar style teachers that want to run their own business, for just 1-2 classes a week.