

SWOT ANALYSIS

STRENGTHS

S

WEAKNESS

W

OPPORTUNITIES

O

THREATS

T

SMART GOALS



SPECIFIC



MEASUREABLE



ATTAINABLE



RELEVANT



TIME-BASED

COMPETITOR ANALYSIS

COMPETITOR NAME		
SERVICES/ PRODUCT		
STRENGTHS		
WEAKNESSES		
BRAND PERSONALITY		
MARKETING		
SOCIALS		

BUYER PERSONA

MS. I DEAL

WHO AM I? WHERE AM I?



WHAT SHOPPING HABITS
DO I HAVE?



WHAT DO I DO?



WHAT SOCIAL MEDIA
DO I USE? (check all that apply)

		
		

DO I HAVE PETS, KIDS,
FRIENDS?

