

SWOT Analysis

A SWOT Analysis is a well-known exercise used to reduce overwhelm by identifying collaborations, assisting with planning, and bringing clarity to any venture. Remember, this exercise is not about semantics, but looking at the bigger picture of how to move your business forward in the most fulfilling way. Stay positive and encourage others throughout the process for best results.

Strengths	Weaknesses
Opportunities	Threats

Three areas I need the most help:

1) _____ 2) _____ 3) _____

Challenge: Share with the group what you need help with. Connect with 2 to 3 other people in the room who can provide that help or who would be willing to exchange services.

Name: _____ Expertise: _____

Name: _____ Expertise: _____

Name: _____ Expertise: _____

You Can't Do It All

Feeling overwhelmed? Even with the most well-planned and organized schedule, many still find it a struggle to get all the needed work done. There are still:

- Videos to record
- eBooks to write
- Blog posts to create
- Emails to send
- Podcasts to edit
- Opt-ins to create
- Webinars to produce
- Leads to generate
- Meetups to attend
- Referrals to exchange
- Engaging social media posts to write
- Landing pages to design
- Tools to research
- Systems to set up

...and the list goes on and on — and that doesn't even include the behind-the-scenes work such as self-development, customer service, website maintenance, project management and all the other things behind the scenes. If you truly want to create a fulfilling business, then now is the time to hand off tasks that you cannot do alone.

Living your passion means working in your strengths, as often as possible, and outsourcing the rest. However, if you can't afford to outsource the tasks you can't do quite yet, find others who are willing to exchange services.

Working in your strengths doesn't mean saying, "I'm a delicate visionary princess so I don't do any of those things, I only do things that I'm passionate about 24/7" – that's just uncreative, lazy mindset, because unless the person who says that has money growing on trees, or is already wealthy and can hire lots of outsourcers right out of the gate, the fact is that starting a business means wearing many hats. Be a visionary **QUEEN**



instead and do what you need to do to make things happen.

It's about balance. Inspired Influencers mindset is all about living in your passion while taking action. Sometimes it may feel like you're doing it all, but rather than getting overwhelmed, find someone you can help who can also help you back. When we help each other, we are stronger together! **That's what our exercise is about today on page one: finding out how we can help each other.**

TIP: I always suggest to my clients to tackle one new thing a month: For example, set up your email marketing one month, learn how to create a webinar one month, collaborate with someone on a video the next month, schedule social media posts the month after that, and so on. After a year, you'll have 12 solid strategies working in your business. Do that year after year, and watch your business grow. Document your processes along the way, and then when you're ready to outsource, it will be easy to hand off those tasks with confidence. **KEY:** Knowing your own processes, strengths, weaknesses and opportunities, will help you save money when outsourcing.