

**Know yourself: SWOT/TOWS Analysis**

Knowing yourself is essential to run and grow a freelance or small business. What are your strengths and weaknesses? Where are the opportunities and threats?

	<b>HELPFUL to achieving objective(s)</b>	<b>HARMFUL to achieving objective(s)</b>
<b>INTERNAL ORIGIN</b>	<b><u>Strengths</u></b>	<b><u>Weaknesses</u></b>
<b>EXTERNAL ORIGIN</b>	<b><u>Opportunities</u></b>	<b><u>Threats</u></b>

Now, let's dig a bit deeper. How can you leverage your strengths and the opportunities you see in the marketplace and minimise your weaknesses and the threats coming from outside? This is called a TOWS analysis. What can you uncover?

	INTERNAL	
EXTERNAL	<p><b><u>Strengths – Opportunities</u></b>                  Actions to pursue opportunities that are a good fit for your strengths</p>	<p><b><u>Weaknesses – Opportunities</u></b>                  Actions to overcome weaknesses to pursue opportunities</p>
	<p><b><u>Strengths – Threats</u></b>                  Actions that use your strengths to reduce vulnerability to external threats</p>	<p><b><u>Weaknesses – Threats</u></b>                  Defensive actions to prevent your weaknesses from making you susceptible to external threats</p>