S.W.O.T. METHOD OF DISCOVERY

Feel free to use additional space – this exercise will provide valuable ideas and concepts.

Purpose: Discover possibilities for potential passive income information products.
Important: Keep an open mind and explore. There are no rights or wrongs.

SKILLS & STRENGTHS:

Think of all the jobs you've had and every skill they required. What did you really do? Following that consider your hobbies, what you do in your spare time and ways you relax. Everything that you have done, or makes up your day could be a potential information product. Don't judge, write:

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WEAKNESSES:

List all areas that are not your strong points or that you do not like to do:

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OPPORTUNITIES & OPTIMISM:

List all the things you can think of as potential opportunities or that excite you right now:

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THREATS:

What makes you worry? What keeps you awake at night? What problems do you need to overcome? Once listed ask yourself, what is good about that? What is bad about that?:

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