



Internet Marketing Winners Self Assessment Tool

Step 1: SWOT Survey

Use the information you have already filled out in the *Subject Matter Expert Survey And Research Tool* as an aid in filling out the following sections. Add additional information if you feel it is appropriate.

Strengths:

List the areas that are your personal strengths.

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____

Weaknesses:

List the areas that you are weakest in. You will need to hire, outsource, or joint venture to ensure these weak areas are covered. In the space at the right list your general plan for each area.

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____



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Opportunities:

List the what you perceive to be your best opportunities for success in internet marketing

.

1.

2.

3.

4.

5.

6.

7.

8.

Threats:

List what you perceive to be the greatest threats to your success in internet marketing. They may be external or part of your personality. In the space to the right list how you plan to overcome them.

1.

2.

3.

4.

5.

6.

7.

8.



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Step 2: Focus

Based on the information in the previous step determine if your internet business strength is best focused on the creation of information or physical products or on their sale.

List the factors that indicate your best focus is on the **creation** of information or physical products.

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____

List the factors that indicate your best focus is on the **sale** of information or physical product.

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____