



## Personal Branding for Introverts

### Personal SWOT Analysis

<b>Strengths</b>  What do you do well? What do you enjoy doing? Where do you get most positive client feedback? What unique skills or talents do you have?	<b>Weaknesses</b>  What do you struggle with? Where are your skills gaps? What do clients see as your weaknesses? What do you not enjoy doing?
<b>Opportunities</b>  What opportunities are available to you? What is big right now that you are able to take advantage of? How can you make the most of your strengths? What would your team/colleagues/advisors recommend you do now?	<b>Threats</b>  What threats do your weaknesses expose you to? What issues/actions make you feel deeply uncomfortable? What are your competitors doing well?