

## SWOT Analysis Worksheet for Freelance Writers

From Jennifer Mattern of [www.AllFreelanceWriting.com](http://www.AllFreelanceWriting.com)

A SWOT analysis helps you map out four things: your strengths, weaknesses, opportunities, and threats, all in relation to the competition. It's a fairly basic tool used in market research and planning.

Here is an example SWOT analysis for a freelance writer fresh out of college with a business degree, who wants to focus on writing business-oriented Web content. They spent their summers working for an Internet marketing firm. On the following page is a blank SWOT analysis template you can print and fill out for your own freelance writing business.

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"><li>• Specialized degree</li><li>• U.S.-based (targeting U.S. clients)</li><li>• Internet marketing experience lets you offer value-added services</li><li>• Strong understanding of marketing fundamentals to promote services</li></ul>	<ul style="list-style-type: none"><li>• Limited experience compared to main competitors</li><li>• Lack of visibility in the market</li><li>• Extremely limited marketing budget</li></ul>
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"><li>• Web writing in the niche is a growing field (rapid expansion)</li><li>• International market also has growing demand for native English writers in the specialty area</li></ul>	<ul style="list-style-type: none"><li>• Along with growing demand is growing competition</li><li>• Low priced competitors might make it harder to convey professional value to some potential buyers</li></ul>

When you conduct a SWOT analysis, none of these areas should be blank. No matter how good you think you are, you do have weaknesses. No matter how new you are, you do have strengths.

Use the blank SWOT analysis worksheet on the next page to evaluate the market standing of your own freelance writing business.

*Note: This worksheet is an advance excerpt from the *Web Writer's Guide Marketing Workbook for Freelance Writers*, due to be released summer 2010 at [www.AllFreelanceWriting.com](http://www.AllFreelanceWriting.com).*

**SWOT Analysis Worksheet**

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