**Criteria Examples**

* What are you great at?
* What do you love to do?
* What experiences do you have?
* What are your credentials?
* Why do people like you?
* What do you like about yourself?
* What makes you unique?
* When are you at your best?

Criteria Examples

* What do you struggle with?
* What are other people better at?
* Are you lacking experience?
* Do you have the right credentials or do you need credentials?
* What do people complain about?
* What makes you unique?
* When do you struggle?

Strengths

Threats

Opportunities

Criteria Examples

* Competition
* Resume
* Job Market
* Money
* Interview skills
* Image
* Work/Life Balance

Criteria Examples

* Networking
* Take Classes
* Job Postings
* Market Trends
* Consulting
* Volunteer

Weaknesses

SWOT Analysis Template

State what you are assessing here: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Identify criteria appropriate to your own SWOT situation.