

THE ENTREPRENEUR'S GROWTH AUDIT

A SWOT Analysis Guide for Business Evolution

The Principle: Your business is a mirror of your mindset. To grow the "fruit" (revenue and impact), you must water the "roots" (leadership and strategy). This guide helps you identify exactly where to focus your energy.

Part 1: Internal Factors (The Roots)

These elements are within your direct control. Be honest about your current capacity.

Strengths

What are we doing well?

- **The Unfair Advantage:** What do I do better than anyone else in my niche?
- **Founder Assets:** Which of my personal traits (discipline, empathy, technical skill) drive the most value?
- **Existing Resources:** What "wins" do we already have (e.g., a loyal list, high-quality content)?

Weaknesses

Where do we need to improve?

- **The Bottleneck:** Which tasks am I currently doing that I am actually bad at or that drain my energy?
- **Personal Barriers:** Which insecurities (fear of sales, need for control) are stalling growth?
- **Operational Gaps:** Where are we inconsistent? (e.g., "I only post when I feel like it.")

HELPFUL

HARMFUL

INTERNAL ORIGIN



EXTERNAL ORIGIN



Part 2: External Factors (The Orchard)

These are outside forces. You cannot control them, but you must adapt to them.

Opportunities

What trends can we capitalize on?

- **Market Gaps:** What are my competitors ignoring that my clients are asking for?
- **Leverage:** Could a Virtual Assistant or a specialist hire free up 10+ hours of my week?
- **Technology:** Are there new tools or trends that could automate my "busy work"?

Threats

What could hold us back?

- **Market Shifts:** Is the industry changing in a way that makes my current "recipe" obsolete?
- **Sustainability:** Is my current pace leading to burnout? (If the founder breaks, the business stops).
- **Competition:** Are new players entering the space with more consistency or better systems?

Part 3: The Strategy Questionnaire

Answer these questions to turn your audit into an actionable Entrepreneurial Mindset for Business Growth.

1. **Leverage:** How can I use my primary Strength to seize the biggest Opportunity identified?
2. **Delegation:** Which Weakness is currently the biggest "drain" on my time, and who can I hire or what can I automate to fix it?
3. **Protection:** What is one specific boundary I can set to protect my "Roots" (health/mindset) from the "Threat" of burnout?
4. **Adaptability:** What is one habit I need to change this month to stay competitive in a shifting market?

Summary: Discipline is the bridge between goals and accomplishment. Re-visit this SWOT every 90 days to ensure you are evolving as fast as your business is.

