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My FAB Opportunities Worksheet

A. SWOT Analysis Questions

Questions to ask yourself to be able to fill in the SWOT Analysis:

For strengths:

1. What do you do well, that is important to your clients?
2. What sets you apart from others?
3. What skills, talents, capabilities, and resources do you have, that are a strength?
4. What can, your clients count on you for?
5. What do you feel, makes you unique?

For weaknesses:

1. Where can you improve, such that it would delight your clients?
2. Where do you need to develop your skills, talents, capabilities, and resources?
3. What are your development needs, as a coach, or business owner?
4. What can your clients, not count on you for?
5. Where do you need to grow, to have even more happy clients?

For opportunities:

1. What are the prayers, pains, needs, fears, and frustrations of your tribe, relative to what you offer?
2. What strengths, can you turn into opportunities?
3. What trends, can you take advantage of?

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For threats:

1. What threats could harm you?
2. What threats do your weaknesses expose you to?

Fill in your SWOT Analysis below:

Strengths <ul style="list-style-type: none">• Write here	Weaknesses <ul style="list-style-type: none">• Write here
Opportunities <ul style="list-style-type: none">• Write here	Threats <ul style="list-style-type: none">• Write here

Example of a SWOT Analysis filled in by a Weight Loss Coach:

Strengths <ul style="list-style-type: none">• Empathy• Non-Judgemental• Knowledge• Intuitive• Honesty• Safe	Weaknesses <ul style="list-style-type: none">• Not interacting enough with my tribe• Pacing my offer with the reality of the client• Recommendations need to be simpler• Assuming/trying to do everything myself• Believing I need to have all the answers• Not specialising in a niche
Opportunities <ul style="list-style-type: none">• Weight Loss Market• Body Image Market• Dis-ease and Special Health Conditions• Health Coaching in Hospitals• Partnering with Fitness industry• Corporate Wellness• Schools/Colleges/Universities Health Coaching• Women's Clubs and Communities• Health and Wellness Festivals• Wellness Websites like Thrive	Threats <ul style="list-style-type: none">• Udemy cheaper on-line courses• Health and Wellness Apps• Internationally accredited Health Coaches

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B. Feedback from my tribe

You can summarise what your current tribe, feels about your strengths and weaknesses below:

- My Strengths are:

- My Weaknesses are:

If needed send an E-mail or WhatsApp message, to close members of your tribe, clients, or close friends:

Dear XXXXX

I am attending a training program, that's helping me figure out my unique abilities, and the person who is directing the training, has encouraged us to ask you, as a close confidant, to provide some feedback, on what you believe I am skilled at, and not skilled at:

Here are the questions:

1. What are my strengths? What can you count on me for?
2. What are my weaknesses? What can you not, count on me for?
3. What is my unique ability? What am I best at?

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Personal Development Plan

Continue Doing <ul style="list-style-type: none">• Write here	Do More Of <ul style="list-style-type: none">• Write here
Start Doing <ul style="list-style-type: none">• Write here	Stop Doing <ul style="list-style-type: none">• Write here

Write your learnings below:

- Write here

Write your action plan below:

- Write here

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