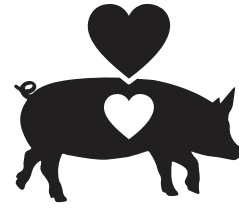


Know Yourself!

List YOUR strengths and weaknesses in each category. List what YOU are good at and what YOU are not so good at. Don't think about your competition while filling out this sheet. Instead concentrate on what you bring to the table. Be honest with yourself about your strengths and weaknesses. Later you will compare yourself to your competitors to see how you differentiate. And that is how you'll succeed.



**WHAT'S YOUR
BACON?[™]**
MASTER HAPPINESS

Competitor:

WHO are you?

How would you define yourself and your offering? How would your customers define you?

Strengths:

Weaknesses:

WHAT do you do?

What do you sell? What is your brand? What are you selling beyond your product/service?

Strengths:

Weaknesses:

WHERE do you do it?

Where are you selling? Where are you seen? Where do your customers find you?

Strengths:

Weaknesses:

HOW do you do it?

How do you go to market? How do you find and keep customers? How are you perceived by your customers?

Strengths:

Weaknesses:

WHY do you do it?

Why do you offer these products/services? Why would your customers buy from you?

Strengths:

Weaknesses: