

Holistic Marketing – Motivational Tools

Strength Analysis ©

A strengths analysis is a really useful tool to get into the habit of using, creating a strength list in itself can be an incredibly positive experience as you begin to realize how many you have and just how hard you have worked to make your business a success.

It is useful to read through your strength list on a daily or certainly weekly basis or post it on a notice board in your office, this significantly helps to reinforce the positive aspects of your business.

The strengths list you draw up may stem from the SWOT analysis you have undertaken for your business. If you have not undertaken a SWOT it may be helpful for you to do so. See Resources for information on this marketing tool.