



INDIVIDUAL BUSINESS DEVELOPMENT PLAN

Self-Reflection (SWOT Analysis)

List two of your primary Strengths:

What should you do to take advantage of these strengths?

List two of your primary Weaknesses:

What should you do to improve upon these?

List two primary Opportunities open to you:

What will you do to capitalize on these?

List two Threats that could harm or limit you:

What can you do in response to these?

Current Business Strategies

What are the primary, or best revenue-producing strategies you currently use? How are you currently obtaining most of your business?

What specific situations and what type of service should cause friends, colleagues and current customers to automatically think they should contact you for help?

What situations listed above would you like to focus on developing most?

Goals

List two primary goals you want to achieve over the next 12 months:

When do you want to reach these goals?

Where are you right now with these goals?

Where do you want to be with these goals by the end of the Mentorship Program?

Strategies

How are you going to reach your goals?

Where/who is it going to come from?

Where will you concentrate your efforts?

Actions

What are you going to do?

List the specific activities you need to focus on:

List the number of activities you will complete each day, week & month:

Obstacles

What typically gets in the way?

List common obstacles you regularly face:

For each obstacle, name three ways you can overcome them:

Competitors

Who are your competitors?

What do they do better than you, or what do you perceive them to do better?

Mentorship Program Personal Development, Growth & Motivation

What skills or practices do you want to develop or improve during the Mentorship Program?

What will you do to keep yourself motivated throughout the Program?