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## What good is a SWOT?

So, we all know what a SWOT is, don't we? It's STRENGTHS - WEAKNESSES - OPPORTUNITIES - THREATS.

But what is it really for, and what benefit can it give?

It's now getting towards the end of the year and soon we'll be confining much of it to the deep recesses of our memory. I've always been curious why people have a change of belief and attitude in the space of just a day - that transition from December 31 to January 1.

It's just one day, actually it's a fleeting moment in time. But what the new year does to some people is bring a burst of new ideas, resolutions, and promises, but most of which will never get off the ground let alone be carried through.

Now, just in case you're promising yourself to make a new start (that's what New Times Home Biz is all about anyway) about your online business or any other venture you'd like to try, there's one absolutely essential task you should do ... a SWOT!

Test your ideas. Test yourself. Be critical. Make good decisions.

In my book "Home Business In New Times" I devoted a whole chapter to doing a SWOT and I described 5 different online business models where it can be applied to help with making decisions about which model to adopt.

If you haven't got a copy of the book, then don't worry. There's a surprise for you at the end.

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### Blog Posts You Might Be Interested In

[Let's talk about your blog security](#)

[Wordpress vulnerabilities and what to do](#)

[Make your website legal](#)

## Let's talk about site security

Recently in an online forum, I raised an issue of great importance to everyone - website security. And my particular reference was to Wordpress blogs. Get further background by reading these blog articles.

[Let's talk about your Blog security](#)

[Wordpress vulnerabilities and what to do](#)

Don't let hackers destroy your online business. Get informed, take action.

## Make your website legal

This is one of those "not sure what to do" topics. It seems to leave many online entrepreneurs (at least the newbies) underdone. You have no option but to comply with the laws in the country where you operate, and in those where you trade. Have a very close look at all the US compliance laws and website statements.

I went to some length in writing about website legalities at my Blog. Have a close read, and then make your own decisions. And remember, please leave a comment at the Blog.

The link to the post is in the sidebar.

## A Gift ...

Here's a Gift ...

Well, two gifts. It's that time of the year where to give is a really good thing to do. In fact, to give at any time throughout the year is a humble experience. Here are my gifts to you for being a subscriber. Thank you for helping me.

### **The SWOT chapter**

**Clarity Maps.** These very attractive graphical maps can be printed out and given away as gifts. Use them yourself.

If you go to NTHB Store, you'll see these priced very low ... for a reason. I'm raising funds for my [Kiva Team](#) and I want to get these maps into as many hands as possible. It would be tremendous if you could come on board. Until December 31, 100% of proceeds of sales of the Clarity Maps will go to helping people around the world to get access to micro loans so that they can improve their lives. There's more information by going to my Store page.

To Good Decisions & Great Rewards ...

*Des*

PS Any questions? Just send an email to [getdes@newtimeshomebiz.com](mailto:getdes@newtimeshomebiz.com)