

LET ME  
**DISRUPT**  
YOUR BUSINESS



*The Disrupter*  
**Six Figure Level-Up**

*by*  
**TAKISHA BROMELL**

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NOIS  
RUIP

# Introduction

Being an entrepreneur is so much more than a career. It is truly my passion and allows me to focus on what matters most, helping others! When I started this journey, I did some things very well, but I also made a lot of mistakes.

I want to share with you what I wish I had known earlier, especially in those first few years of starting my business. The top things that prevented me from getting my business to a six-figure revenue sooner were:

1. ME
2. ME
3. ME

As John Maxwell shared in his book, “Law of the Lid,” your leadership ability is truly the lid that determines your level of effectiveness. I was a former COO and Director of Client Engagement. It’s fair to say, I understood business. Yet, in those first years of running my business, I hit every pitfall possible. Most businesses close shop in the first three years, and I quickly discovered why! Being an entrepreneur was challenging and there were so many learning curves.

When I took a moment to critique my business and, more importantly, myself, I had some hard truths to face. My mindset wasn't right, my pricing wasn't right, and my processes weren't right. That was a tough pill to swallow.

So, how did I make it? Are you ready to find out?

Let's do this!

-Takesha



Have you  
really  
been in  
business  
for  
years?

**OR HAVE YOU BEEN  
REPEATING THE SAME YEAR OF  
BUSINESS OVER AND OVER  
AND OVER AGAIN?**

**I saw this question on Facebook, and it keeps  
me motivated to continually disrupt my  
business! -Takisha**

# 01

## THE DISRUPTER & S . W . O . T



## What Is a S.W.O.T Analysis?

S.W.O.T. is an acronym that stands for Strengths, Weaknesses, Opportunities, and Threats. A S.W.O.T Analysis is an organized list of your business's greatest strengths, weaknesses, opportunities, and threats.

The purpose is to help you develop a strong business strategy by making sure you've identified and considered all of your business's strengths and weaknesses, as well as the opportunities and threats it faces in the marketplace.

Strengths and weaknesses are internal to the company (think: reputation, location). You can change them over time, but not without some work.

Opportunities and threats are external (think: competitors, economy). They are out there in the market, happening whether you like it or not. You can't change them.

## Who is a S.W.O.T Analysis for?

The great thing about the S.W.O.T planning method is that it doesn't really matter when you do it. Obviously, the sooner the better, but if you're already running a business, that's okay too. In fact, that's a great time to do it, as you'll already know a lot about your business. Existing businesses can use a S.W.O.T Analysis at any time to assess a changing environment and respond proactively. In my own business, I try to do a S.W.O.T analysis once or twice a year.

If you're a new business, you definitely want to use the S.W.O.T analysis as a part of your planning process. There really is no "one size fits all" plan for your business. Thinking about your new business in terms of its unique Strengths, Weaknesses, Opportunities, and Threats will put you on the right track from the very beginning and save you from unnecessary headaches later on.

## What is “The DISRUPTER?”

Let's get rid of the idea that you have to hit your head a thousand times for success to happen, or that you have to "pay your dues" first! Let's get rid of the idea that you have to figure this out alone! I have learned that business is cyclical, and the things that you fight through as an Entrepreneur are the very same things you deal with as a small to mid-size business... how to yell loud enough for people to take notice (marketing), how to manage your finances and stay in the black (revenue) and how to stop the wheels from falling off (processes).

Whether you want to level up your business to six-figure revenue or scale-up beyond, it doesn't matter. Either way, you need to disrupt the way you currently do business. Something needs to change, and you have to find a different version of yourself to sustainably scale your business for continued growth and success.

In order to break through ceilings, you have to look forward and backwards! Let's figure out what's working! Can you make it better? What changes do you need to make? Let's evaluate what systems (or lack thereof) are holding you back.



# 02

## HOW TO BEGIN





# SWOT analysis

## The Best Time to Conduct a SWOT Analysis

Now that you understand S.W.O.T, let's dig deeper into how to conduct one for your business. You may be wondering, when is the right time to do one? Here are my top suggestions:

- At the beginning of the year. As a new year begins, it's natural to review the past year and look ahead. By conducting an analysis at the beginning of a new year, you'll be ready to make decisions in the coming months.
- Do a mid-year checkup. Just like you should visit the doctor throughout the year, your S.W.O.T Analysis should get a check-up as well. You'll be amazed how much can change in just six months.
- Do a S.W.O.T Analysis when your business has a shift in direction. If your business is growing or changing, it's time to do a new S.W.O.T analysis. For example, if you are getting a lot of new clients or your staff is growing, you may need to look at systems in place to make sure they are able to withstand growth. When a noticeable change occurs, it's a good time to pause and evaluate with a S.W.O.T report.
- Lastly, a S.W.O.T Analysis is a great way to check the viability of new ideas being implemented. Perhaps your team needs a meeting to review current strategies to monitor progress and ensure you're on track to meet current goals. It's important to measure and identify any problems and pinpoint why they're occurring and make necessary changes.

## How to Conduct a S.W.O.T Analysis

Now that you know what a S.W.O.T Analysis looks like, the next step is conducting your own. To get the best results, I recommend conducting it with a team that has diverse perspectives, as well as individuals that truly care about the success of your business. For example, lean on your leadership team or staff members that have a proven track record, as well as customers that depend on your services and can offer valued input.

The S.W.O.T analysis process is an opportunity to bring your team together and encourage participation, brainstorming, and ideas that will produce results. An analysis is typically conducted using a four-square S.W.O.T Analysis template, but you could also just make lists for each category. Use the method that makes it easiest for you to organize and understand the results.

You can fill out the template in a brainstorming session collectively or, another option, fill out the template separately and then come back together as a group to compare notes. As you work through each category, don't be too concerned about elaborating on ideas at first, just use bullet points. The goal is to simply capture what is most relevant to each category.



# 03

## STRENGTHS



## Identify Your Strengths

Before you start listing your strengths, let's define the parameters a bit.

Strengths are simply positive internal factors that are within your control. For example, what does your company do well? What qualities separate you from your competitors? Is your brand or product recognizable? Do you have processes and procedures in place that support growth and excellence?

## Smart Business Set-Up

Have you ever wished for a clone of yourself to get more done in your business?

Do you feel like if a task isn't being completed by you, it won't be done correctly? The solution is found in automating a process. The power of automating something (or duplication) is essentially focused on identifying and executing efficiencies within your business.

When there is a breakdown in the process, other parts of the business cannot function efficiently. In order to create processes and procedures that can be duplicated, you need to have a smart-business setup. For example, McDonald's is a huge franchise and duplicates the same hamburger at every single location. They are CONSISTENT in their product. Likewise, every function of a business (hiring employees, shipping, selling, invoicing), has a process behind it. It is important to examine every process of a business and then provide easy, detailed steps for all employees to understand and follow. By providing these steps, the internal structure of your business will have better protocols in place and increase efficiency and productivity. A smart business set-up is the first step in building strength within your business!

## Clearly Define Strengths That People Want to Buy

When I started GirlFriday Business Solutions, a strength I already had was my reputation in the business world. People that knew me understood I would always deliver on my promises. My word was reliable. The problem was, I needed to TRANSLATE my strengths clearly so that customers wanted to BUY from me! For example, does your pricing structure clearly communicate what you sell, and is the expense justified so potential customers understand how your services and price point match?

## Lean On Others You Can Partner with So Your Business Can GROW

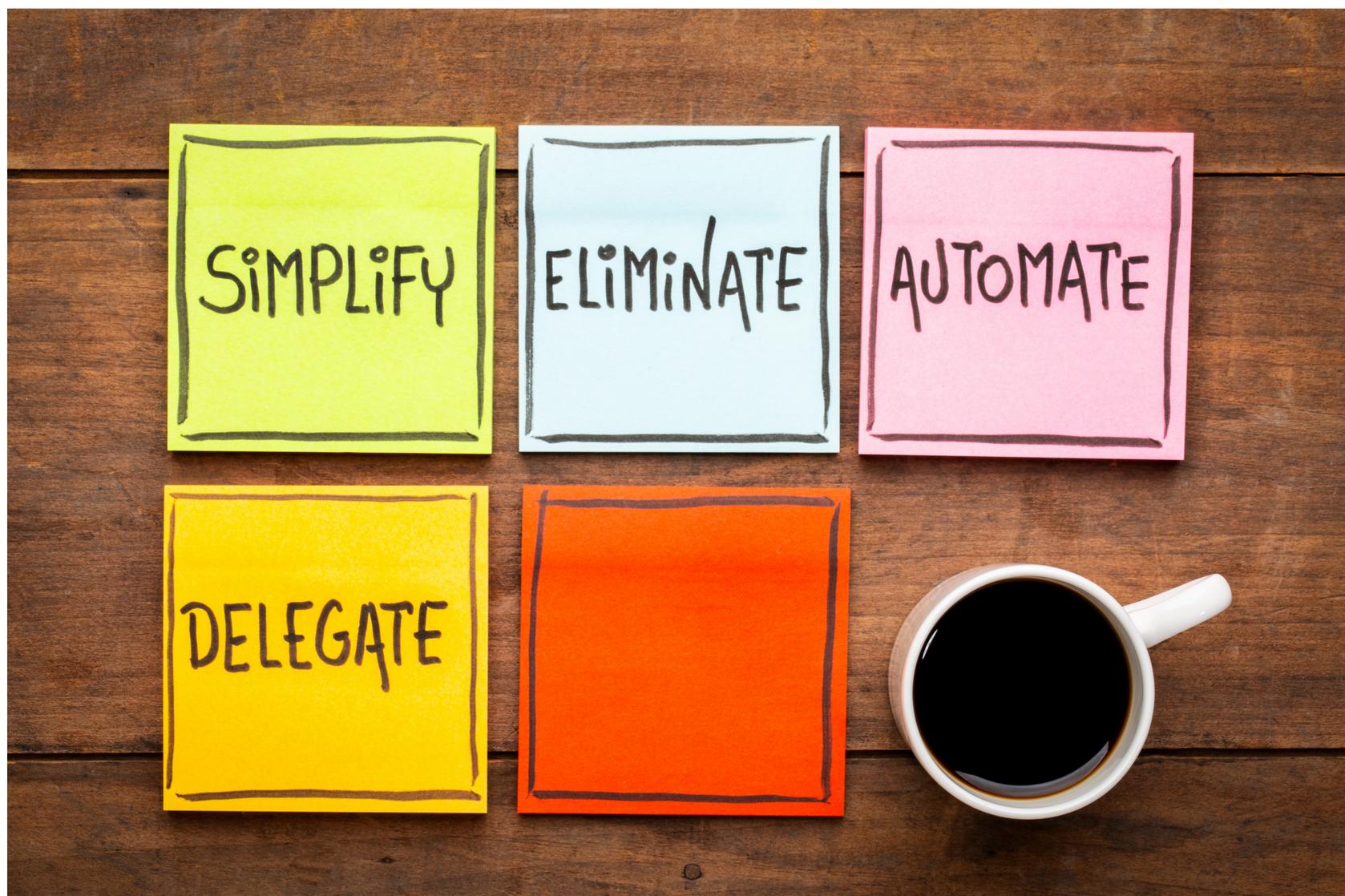
When you start your business, partner with others that can help grow your services. For example, if a client needs help with something outside of your wheelhouse, try to fill the gap by partnering with someone that can complete the task. Likewise, they can do the same with you! Additionally, as you grow, build a team that can grow with you and continues to expand your skillset.

In my opinion, the truest test of your business being fully successful is when you can step out of the picture and it remains intact. In other words, if you aren't there, will your business sink or float? A couple of years ago I wanted to go on vacation and planned to work while away. My C.O.O. wouldn't stand for it though! She told me to go, turn my phone off and relax, and not worry. She assured me that everything would be taken care of. And you know what? She was right! My team exceeded my expectations and did a phenomenal job without any input or guidance from me.

Little did I know, months later my father would become ill and eventually pass. During those last months of his life, I was able to care for him and leave the worries of my business in the hands of my team. It was a blessing to know I could step away and the ship would still sail without me.

That leads to my next point, do not micro-manage your team. You may need to slow down to really train someone in how to do something “right”, but then you will go further faster once they’re onboarded! You are not only setting them up for success, but you are investing in the overall strength of your business!

Lastly, do not hesitate to delegate tasks. If you are the owner or CEO of your business, you do not belong behind a desk. Period. Your team can take care of administrative needs while you focus on growing your business and connecting with clients.



## 04

## WEAKNESSES



## Identify Your Weaknesses

Every business owner wants to believe things are going smoothly and all is well. However, if we are truthful with ourselves, we all have weaknesses and blind spots. Weaknesses are internal factors that take away from your business or leave you at a disadvantage. For example, what does your business lack? What do your competitors do better than you?

Think of weaknesses as problems or issues that you can resolve or reduce. Again, they are not external problems, but things that you can correct internally.

For example, some weaknesses are derived from disorganization. I often speak with clients that are CEOs and just need help creating a strategic plan to break through the current "glass" ceiling. One of the first things we do together is a S.W.O.T Analysis. I usually discover rather quickly that one of their weaknesses is simply a lack of processes and procedures. Without these, you will always have a lack of organization and structure.

It may seem obvious, but many people overlook the importance of simply having a system in place that can walk you through each client's journey from beginning to end. If you don't have a system in place yet (weakness!), I highly recommend a Customer Relationship Management program (CRM).

From your very first meeting with a potential client, you can begin to use your CRM to build a database. It will help you follow up without forgetting a single detail. For example, a CRM allows you to immediately write notes after meeting with a potential client. Whatever information you received will be added to your CRM (business card, phone number, social media information, names of family or friends discussed, services they need from you). You get the idea!

This is the perfect place to house all of the information that will be useful when you reach out for that second meeting! It will also grow with you, so as the lead becomes a client, you can use your CRM to manage their project and even communicate with one another.

When assessing your business weaknesses, here are some questions to help get you started:

- What areas do you need improvement on?
- What are the things you need to avoid?
- What areas do your competitors have an advantage in?
- Where are you lacking in knowledge?
- Are your employees skilled enough?
- Where are you in customer satisfaction?
- Are you making enough profit?



# 05

# OPPORTUNITIES



## Identify Your Opportunities

A good entrepreneur is always on the hunt for new opportunities. As you might guess, opportunities are factors that can contribute to your growing success.

These factors are typically outside of your control, which is why they are considered external factors.

## Create Possibilities

The best way to create possibilities is to use what you know to grow! For example, if your business is currently 1:1 counseling, how can you use what is already working to grow your business? This is where you can really begin to think outside of the box. Instead of 1:1, what if you started counseling groups?

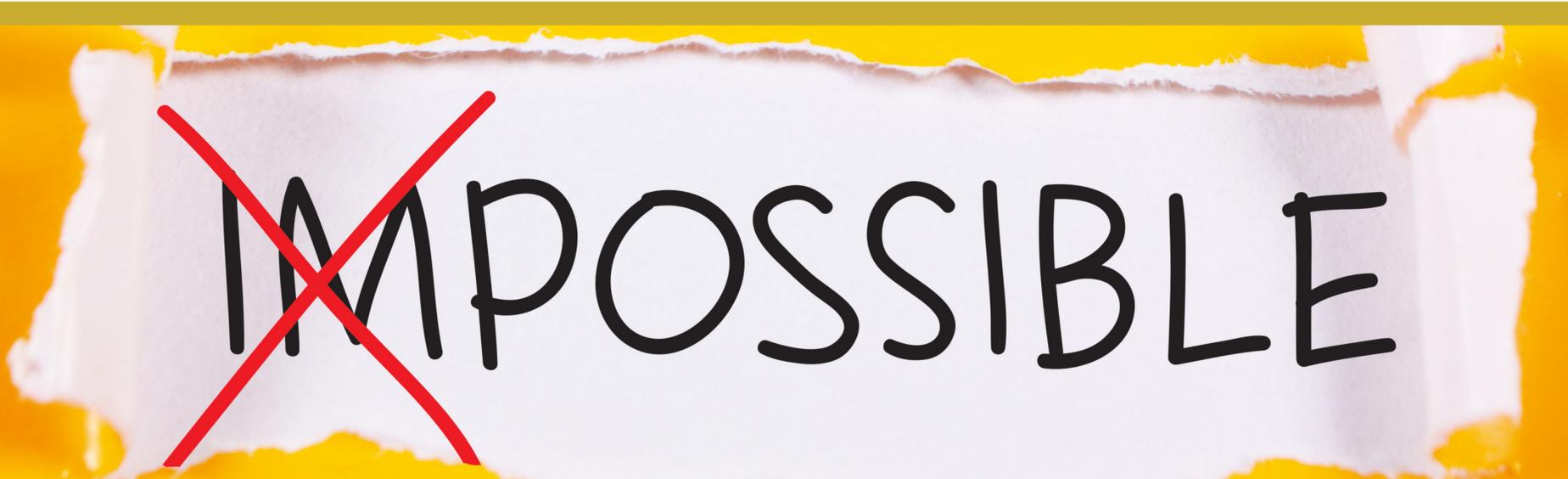
Many businesses and schools hire counselors to lead workshops to help students and staff learn and grow in areas of personal development.

It's all about identifying what is working and then looking for opportunities to increase it! I call this the "white space", which simply means undeveloped territory! In a saturated industry, how can you expand? How can you be faster, better, and more innovative!

To begin, it's important to deliver efficiency, effectiveness, and excellence! You truly need to separate yourself by articulating your strengths. Think about it.

What are your competitors NOT doing that you do well? How are you DIFFERENT!

Use marketing strategies to highlight what sets you apart! For example, Chick fil la sets itself apart by being known for its great customer service. "My Pleasure!"



~~IMPOSSIBLE~~

## Questions to Ask Yourself

To help you brainstorm possible opportunities, here's a list of questions you can ask yourself to get started:

- Are economic shifts happening that impact your target audience?
- What new trends could your company take advantage of?
- How will funding changes help your business?
- Are any regulations shifting that could lead to a positive change?
- Are there positive changes happening within any of your outside business relationships?
- How is your demographic shifting?
- What opportunities can you think of that can move with these changing demographics?

Is your audience expanding? If so, how can you capitalize on this increase?



# 06

## THREATS



## Identify Your Threats

A threat to your company is an external factor, something that you can't control, that could negatively impact your business. For example, future trends, the economy, laws, or political issues are all outside of your control. You may be thinking if threats are outside of my control, why should I spend time identifying them? But the truth is, by knowing your threats, you might be able to reduce them by implementing strategies, or at least, come up with a plan to handle them in a way that won't shut down your business.

Identifying threats is all about being prepared and taking proactive steps to minimize the impact. Coming up with a list of threats can be difficult. These issues don't come to mind as easily as recognizing your strengths, but there are certain categories that most external threats fall into.

- Emerging Competitors
- Obstacles you face
- Restraints you face

### Questions to ask yourself to identify threats:

1. Are there any trends that can affect you negatively?
2. Are there any laws, policies, or economic situations that can affect you negatively?
3. Could any of your weaknesses prevent you from meeting goals?
4. Are you competing with others to provide service?
5. Are there changes in your field or in technology that could threaten your success?

## Let Threats Fuel You, Not Scare You

Being an entrepreneur is not for the faint at heart! You cannot be timid or walk-in fear if you are going to be successful! There was a time early in my business, I vividly remember sitting on my couch in 2019 completely exhausted and just feeling at the end of my rope. I was seriously considering calling it quits with my business and just closing shop.

I think most business owners can relate to that moment, a time where you need to reflect and evaluate and ask yourself, “Is this really worth it?” Struggles and worries are real in entrepreneurship, but if you can hang on and learn from your mistakes and learn to pivot when needed, the reward is truly worth it!



## Know What Makes You Different

It's important to separate yourself from your competitor! For example, my business, GirlFriday Business Solutions, is in a saturated industry with many other Virtual Assistant companies and staffing agencies. Therefore, we focus on what sets us apart! With us, you hire an entire team with various skills. We are Project Coordinators, Managers, and Executive Assistants. Our goal is to focus on solutions and build processes and procedures that create growth!

If you cannot clearly articulate your strengths, it works against you.

Furthermore, if you cannot justify your prices or clearly explain the uniqueness of your product, you will not grow!

During my first year of business, I would meet with potential clients, but I didn't have a system in place to really explain which services could meet the needs they were facing. I absolutely knew I was capable and able to help these clients, but because I lacked a game plan to showcase our services, I was constantly scrambling to put information together. Not only was this deflating to my momentum, but it was also discouraging to the client having to wait to hear back from me. After a few times of this, I quickly learned that I needed to create packages and really think through the services we offered. This allowed me to enter into future meetings with a strategy and plan of attack. I was able to listen to the client and hear about the issues they faced, and then provide a solution through one of the packages we offered.

You need to identify your threats and strategize a plan of attack! GirlFriday now always positions itself for growth. We hire whom we need to GROW in the areas that will continually SET US APART from competitors. Bottom line, Don't hesitate to INVEST in your business to GROW your business.

# 06

## N E X T   S T E P S



## Things to Remember

When completing a S.W.O.T Analysis, use bullet points. Everything listed should be in an easy-to-read bulleted format (no need to use complete sentences). Simply keep each point short and simplified.

If you came up with a good list for each of your strengths, weaknesses, opportunities, and threats, it's time to refine the information. Check for redundancies, combine bullets where necessary, and eliminate any information that isn't vital.

Lastly, prioritize your information. Put the most important or pressing item on top of each square.

## Now What?

Creating a list of strengths, weaknesses, opportunities, and threats to better understand your business is a great starting point, but now what do you do with it? It's important to take all of the information you compiled and create strategies and plans you can now implement to improve your business and grow.

For example, you now know your strengths. Why not use them to create opportunities and minimize threats? Additionally, you now know your weaknesses, so why not improve them by taking advantage of opportunities.

When you eliminate weaknesses, you will also avoid threats.

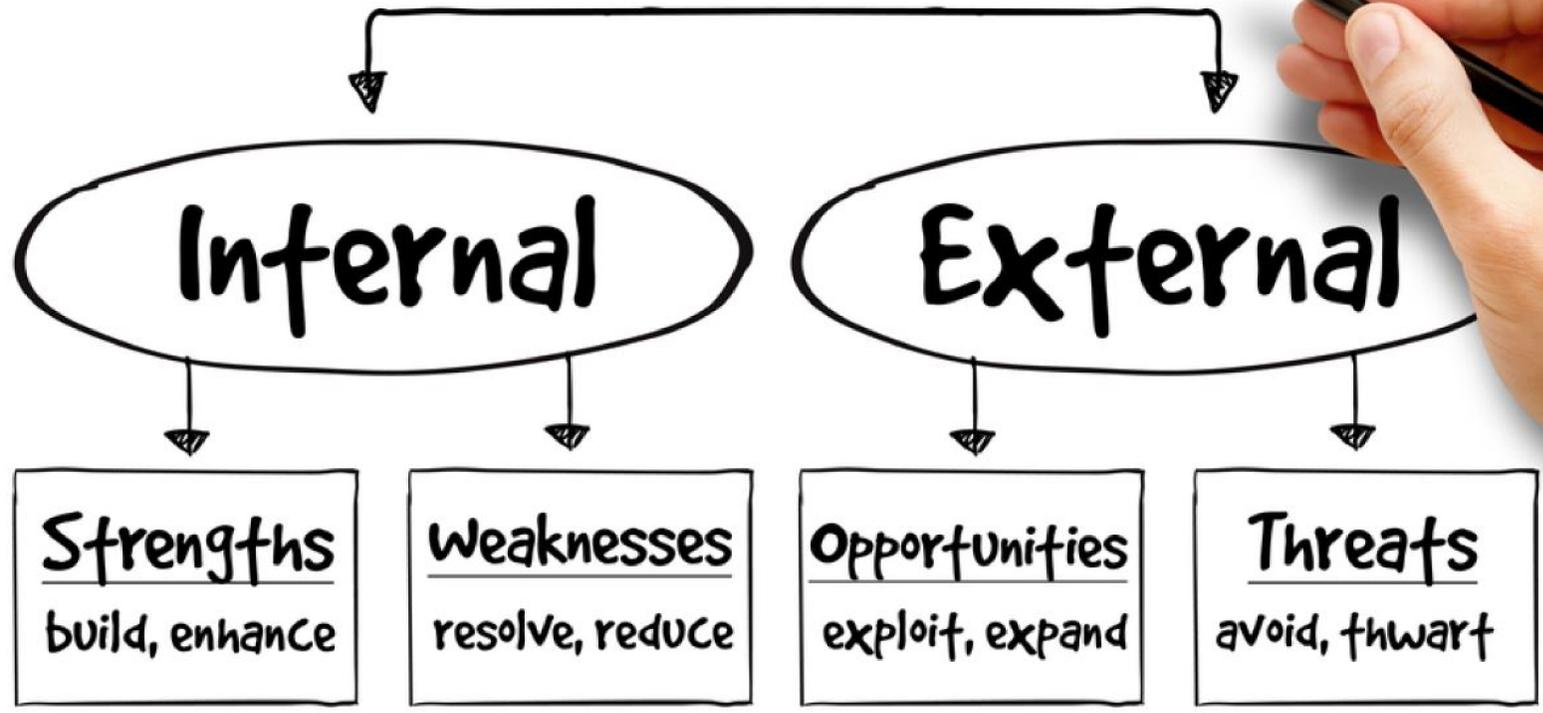


# 06

## RESOURCES



# Strategic Analysis



**SWOT analysis**

- STRENGTHS** (Blue)
- WEAKNESSES** (Yellow)
- OPPORTUNITIES** (Green)
- THREATS** (Orange)

<b>External</b>		<b>Internal</b>	
	<b>Opportunities</b>		<b>Strengths</b>
	<b>Threats</b>		<b>Weaknesses</b>

**Usually Positive**

**Usually Negative**

## Additional Tips from Takisha

How to get over a slump in your business...(10) things that have helped me bounce back from a slow and sluggish 4th quarter.

1. While I was in the sluggish 4th quarter, I started to look ahead and get a game plan to start working more on my business and not in my business.
  2. I updated my calendar and buffered Mondays & Fridays for working on my business.
  3. I developed a leadership team within my company and added a mentor (Terence Hillsman) outside of my company, to focus on all areas of my business. I identified my weak spots and created long and fast goals.
  4. I trimmed the fat and simplified everything-removed services, customers, and people that were not working.
  5. I revisited my journal filled with meetings and people I met and categorized relationships. I created a real follow-up plan and started to stick to it. Identified Referral Partnerships! (huge game changer)
  6. I retrained all of my staff on our trimmed-down services and gave them skin in the game to share with others, by giving commissions on new business.
- NEXT STEPS
7. Refining and creating SOP's for everything. (Well-oiled machine mentality)
  8. Succession planning
  9. Hiring a business developer
  10. Expansion as a global enterprise.

## About Takisha Bromell



Originally from South Carolina, Ms. Bromell came to Murfreesboro, Tennessee to maximize opportunities that would best utilize her strengths in project management while merging and expanding her love to guide others in discovering their purpose. Takisha's faith and values, coupled with her savvy business sense, truly fuel her passion for helping others develop their strengths and optimize their potential. She is authentic and shares from a place of truth and grit, captivating audience members and taking them on a journey through personal stories and life lessons she has learned along the way.

Her warm and honest approach is inviting, allowing her to connect with people wherever she goes.

For more information, or to book Takisha for a speaking engagement, please visit: [www.takishabromell.com](http://www.takishabromell.com)