IGNITE Your Business: Growth Strategy Blueprint

Unlock your potential with this Growth Strategy Blueprint, designed for Australian entrepreneurs, small business owners, and ambitious beginners to turn market insights into scalable growth plans. Follow the steps from IGNITE: INSIGHT – Uncovering Market Opportunities (Chapter 5) to strategize and measure success. Download IGNITE Your Business: Growth Strategy Blurprint at phillipmatthew.com/resources.

1. Email *

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2. Opportunity *

   - Identify one growth opportunity based on prior research Example: Expand sustainable workwear to regional WA or Launch a new product.
   - Be specific about your goal.
   - Example: Expand sustainable workwear to regional Western Australian markets.
   - Purpose: Focuses the user on a clear growth goal, aligning with UYP Formula's scaling strategies.

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3. Customer Need/Gap *

- Specify the customer need or market gap this opportunity addresses, based on your Competitive Intelligence Audit (Chapter 4), Example: Affordable, eco-friendly workwear.
- What problem are you solving?
- Purpose: Ties the growth plan to validated customer insights, building on prior chapters.

4. Action Steps *

- List 2–3 actionable steps to pursue this opportunity. Example: Partner with local suppliers/Launch Instagram campaign
- Ensure steps are specific and feasible./
- Example:Partner with local suppliers for cost-effective sourcing/Launch targeted Instagram campaign for regional customers/Introduce a subscription model for repeat purchases
- Purpose: Encourages actionable planning, aligned with the Law of Action.

5. Validation Data *

- Validate your opportunity with data from tools like Roy Morgan or Google Trends. Example: Rising searches for sustainable workwear.
- List sources and key insights.
- Example: Google Trends: Rising searches for sustainable workwear WA.
- Example: Roy Morgan: 55% of regional consumers prioritize sustainability.
- Purpose: Ensures evidence-based strategies, reinforcing UYP Formula's data-driven decision-making.

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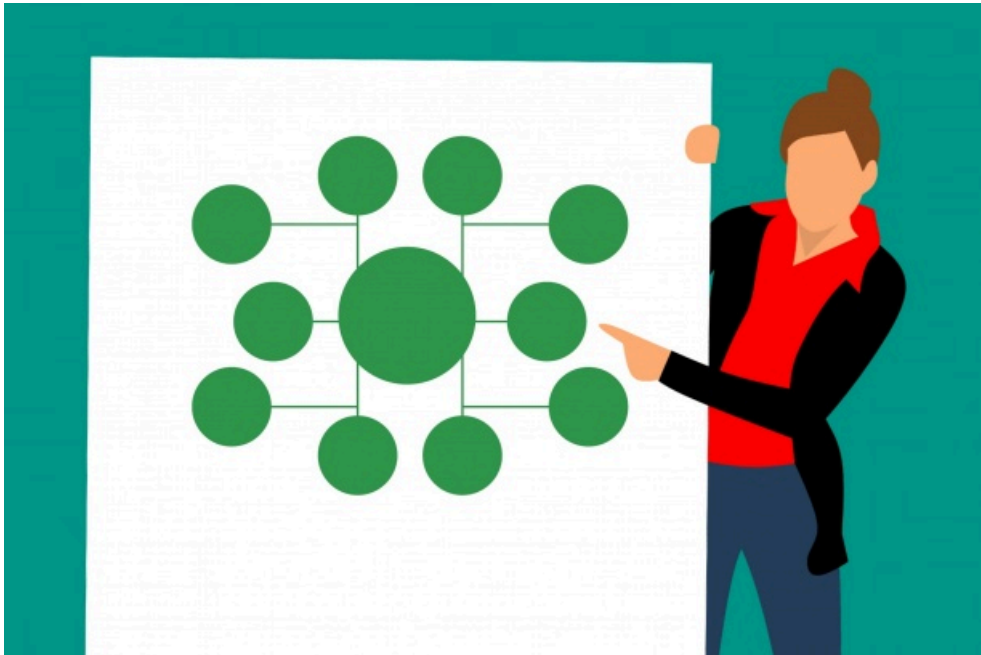
6. Success Metrics *

   Define 1–2 measurable metrics to track progress. Example: 20% sales increase in 3 months
   How will you measure success?
   Example: How will you measure success?
   Example: 50 new subscription sign-ups in 6 weeks
   Purpose: Provides clear benchmarks for growth, tied to UYP Formula's strategic execution

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