# IGNITE Your Business: Trend Tracker

Stay ahead of the curve with this Trend Tracker Template, designed for Australian entrepreneurs, small business owners, and ambitious beginners to anticipate and adapt to market shifts. Follow the steps from IGNITE: INSIGHT – Uncovering Market Opportunities (Chapter 7) to keep your business competitive. Download IGNITE Your Business: Trend Tracker at phillipmatthew.com/resources

1. Email *

2. Market Shift *

   - Identify one market shift or trend relevant to your industry, based on your Opportunity Horizon Scan (Chapter 6) or new research.
   - Example: Rise in sustainable packaging/Rise in demand for sustainable packaging in the hospitality industry.
   - What trend are you tracking?
   - Purpose: Focuses on a specific, actionable trend, aligning with UYP Formula's vision-clarity.
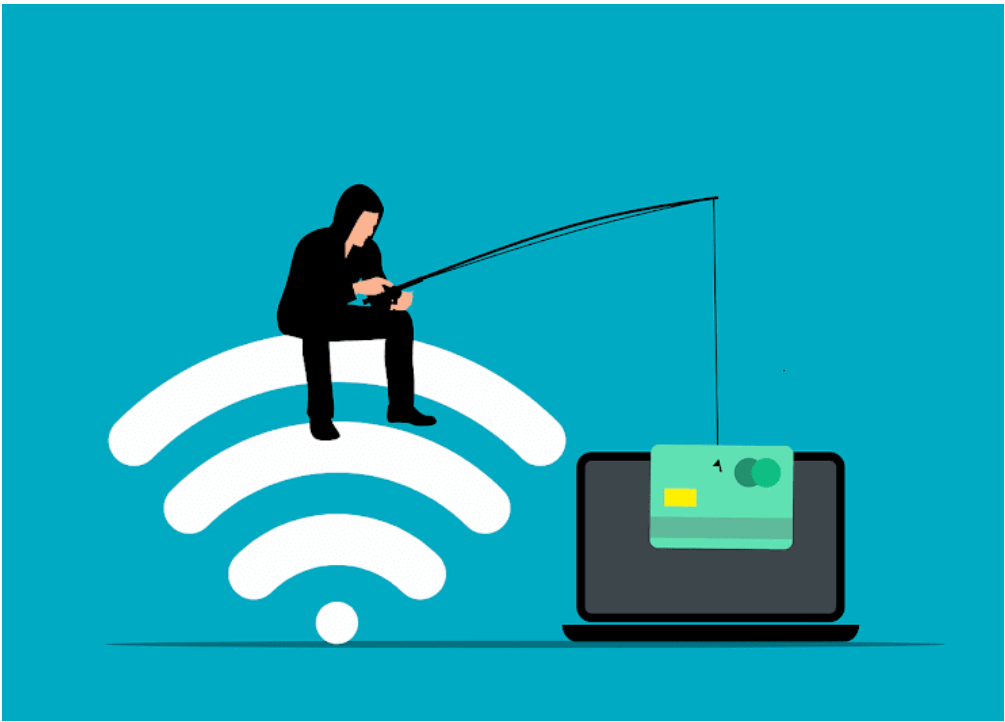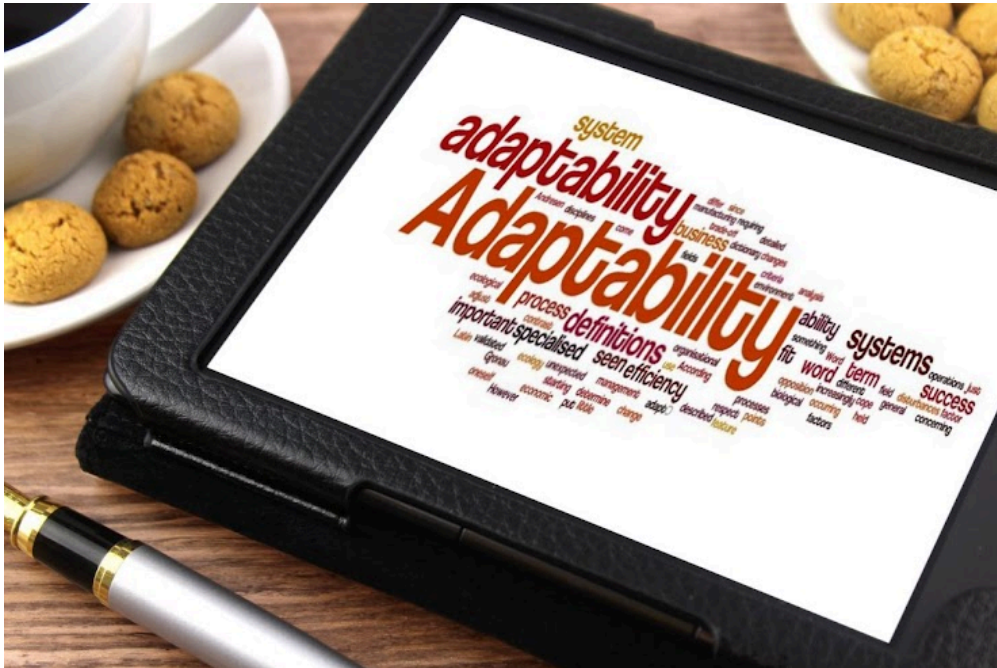
3. Trend Insights *

- Summarize insights about this trend from tools like IBISWorld, Google Trends, or LinkedIn groups. Example: 70% of consumers prioritize eco-friendly businesses.
- What's driving this shift?
- Sample Entry: IBISWorld: 70% of Australian consumers prioritize eco-friendly businesses. LinkedIn hospitality group: Customers value compostable packaging for takeout.
- Purpose: Encourages evidence-based analysis, reinforcing data-driven decisions.

4. Adaptation Plan *

- List 2–3 ways to adapt your business to this trend. Example: Switch to compostable cups.
- How will you integrate this shift?
- Sammple Entry: Switch to compostable cups and takeout containers/Market sustainability efforts via Instagram campaigns/Partner with local supplier for eco-friendly materials
- Purpose: Promotes actionable strategies, aligned with the Law of Action.

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5. Validation Data *

- Validate the trend with data from tools like Google Trends or Roy Morgan.
- Example: Rising searches for sustainable packaging.
- List sources and key insights.
- Sample Entry: 20% increase in customer loyalty within 3 months/10% sales growth from eco-conscious customers in 6 months
- Purpose: Provides clear benchmarks, reinforcing accountability and results.
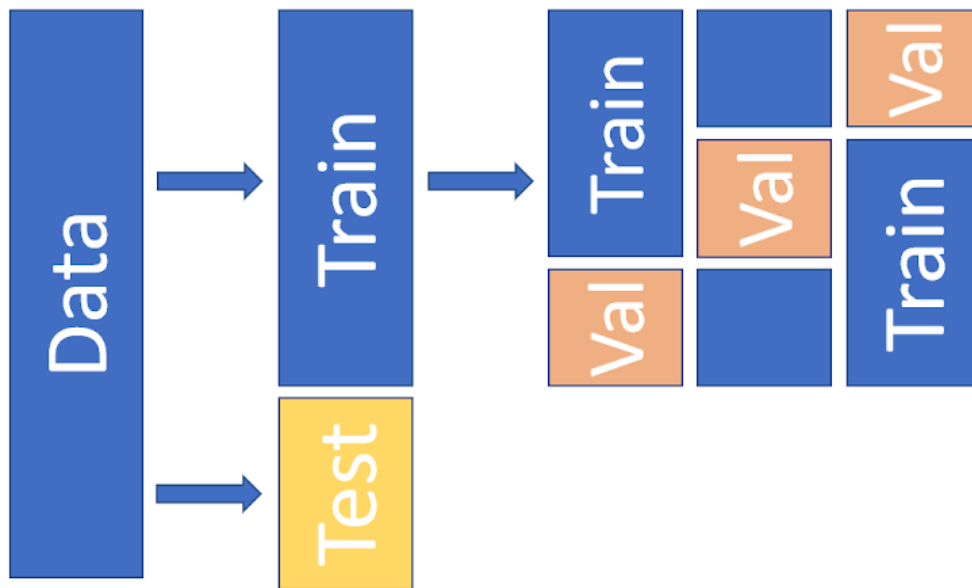
6. Success Metrics *

- Define 1–2 measurable metrics to track the success of your adaptation.
- Example: 20% increase in customer loyalty.
- How will you measure impact?
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