



IGNITE: Igniting Your Brand's Reach: Brand Exploration Worksheet

Introduction:

Uncover audience and market insights with this one-page fillable PDF, aligning with Explore in ENGAGE. Download Exploration Worksheet <https://phillipmatthew.com/ignite/resources/>, it supports UYP's 'Setting Your Goals the Right Way

Instructions:

- Complete Fields: Fill each section to address ideal audience, market trends, unique value or purpose and audience needs. Review weekly.
- Track Progress: Use Google Forms, Sheets, Docs, Notion, or paper (see User Guide at <https://phillipmatthew.com/ignite/resources/>).
- Review with Mentor: Book a call with Phil at <https://phillipmatthew.com/book-a-call/> to refine trend strategies.

Ideal Audience	Market Trends	Unique Value or Purpose	Audience Needs	Mentor Feedback

Example: Who is your ideal audience? Describe their demographics and challenges.” What market trends (e.g., via Google Trends) align with your brand?” What is your brand’s unique value or purpose?” “List three audience needs your brand can address.” Book a call with Phil to discuss your insights.