

IGNITE Your Business: Market Insight Tracker

Refine your business roadmap with the BLUEPRINT Market Insight Tracker! Track customer needs, competitor gaps, and market trends, and refine with Phil Matthew's mentorship. Complete this interactive form, inspired by IGNITE: BLUEPRINT – Crafting Your Business Roadmap. Download your Market Insight Tracker at phillipmatthew.com/resources.

* Indicates required question

1. Email *

2. Customer Need *

- What is one customer need identified from a survey?
- Example: Eco-friendly tours
- Help Text: Note a specific need from customer feedback, as in Chapter 3.



3. Competitor Gap *

What is one gap in your competitors' offerings?

Example: Limited sustainable packages.

Help Text: Identify a competitor weakness, per Chapter 3's analysis



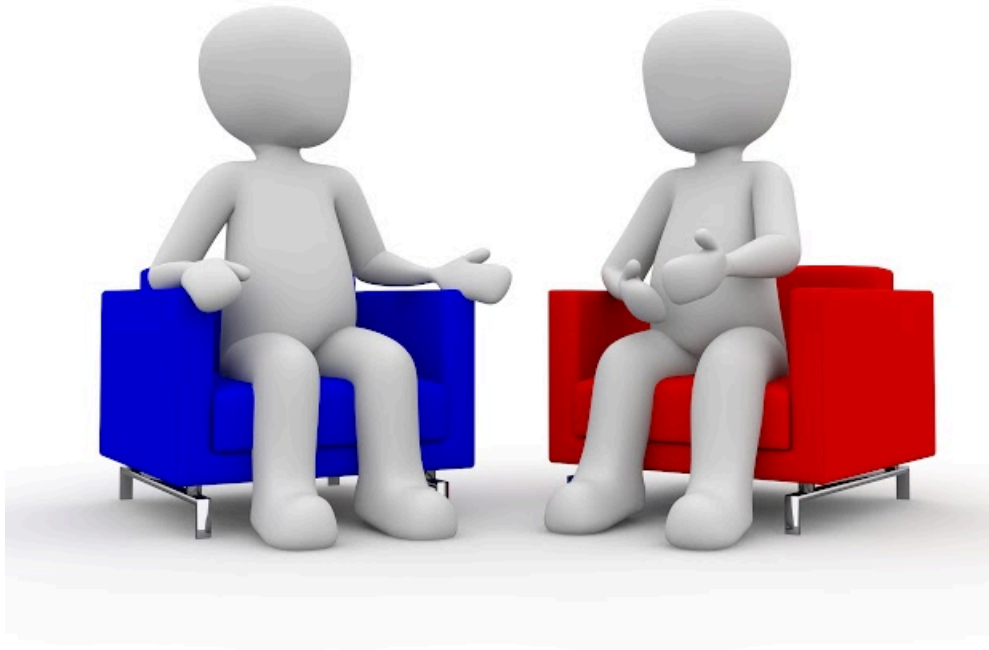
4. Market Trend *

- What is one market trend to align with?
- Example: Rising eco-tourism demand.
- Help Text: Note a trend from tools like Google Trends, as in Chapter 3.



5. Mentor Feedback *

- What feedback do you plan to seek from Phil Matthew to refine your insights?
- Example: Prioritize snorkeling tours.
- Help Text: Mentorship is key to the UYP Formula. Note how Phil Matthew's coaching (phillipmatthew.com/book-a-call) can enhance your plan, as in Chapter 3.



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