



## User Guide IGNITE Scaling Your Business Smartly – Opportunity Scanner

### Introduction:

Download the Opportunity Scanner at <https://phillipmatthew.com/ignite/resources> to identify market gaps, inspired by IGNITE: GROWTH – Scaling Your Business Smartly (Chapter 3). Use Google Trends and feedback to spot opportunities. Track weekly in Google Docs, Sheets, or paper.

### How to Use:

- Download Template: Access PDF, fillable PDF, or Google Doc at <https://phillipmatthew.com/ignite/resources>. Save to your Google account for interactive tracking.
- Complete Fields: Fill Market/Trend (e.g., Eco-friendly packaging), Pain Points, and Action Steps. Scan markets weekly for 10 minutes.
- Review Weekly: Update progress, refine actions, discuss with Phil at <https://phillipmatthew.com/book-a-call>.

### Track Progress:

- Google Forms: Create fields: 1. Market/Trend; 2. Pain Points; 3. Viability Score; 4. Action Steps; 5. Mentor Feedback. Example: Market/Trend: Eco-friendly packaging; Action Steps: Contact suppliers. Save in Google Sheets.
- Alternatives: Google Docs, Sheets, or paper.
- Tip: Align with GROWTH's 12-week plan.

### Next Step:

Book a call with Phil at <https://phillipmatthew.com/book-a-call> to optimize opportunity strategies.

**“Unlock your potential with daily clarity.” – UYP Philosophy**