

Stretch task #5 (Chapter 8, p142)

- **Step 1.** Open calendar, diary or to-do list and add 30 minutes of Market Research as an appointment with yourself on a set day
- **Step 2.** When that set day comes, fire up your search engine of choice
- **Step 3.** Type in your keyword(s) + Customer + trend + report/insight and press enter (e.g. yoga retreat + Gen Z + customer trend report)
- **Step 4.** Scroll through first few pages of the search results (some gems to be found on page three people!) and click on anything that takes your fancy.
- **Step 5.** Skim read headlines/reports summary and save link or PDF to your newly created Market Research file.
- **Step 6.** Open calendar again and set another appointment for 30 minutes. Call it Read Market Research Stuff.
- **Step 7.** When said time comes, read what you found and make note of anything relevant.
- Do steps 1-5 a minimum of twice a year; go back to step 6 if you find anything new (see guidance on frequency for all appetites in Chapter 13)