MarketSpy AI



MARKETSPY AI | REVENUE GUIDE

The Make More Money Guide

5 Simple Ways to Earn More From Every MarketSpy Client

INTRODUCTION

One Client Can Be Worth More Than One Report

MarketSpy AI gives you a way to research local businesses, uncover competitive opportunities, and package your findings into reports you can offer for $297 or more.

Once a business owner pays you for a report, you've accomplished something important: you've established a business relationship with someone who values the information you provide.

That relationship should be worth considerably more than the original sale.

For example, a business owner who pays $297 to understand what competitors are doing might also be interested in:

- A more detailed analysis of their strongest competitors.
- Research into specific services, prices, or promotional offers.
- Recommendations for improving their own offers.
- Monthly updates showing what has changed in their market.
- Research on new locations or markets they are considering entering.

You don't need to provide all these services. In fact, I recommend starting with just one. The goal of this guide is simple: help you identify additional services you

can offer to clients who already understand the value of your MarketSpy research.

WAY 01

Sell a Premium Report

EXAMPLE PRICE **$497–$997**

Your standard MarketSpy report might examine several local competitors, compare their positioning, and identify opportunities the client could pursue.

A premium report goes further.

Instead of simply identifying competitive opportunities, you provide a more comprehensive analysis of one or more areas that matter most to the client.

> **EXAMPLE: ROOFING**
> Imagine you've sold a $297 competitor report to a local roofing company.
>
> Your report reveals that several competitors are promoting financing options, but your client isn't.

A premium report could investigate:

- Which competitors advertise financing.
- How they position financing in their advertising and websites.
- What other incentives they offer homeowners.
- How competitors handle estimates, warranties, and service guarantees.
- Potential positioning ideas your client could evaluate.

You might package this as a **Roofing Market Opportunity Report** for $697.

The important distinction is that you're offering deeper research and analysis, not promising to implement an entire marketing campaign.

HOW TO OFFER IT

After delivering the original report, identify one area that deserves closer investigation. Explain what additional information you could uncover and quote a fixed price for the expanded research.

WAY 02

Offer a Monthly Competitor Watch

EXAMPLE PRICE **$97–$297 per month**

Competitors don't stand still.

They introduce new services, update prices, launch promotions, change their websites, and publish new offers.

A report provides a snapshot of the market. A monthly monitoring service helps a business owner stay informed as that market changes.

This creates an opportunity to turn a one-time report into a recurring service.

Your monthly competitor watch might include:

- New promotions and advertised specials.
- Changes to publicly listed prices.
- New services or packages.
- Significant website or messaging changes.
- Noteworthy customer-review themes.
- A short summary of opportunities worth investigating.

You could offer a basic monthly watch covering three competitors for $97 per month, or a more comprehensive service covering additional competitors for $197–$297 per month.

Example: Five monthly clients

MONTHLY FEE	MONTHLY REVENUE
$197	$985

Illustrative gross revenue from five active subscriptions, before expenses and taxes. Actual results depend on client acquisition and retention.

HOW TO OFFER IT

When delivering the initial report, explain that the findings represent what is publicly visible today. Offer to monitor those same competitors and provide an updated summary each month.

Be specific about what you'll check, how often you'll check it, and what the client will receive.

WAY 03

Sell Additional Research on Demand

EXAMPLE PRICE **$147–$497 per assignment**

A business owner may have questions that fall outside the scope of their original report.

That's an opportunity to offer additional research without creating a completely new service.

For example:

- A **restaurant** owner might want to know how nearby restaurants price their lunch specials.
- A **dentist** might want a comparison of publicly advertised new-patient offers.
- An **HVAC company** might want to understand how competitors position maintenance plans.
- A **property management company** might want to compare competitors' publicly advertised management fees and services.

Each assignment can become a separate, fixed-price research project.

The key is to define a narrow scope.

Instead of offering unlimited competitor research, you might offer:

FIXED-SCOPE ASSIGNMENT

Local Pricing Comparison

Research up to five competitors, compare their publicly advertised pricing, and deliver a concise report with links to the original sources.

$197

This type of assignment can be particularly attractive to existing clients because they already know how you work.

HOW TO OFFER IT

At the end of your report, include a short section titled **Additional Questions Worth Investigating**. Identify two or three areas where further research could be valuable, and invite the client to commission a focused follow-up.

WAY 04

Package Multiple Services Together

EXAMPLE PRICE **$497–$997**

Sometimes a client needs more than one type of research.

Rather than selling every report separately, you can combine complementary services into a larger package.

For example, a local landscaping company might be interested in:

- A competitive market overview.
- A comparison of advertised service packages.
- An analysis of competitor promotions.
- A review of publicly visible customer feedback.
- A prioritized list of opportunities to consider.

You could sell these individually, or combine them into a **Local Market Advantage Package**.

Here's one possible pricing structure:

Package	Includes	Example Price
Essential	Standard competitive report	$297
Plus	Standard report + focused pricing or offer analysis	$497
Premium	Expanded research + multiple analyses + recommendations	$997

These are illustrative prices, not established market rates. Your actual pricing should reflect the work involved, the quality of the deliverables, and what clients are willing to pay.

HOW TO OFFER IT

Give prospects a choice between two or three clearly defined packages. Explain the additional information each package provides and why it might be useful.

RECOMMEND THE RIGHT SCOPE

Don't automatically recommend the most expensive option. Recommend the scope that best addresses the client's question.

WAY 05

Expand Into Additional Locations or Markets

EXAMPLE PRICE **$197–$497 per additional market**

Some businesses serve multiple cities, neighborhoods, or service areas.

Others are considering expansion.

Both situations create opportunities for additional competitive research.

> **EXAMPLE: HVAC**
> Imagine you prepare a MarketSpy report for an HVAC company operating in Charlotte, North Carolina.
>
> The owner also serves Concord and Huntersville.
>
> Rather than assuming the competitive environment is identical across all three areas, you could offer separate research for each market.

You might investigate:

- Which competitors have a strong presence in each area.
- How their services and offers differ.
- What customer concerns appear in public reviews.
- Which promotional messages are most visible.
- Where there may be gaps in publicly advertised services.

You could charge a fixed fee for each additional market, or offer a discounted package covering several areas.

HOW TO OFFER IT

Ask existing clients whether they serve additional locations or plan to expand. If they do, explain how location-specific competitor research could help inform their decisions.

PUTTING IT TOGETHER

The Value of One Client

Consider a hypothetical client relationship:

Service	Revenue
Initial MarketSpy report	$297
Premium research upgrade	$497
Six months of competitor monitoring at $197/month	$1,182
Total client revenue	**$1,976**

That is nearly $2,000 in gross revenue from one client relationship, assuming the client purchases every service shown.

It's an illustration of how additional services can increase client value, not a prediction of what a typical customer will spend.

You don't necessarily need a new client every time you want to make another sale.

An existing customer who has found your work useful may have additional questions you can help answer.

ACTION PLAN

Your Make More Money Action Plan

Don't attempt to launch all five services at once.

Start with one simple addition to your standard MarketSpy report.

Five-Step Action Checklist

☐	Choose one additional service you can deliver confidently.
☐	Set a fixed price and define exactly what's included.
☐	Identify a natural opportunity to mention it in your standard report.
☐	Offer it to your next qualified client.
☐	Track how much time delivery requires and whether the client finds it valuable.

Once you've successfully delivered the additional service, you can decide whether to offer it to more clients.

KEEP IT ACCURATE

Remember to verify the information in your reports, distinguish confirmed facts from recommendations, and avoid making guarantees about the client's financial results.

FINAL THOUGHT

Make Each Client Relationship Count

Finding customers takes time and effort. Once you've earned a client's trust, look for legitimate opportunities to continue providing value.

You might discover that a client needs a deeper report, an update every month, or research on a completely different part of their market.

MarketSpy AI gives you a repeatable research process you can apply to those needs.

Start with one report. Deliver useful information. Then look for the next problem you can help that client solve.