MarketSpy AI



MARKETSPY AI | QUICK START

Quick Start Guide

Rapidly Use MarketSpy AI To Generate Cashflow

MARKETSPY AI

Quick Start Guide

Find What Competitors Are Missing. Package It. Sell It.

MarketSpy AI helps you use AI to research competitors, uncover useful opportunities, turn your findings into professional reports, and use that intelligence to create sales opportunities.

The entire system follows three steps:

SPY → REPORT → SELL

SPY

Research competitors, customers, offers, reviews, positioning, marketing, and other market signals to uncover useful intelligence.

REPORT

Turn the strongest findings into a professional report a business owner can understand and use.

SELL

Use that intelligence to identify opportunities and create offers, outreach, presentations, proposals, and other sales assets.

MarketSpy includes 43 specialized prompts, but you do not need to learn them all before getting started. This guide will take you through one simple MarketSpy project from beginning to end.

STEP 1

Set Up MarketSpy

MarketSpy works best inside an AI Project or workspace where your instructions, prompt libraries, business information, research, reports, and supporting files can stay together.

We've included the **MarketSpy Project Builder** to make this easy.

Use the Project Builder to configure MarketSpy on your preferred AI platform and add the included:

- Project Settings
- MarketSpy Operating Guide
- Your Business Profile
- Report Standards
- Spy, Report, and Sales Prompt Libraries
- Report templates and supporting files

Follow the instructions included with the Project Builder to create your project in 5 minutes or less.

Once your MarketSpy Project is ready, come back here and run your first project.

STEP 2

Pick a Business and Market

Start with **one business in one market**.

For example:

> **Business:** ABC Heating & Air
> **Market:** Charlotte, North Carolina
> **Industry:** HVAC

You can research:

- Your own business
- A client
- A prospective client
- A business you want to approach
- A practice business while learning MarketSpy

Don't worry if you don't know much about the industry yet.

That's what the SPY phase is for.

NOTE: MarketSpy AI will also suggest a path for you to try if you are struggling to pick a business and market. Simply ask MarketSpy to use the “Market Mapper” to find an opportunity, and to quiz you to discover potential paths for you.

STEP 3

SPY: Find the Competitors

For your first MarketSpy project, use this simple research sequence:



Start With Market Mapper

Run the **Market Mapper** prompt.

It helps identify the important competitors in your target market and gives you a starting point for your research.

Your first question is simple:

> **Who is competing for this customer's business?**

Choose several relevant competitors to investigate further.

Run Competitor X-Ray

Next, use **Competitor X-Ray** on the competitors that appear most relevant.

This gives you a closer look at how a competitor appears to position itself, attract customers, compete, and differentiate itself.

STEP 4

SPY: Find What They're Doing

Now run **Offer Spy**.

This looks for observable offer elements such as:

- Services
- Packages
- Publicly available pricing
- Promotions
- Guarantees
- Financing
- Memberships
- Recurring plans
- Calls to action

Don't just collect information.

Look for meaningful differences.

What does one competitor offer that others don't?

How are services packaged?

What appears common across the market?

What appears unusual?

These differences can lead to some of your most useful findings.

STEP 5

SPY: Find the Opportunities

Next, run **Review Intelligence**.

Reviews let you examine the market through the customer's eyes.

Look for recurring:

- Complaints
- Praise
- Frustrations
- Expectations
- Service problems
- Customer priorities

Then run **Gap Finder**.

Gap Finder brings your research together and looks for potentially meaningful gaps involving customers, services, offers, positioning, trust, marketing, messaging, content, geography, convenience, and customer experience.

MarketSpy should distinguish between:

> **FACT:** Supported by available evidence.
> **INFERENCE:** A reasonable interpretation of the evidence.
> **HYPOTHESIS:** Something worth investigating or testing.

You are not trying to manufacture opportunities.

You are looking for opportunities supported by the research.

STEP 6

REPORT: Package What You Found

Now turn your research into something a business owner can actually use.

For your first project, run:

GAP & OPPORTUNITY REPORT

MarketSpy will use the intelligence you've already collected to organize your strongest findings into a client-ready report.

Before showing the report to anyone:

- Review the findings
- Remove weak or irrelevant observations
- Verify important facts
- Check important sources
- Make sure conclusions are supported
- Make sure the report is easy to understand

Your report should answer four basic questions:

> **What did we discover?**
> **Why does it matter?**
> **Where might an opportunity exist?**
> **What should the business consider doing next?**

STEP 7

SELL: Turn Intelligence Into Action

Once you've created the report, run:

SALES OPPORTUNITY FINDER

This takes the intelligence you've already collected and identifies commercially useful opportunities that may be worth pursuing.

From there, MarketSpy's Sales Prompts can help you create:

- Offers
- Sales angles
- Sales messages
- Cold emails
- Telephone scripts
- DMs
- Presentations
- Proposals
- VSLs
- Content
- Campaigns

For example:

Sales Opportunity Finder

↓

Offer Builder

↓

Outbound Sales Builder

The important point is that you are not creating generic sales material.

Your sales work can use the actual intelligence you discovered during the SPY phase.

STEP 8

Your First Complete MarketSpy Flow

Here is the entire beginner workflow:



That's it.

You have completed your first MarketSpy workflow.

You researched a market, analyzed competitors, looked at offers and customer feedback, searched for gaps, packaged the intelligence into a report, and identified potential commercial opportunities.

SPY → REPORT → SELL

STEP 9

Choose the Right Path

Once you've completed the basic workflow, you can start using MarketSpy for more specialized projects.

Use the included visual guides to help you choose your path.

The Complete Prompt Map

See all 43 MarketSpy prompts organized by **SPY, REPORT, and SELL**.

Spy Flow #1: The Basic Flow

Use this when you want the simplest path from research to report to sales action.

Spy Flow #2: The Targeted Spy

Use this when you already know what you want to investigate, such as offers, reviews, positioning, websites, content, customers, or local visibility.

Spy Flow #3: The Deep Dive

Use this when you want to combine multiple research areas into a more comprehensive competitive analysis.

You do not need to memorize the prompt library.

Choose the workflow that matches what you're trying to accomplish.

STEP 10

Where to Go Next

You've learned enough to start using MarketSpy.

The rest of the system is there when you need it.

Want MarketSpy Set Up Properly?

Use the **MarketSpy Project Builder** to configure your AI workspace and keep your instructions, research, reports, and intelligence together.

Want Ongoing Competitive Intelligence?

Use **Weekly Watch** and the **10-Minute Weekly Spy Routine** to monitor meaningful competitor and market changes over time.

Want a Different Type of Report?

Use the **Report Prompt Library** to create scorecards, executive briefs, competitor profiles, market reports, sales intelligence, marketing intelligence, recurring reports, and more.

Want to Sell What You Found?

Use the **Sales Prompt Library** to turn your intelligence into offers, outreach, sales messages, calls, proposals, presentations, content, and campaigns.

Not Sure What to Do?

Tell MarketSpy what you're trying to accomplish and ask it which workflow and prompts to use.

For example:

> **PROMPT**
>
> "I want to find opportunities I could pitch to a local roofing company. What MarketSpy workflow should I use?"

Then follow the recommended path.

Start Here

Pick one business.

Pick one market.

Run:

Market Mapper → Competitor X-Ray → Offer Spy → Review Intelligence → Gap Finder → Gap & Opportunity Report → Sales Opportunity Finder

Then build from there.

FIND OUT WHAT COMPETITORS ARE DOING.
PACKAGE WHAT YOU FIND.
SELL IT AS AUDITS & REPORTS.

MarketSpy AI will guide you through the whole process from start to finish.

If you need help, you can reach support at:

https://support.lutherlandro.com