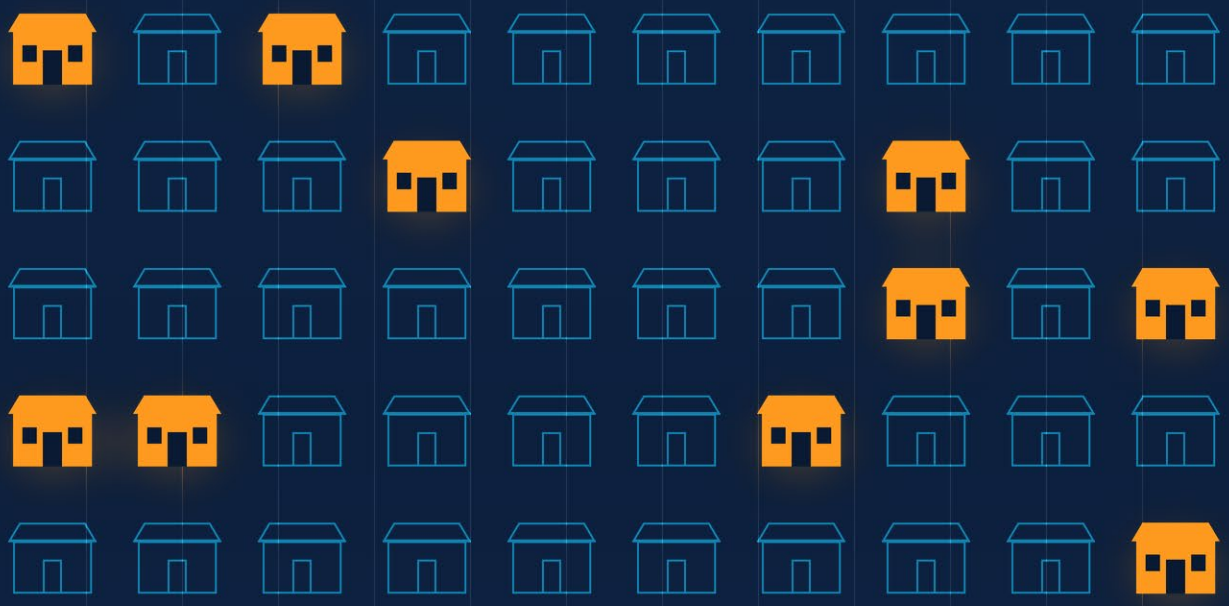
MarketSpy AI



MARKETSPY AI | CLIENT ACTION PLAN

Your First 10 Clients

A Practical Action Plan for Finding Prospects, Selling Reports, and Building Your First Client Base

INTRODUCTION

Your First 10 Clients

From finished report to paying customers

You've learned how to use MarketSpy AI to research businesses, uncover competitive opportunities, and turn your findings into professional reports.

Now it's time to find customers.

Your goal is simple: Get your first 10 paying clients.

You don't need a website, a marketing agency, a large audience, or expensive advertising to get started.

You need a market to target, a report worth buying, and a consistent way to approach business owners.

This guide gives you a practical plan.

STEP 01

Pick One Industry

Start with one type of business in one geographic market.

Good examples include:

- HVAC companies
- Roofers
- Dentists
- Restaurants
- Landscapers
- Property management companies
- Cleaning companies
- Law firms

Choose an industry where businesses compete for customers and where winning additional customers has meaningful value.

> **YOUR ASSIGNMENT**
> Select one industry and one city or service area.

Avoid switching industries every time you encounter a rejection. You'll become more effective as you learn the market.

STEP 02

Build Your First Sample Report

Use MarketSpy AI to research five to ten businesses in your selected market.

Look for:

- Competitor pricing and offers
- Services competitors promote
- Customer reviews and complaints
- Advertising and promotional strategies
- Website strengths and weaknesses
- Opportunities competitors may be overlooking

Turn your research into a concise, professional sample report.

The purpose is to demonstrate what a business owner can learn from your work.

> **IMPORTANT**
> Clearly distinguish verified findings from recommendations or estimates.
> Don't invent competitor prices, customer data, or other facts.

STEP 03

Find Your First 50 Prospects

You don't need thousands of leads.

Start with 50 businesses that could benefit from understanding their competitors.

Use Google Maps, business directories, LinkedIn, chamber of commerce directories, and company websites.

Record each prospect in a simple spreadsheet:

Field	What to Record
Business	Company name
Contact	Owner or manager, when available
Phone	Business phone number
Website	Company website
Opportunity	One specific observation
Status	Not contacted, contacted, follow-up, client

Prioritize businesses where your research reveals something useful and specific.

STEP 04

Make a Simple Offer

Don't overwhelm prospects with everything MarketSpy AI can do.

Sell one clear outcome:

> **THE OUTCOME YOU SELL**
>
> **A competitive market report that shows business owners what their competitors are doing, where they may be losing opportunities, and what they could do to compete more effectively.**

For your first clients, consider a straightforward introductory offer:

INTRODUCTORY OFFER

MarketSpy Competitive Report — **$297**

Explain exactly what the client receives, when you'll deliver it, and what questions the report will answer.

You can offer larger reports, additional research, or implementation services later.

STEP 05

Start Conversations

Your job is to start relevant conversations, not deliver a lengthy sales presentation to every prospect.

Try this approach:

TELEPHONE OPENER

“Hi, I'm doing some competitive research on **[industry]** businesses here in **[city]**. I've uncovered a few interesting things about how local companies are attracting customers. Who would be the best person to speak with about sharing those findings?”

When you reach the decision-maker:

> **DECISION-MAKER**
> “I put together competitive research showing what local companies are offering, how they're positioning themselves, and a few opportunities that might be worth looking at. I create these reports for business owners who want a clearer picture of their market. Would you be interested in seeing what's included?”

Keep the conversation natural. Ask questions and listen.

STEP 06

Follow Up

Many prospects won't make a decision during your first conversation.

That doesn't automatically mean they're uninterested.

Follow up with something useful, such as a relevant competitor observation, an example report page, or a brief explanation of how the research could help them.

A simple follow-up:

> **FOLLOW-UP**
> “Just following up on the competitive report we discussed. One area I found interesting was **[specific observation]**. If understanding what nearby competitors are doing is a priority, I'd be happy to explain the report.”

Respect requests not to be contacted and comply with applicable outreach rules.

STEP 07

Deliver Excellent Work

Your first clients are more than individual sales. They're opportunities to build experience, improve your process, and earn referrals.

For every report:

01	Confirm the client's business goals.
02	Verify the important research findings.
03	Explain the competitive landscape clearly.
04	Highlight the most actionable opportunities.
05	Deliver the report when promised.
06	Offer to walk the client through the findings.

After delivery, ask which findings were most valuable.

With permission, collect testimonials or use anonymized examples to improve future presentations.

STEP 08

Ask for the Next Opportunity

A report can reveal problems that a business owner wants help solving.

Potential follow-on services include:

- Ongoing competitor monitoring
- Website and offer improvements
- Review and reputation analysis
- Local marketing recommendations
- Promotional campaign planning
- AI training for employees

Don't pitch unrelated services simply to increase the sale.

Use the findings to identify work that would genuinely benefit the client.

YOUR NUMBERS

The Action Tracker

Your First 10 Clients

Milestone	Target
Choose an industry and market	1
Complete a sample report	1
Identify qualified prospects	50
Begin personalized outreach	10 contacts per workday
Conduct follow-ups	Daily
Close paying clients	10

HOW TO READ THESE TARGETS

These are activity targets, not guaranteed conversion rates. Track how many contacts produce conversations, how many conversations produce proposals, and how many proposals become sales.

Your First 10 Sales

At a $297 introductory report price:

Clients	Gross Sales
1	$297
3	$891
5	$1,485
10	$2,970

These figures illustrate gross revenue before expenses, taxes, refunds, and other costs. Actual results depend on your offer, prospect quality, execution, and market demand.

WEEK ONE

Your Next 7 Days

DAY 1	Choose your industry and market.
DAY 2	Research competitors and create your sample report.
DAY 3	Build your first 50-prospect list.
DAY 4	Contact 10 qualified businesses.
DAY 5	Contact 10 more and follow up with interested prospects.
DAY 6	Contact another 10 and conduct any scheduled conversations.
DAY 7	Review your results, improve your pitch, and plan the next week.

FINAL THOUGHTS

Start Before You Feel Ready

Your first 10 clients will teach you more about selling MarketSpy reports than endlessly refining your materials.

Start with one market. Develop a useful report. Approach businesses consistently. Improve your offer based on what prospects tell you.

Research. Report. Sell. Repeat.

That's your MarketSpy AI client acquisition system.