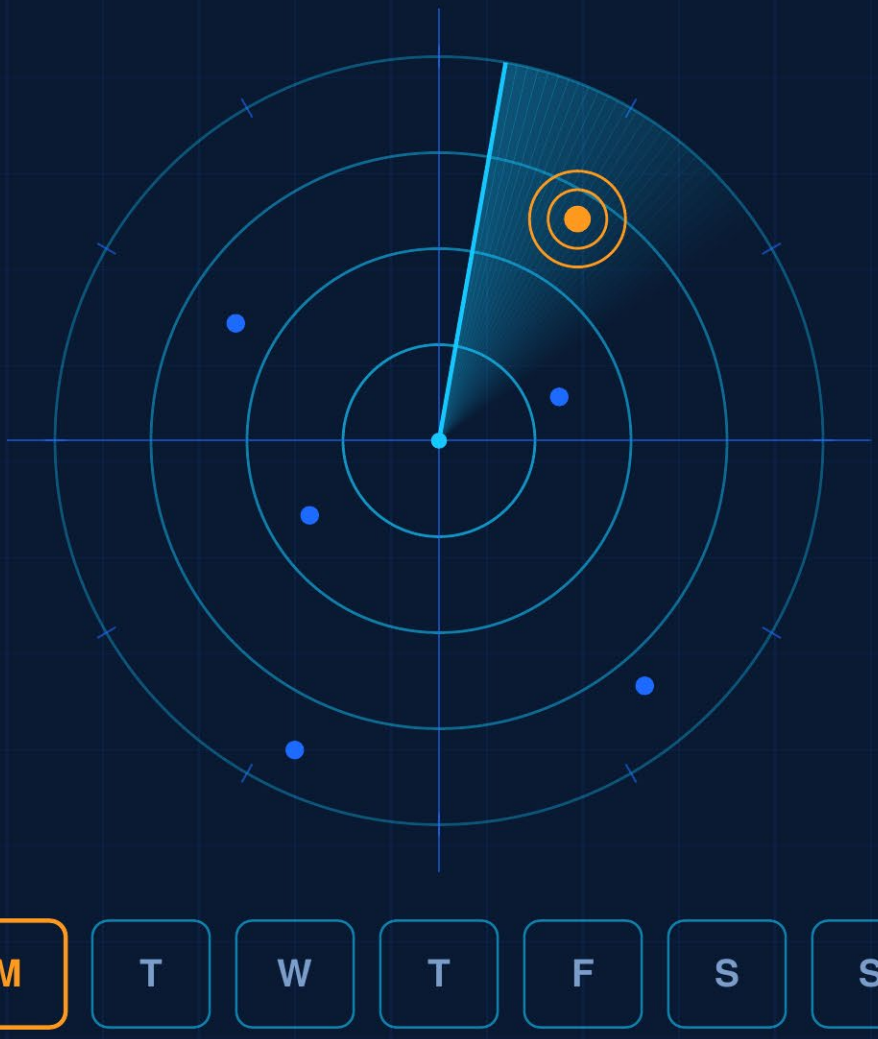
MarketSpy AI



PRODUCT GUIDE

The 10-Minute Weekly Spy Routine

Turn MarketSpy Into Your Automated Competitive Watch System

Most businesses don't need another giant competitive research project.

They need to know when something important changes.

> A competitor launches a new offer.
>
> Prices change.
>
> A new competitor appears.
>
> Customers start complaining about something.
>
> Someone introduces a new service.
>
> A competitor suddenly starts promoting something aggressively.
>
> A new marketing angle begins appearing across the market.

MarketSpy can watch for these signals automatically.

In this guide, you'll set up a simple **Weekly Spy Routine** that performs much of your competitive monitoring for you and delivers a short intelligence brief you can review in about 10 minutes.

You can use the routine for your own business or create recurring competitive monitoring reports for clients.

SECTION 01

Step 1: Choose What You Want to Watch

Don't try to monitor everything.

Start with the competitors and signals most likely to produce useful information.

Choose:

Your Market

> **Example:**
> Charlotte HVAC companies

Your Competitors

Start with approximately 3-5 important competitors.

Your Spy Targets

Choose the things you care about most, such as:

- New offers or promotions
- Pricing changes
- New products or services
- Website changes
- New marketing messages
- Reviews and customer complaints
- New content
- Changes in positioning
- New locations or service areas
- New competitors
- Advertising and promotions
- Reputation changes
- Important market developments
- Competitive threats
- New opportunities

You can always expand your watch later.

SECTION 02

Step 2: Create Your Weekly Spy Instructions

Tell your AI exactly what you want monitored.

Use this prompt as your starting point:

WEEKLY MARKETSPY WATCH

Every week, research the following market:

[MARKET]

Pay particular attention to these competitors:

[COMPETITORS]

Look for meaningful developments involving:

[THINGS TO WATCH]

Compare current findings with information from previous MarketSpy reports or monitoring runs when that information is available.

Focus on changes and developments that could affect the business rather than repeating information that has not meaningfully changed.

Separate observable facts from assumptions or interpretations.

For each important development, explain:

1. What happened
2. Why it may matter
3. Whether it represents an opportunity, threat, or something simply worth watching
4. What action, if any, should be considered

Finish with a short section called:

THIS WEEK'S MARKETSPY BRIEF

Include:

Biggest Change
The most important competitive or market development discovered.

Biggest Opportunity
The strongest opportunity suggested by this week's research.

Biggest Threat
The competitive development most deserving attention.

What to Watch
Anything that isn't significant yet but could become important.

Recommended Action
The 1-3 actions worth considering this week.

If nothing meaningful changed, say so rather than inventing developments.

SECTION 03

Step 3: Schedule Your Spy Routine

If your AI platform supports scheduled tasks, automations, agents, or recurring prompts, you can have your Weekly Spy Routine run automatically.

Create a new scheduled task.

Set it to run: **Once per week**

A good starting point is **Monday morning**, so your MarketSpy Brief is waiting for you at the beginning of the week.

Paste your completed **Weekly MarketSpy Watch** instructions into the scheduled task.

Before saving it, verify that you've included:

Market:	What market should be monitored?
Competitors:	Which businesses should receive particular attention?
Signals:	What should MarketSpy look for?
Output:	What should the weekly report contain?

Then activate the schedule.

Your AI now has a recurring competitive research assignment.

SECTION 04

Step 4: Create Separate Watches When Necessary

One giant automation can become noisy.

Instead, you can create smaller Spy Routines for specific jobs.

For example:

Competitor Watch	Monitor five important competitors for meaningful changes.
Offer Watch	Look for new services, packages, pricing, promotions, guarantees, financing, and special offers.
Review Watch	Analyze recent competitor reviews for recurring praise, complaints, frustrations, and customer requests.
Content Watch	Look for new topics, campaigns, videos, articles, and marketing messages competitors are pushing.
Opportunity Watch	Search for emerging gaps, underserved customers, weak competitors, new demand, and strategies appearing elsewhere that haven't become common in the local market.

You don't necessarily need all of these.

Create additional watches when there is a specific reason to monitor something more closely.

SECTION 05

Step 5: Spend 10 Minutes Reviewing the Results

The automation does the monitoring.
Your job is to make decisions.

Once each week, open your latest MarketSpy Brief and spend approximately 10 minutes answering five questions:

1. What changed?

Ignore routine noise and concentrate on meaningful developments.

2. Why does it matter?

Determine whether the change could affect customers, sales, positioning, marketing, pricing, or competitive advantage.

3. Is there an opportunity?

Look for something the business could introduce, improve, test, promote, or capitalize on.

4. Is there a threat?

Identify competitors or market developments that deserve attention.

5. What should happen next?

Turn useful intelligence into action.

That might mean changing an offer, creating a promotion, publishing content, improving a sales message, investigating an opportunity, or simply continuing to watch the situation.

SECTION 06

Turn Your Weekly Spy Routine Into a Service

The same automation you create for yourself can become the foundation of a recurring client service.

Instead of performing a large competitive analysis once and disappearing, you can offer businesses ongoing MarketSpy monitoring.

For example:

Weekly Competitive Brief	Monitor important competitors and summarize meaningful developments.
Monthly MarketSpy Report	Combine several weekly monitoring runs into a larger monthly intelligence report.
Competitor Alert Service	Watch specific competitors, offers, reviews, or market developments and alert the client when something important happens.
Opportunity Watch	Continually look for new offers, underserved customers, marketing opportunities, customer complaints, and competitive gaps.

This creates a natural progression:

Initial MarketSpy Report → **Ongoing Monitoring** → **Recurring MarketSpy Service**

One research project can potentially become an ongoing client relationship.

SECTION 07

Your 10-Minute Routine

Once everything is configured, your weekly workflow becomes extremely simple:

Automation runs

↓

MarketSpy researches

↓

Weekly Brief is created

↓

You spend 10 minutes reviewing it

↓

Take action on anything important.

Set it up once.
Let MarketSpy keep watching.