MarketSpy AI

MarketSpy AI

Main Training

- Spy on markets and competitors
- Find useful opportunities
- Turn research into professional reports
- Turn reports into offers businesses can buy

MarketSpy AI

The MarketSpy Formula

SPY

Gather useful market intelligence.

→

REPORT

Package the intelligence into something valuable.

→

SELL

Turn what you discovered into an offer and approach businesses.

You don't need to become a marketing expert, competitive intelligence analyst, or consultant before you start.

What You Need

- ChatGPT, Claude, or another capable AI
- Identity
- MarketSpy prompt libraries
- A business or market to investigate

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What You Need

- Email Account
- Payment Method
- Time (<20 Mins Report)
- Focus

Create Your MarketSpy Project



Project: **MarketSpy AI**

ADD

- MarketSpy operating/training files
- AI Spy Prompt Library
- Report Prompt Library
- Sales Prompt Library
- Your Business Profile
- Report templates



Persistent Project Context

Research from one prompt becomes intelligence available to later prompts, rather than continually starting from zero.

Complete Your Business Profile



This Profile Stores Your:

- Company and market
- Services and customers
- Competitors and goals
- Positioning and current offers

You don't need every field. Unknown fields can stay blank. A profile builder prompt is also included!

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You Don't Need All Prompts

- Market Mapper
- Competitor X-Ray
- Review Intelligence
- Gap Finder
- **Gap & Opportunity Report**
- Offer Builder
- Outbound Sales Builder

MarketSpy AI is a toolbox, not a 43-step process.

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Start With a Target



Business / category

EXAMPLE

HVAC companies



Geographic market

EXAMPLE

Charlotte, NC



Research objective

EXAMPLE

Find competitive gaps that could help one HVAC company win more customers

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Get A Picture With Market Mapper

Market Mapper identifies

- Relevant competitors
- Direct competitors
- Secondary competitors
- Competitors worth watching
- Early market patterns

5–10

competitors recommended when you don't know how many to examine

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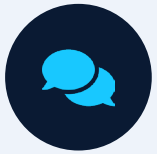
Decide What You Want to Spy On



Competitors

Who matters?

What are they doing?



Customers

What do buyers want?

What do they complain about?



Offers

What are competitors selling?

Pricing, guarantees, financing, packages



Marketing

Messaging

Content

Websites

Search visibility



Opportunities

What is missing?

What looks weak?

What could potentially be improved?

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Specialized Spy Prompts

Competitor X-Ray
Deep dive into one competitor.

Website Spy
Compare websites, messaging, trust and conversion approaches.

Offer Spy
Compare services, prices, promotions, guarantees, financing and packaging.

Gap Finder
Combine previous research to identify opportunities.

Review Intelligence
Mine customer reviews for praise, complaints, frustrations and buying priorities.

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Let MarketSpy Build on Previous Research

Market Mapper → Offer Spy → Review Intelligence → **Gap Finder**

Each prompt can use what came before.

MarketSpy handoffs preserve the essential findings so subsequent prompts can continue the analysis rather than requiring manual transfer.

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Research Discipline

01

OBSERVED

We found direct evidence.

02

CLAIMED

A business, customer, or source said it.

03

INFERRED

The evidence suggests it.

04

HYPOTHESIS

Something worth testing.

Do not let AI turn speculation into fact.

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Don't Confuse Activity With Success

Lots of reviews	≠	Most profitable
Ranking first	≠	Market leader
Running ads	≠	Profitable ads
Using an offer	≠	Successful offer
Nobody offering something	≠	Customer demand

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What You're Really Looking For

Commercially useful differences

- Customer frustrations
- Weak offers
- Missing services
- Pricing/packaging differences
- Poor trust signals
- Weak positioning
- Marketing gaps
- Content gaps
- Convenience problems
- Geographic gaps
- Recurring revenue possibilities



Gap Finder prioritizes gaps supported by multiple findings.

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Research Isn't the Product



Raw AI research

has limited perceived value.

→

The report makes the intelligence

- ✓ Understandable
- ✓ Focused
- ✓ Actionable
- ✓ Presentable
- ✓ Client-ready

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Choose the Right Report

Executive Intelligence Brief
Fast owner/executive summary.

Competitive Scorecard
Business vs. competitors.

Gap & Opportunity Report
Where opportunities appear to exist.

Competitor Profile
Deep dive into one competitor.

Marketing Intelligence Report
Competitive marketing analysis.

Sales Intelligence Report
What the intelligence means for selling.

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Anatomy of a Good MarketSpy Report

1. What did we research?
2. What did we discover?
3. Why does it matter?
4. What opportunities or threats deserve attention?
5. What should the business consider doing?

Make It Client Ready

Typical structure

01 Executive Summary

02 Key Findings

03 Competitive Intelligence

04 Customer/Market Intelligence

05 Opportunities

06 Threats/Risks

07 Recommended Actions

08 Sources

Demo Reports Are Included In The Product Package

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Reports Should Lead to Action

BAD

“Improve your marketing.”

BETTER

“Test an emergency-service landing page because 4 of the 6 competitors studied prominently promote emergency service while the target business does not.”

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Find the Commercial Opportunity

Ask:

- What problem did we uncover?
- What opportunity exists?
- What could the business improve?
- What could we help them implement?
- **What would that improvement be worth to them?**

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Three Simple Offer Angles

NEED

Solve something painful.

GREED

Help capture an attractive opportunity (revenue).

SPEED

Make something faster, easier or simpler.

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Example

Research discovers

- Competitors offer maintenance plans
- Client does not
- Reviews suggest customers value predictable service
- Competitors emphasize priority scheduling

POTENTIAL OFFER

“We'll build and launch a customer maintenance-plan campaign designed to turn one-time service customers into recurring customers.”

You're no longer selling research. You're selling an outcome suggested by the research.

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Use the Sales Prompts

Sales Opportunity Finder → Buyer Pain Mapper → **Offer Builder** → Sales Message Builder → Outbound Sales Builder

ALSO AVAILABLE

- Sales Conversation Builder
- Presentation & Proposal Builder
- Objection Battlecard
- Campaign Builder

Lead with problems solved, outcomes, and business value. Keep the mechanism secondary.

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You Have a Reason to Contact Them

✗ Don't lead with **“I do marketing.”**

✗ Don't lead with **“I use AI.”**

LEAD WITH

Something you discovered about their market.

You're approaching them with intelligence, not merely asking whether they need “marketing.”

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The Basic Outreach Formula

Observation → **Relevance** → **Curiosity** → **Next Step**

EXAMPLE

“I was researching HVAC companies around Charlotte and noticed a few interesting differences between how companies are packaging maintenance and emergency service. I put together a detailed competitive report showing what several companies are doing and a few gaps that the data suggests leaves you at a disadvantage. Would you be interested in knowing more about or keeping tabs on your competitors?

Phone **Email** **DM** **In person**

Sell the Report or Use It to Sell Something Bigger

REPORT-FIRST

Sell the MarketSpy report itself.

Competitive Market Report

$297+

REPORT-TO-SERVICE

Use the report to uncover and sell:

- **Marketing services**
- **Websites**
- **Advertising**
- **Content**
- **Lead generation**
- **Offer development**
- **Reputation services**
- **AI services**
- **Consulting**
- **Other implementation**

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Don't Give Away the Entire Answer

Give enough to create relevance.



“I found three competitors making an offer you aren't currently making, and there's an interesting pattern in what customers mention in reviews.”

→



“I'd be happy to show you what I found.”

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Your First Project

SPY

STEP 1

Choose one niche.

STEP 2

Choose one local market.
~
Anchor to a target company.

STEP 3

Run Market Mapper.

REPORT

STEP 4

Choose 2 to 3 relevant Spy Prompts.

STEP 5

Create one report.

SELL

STEP 6

Identify one offer.

STEP 7

Approach businesses.

Don't try to master MarketSpy before using it.
Run one complete SPY → REPORT → SELL cycle.

Getting Paid

Ways To Collect Payment.

SIMPLE: PayPal (invoicing/CC)

OTHER:

Stripe (invoicing/CC)

ACH / Check / Direct Deposit

Common Commands

MarketSpy AI response to specific requests

Frequently used terms

- “Run Market Mapper on [niche] in [city]”
- “Run Local Search Spy for [niche/firm]”
- “Set up Weekly Watch on [competitors]”
- “Proceed”
- “Start a new niche: [industry] in [city]”
- “Coach me” (when you’re unsure what to run next)
- “Help”

When You Don't Know What to Do



Use the MarketSpy AI Coach

It guides you through paths, prompts, workflows and included materials.

“Which Spy Prompt should I use?”

“What report should I create?”

“What should I research next?”

“Help me turn this finding into an offer.”

“How should I approach this business?”

“Review my MarketSpy report.”

“What am I missing?”

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Resources Included

- Prompt libraries
- Quick Start Guide
- MarketSpy AI Coach
- Report templates
- 15 Things to Spy On
- Weekly Spy Routine
- Included bonuses/resources
- Support/contact method

SPY → REPORT → SELL

Find something valuable. Package what you find. Put it in front of businesses that can benefit from it.

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Need Support?

Built-In Help

MarketSpy has help and training built-in. Ask questions!

Contact:

Need a human or coaching?
> https://support.lutherlandro.com