MarketSpy AI



NICHE PLAYBOOK | 12 INDUSTRIES

Niche Offer & Sales Hooks

MarketSpy AI: Niche Offer & Sales Hooks

The purpose of these hooks is to give you a reason to contact the business.

Avoid leading with “competitive intelligence” or trying to sell a generic marketing service. Lead with something specific you discovered, something the owner is likely to care about, and the opportunity the MarketSpy Report reveals.

A simple framework:

> **What I found → Why it matters → What I can show you**

Example:

> “I compared your company against several of your biggest local competitors and found three things they're doing differently to generate replacement business. I put together a short report showing you what I found.”

NICHE 01 OF 12

Property Management

Offers You Can Sell

- Local Property Management Competitor Report
- Owner Acquisition Opportunity Report
- Property Management Fee & Service Comparison
- Competitor Guarantee Analysis
- Rental Owner Lead Generation Review
- Property Management Reputation Report
- Local Investor Marketing Opportunity Report

Sales Hooks

Competitor Gap

“I compared your company with several property managers in the area and found a few places where competitors are making a stronger pitch to property owners. I put together a report showing you exactly what they're doing.”

Owner Acquisition

“I researched how local property managers are competing for rental owners and found several offers and acquisition strategies that aren't being used consistently in this market.”

Fees & Packaging

“I compared how local management companies package their fees and services. There are some interesting differences that could make one company look like a much better value even when the actual fees aren't dramatically different.”

Guarantees

“Several property managers are using guarantees to reduce the perceived risk of switching management companies. I compared those offers and found some gaps you may be able to take advantage of.”

Reviews

“I analyzed what rental owners are saying about local property management companies. The same complaints keep showing up, which creates a pretty clear positioning opportunity.”

NICHE 02 OF 12

Law Firms

Offers You Can Sell

- Local Law Firm Competitor Report
- Practice Area Opportunity Report
- Client Acquisition & Intake Analysis
- Competitor Offer & Consultation Review
- Law Firm Reputation Intelligence Report
- Local Legal Marketing Gap Report
- Client Concern & Messaging Analysis

Sales Hooks

Competitor Gap

“I analyzed several firms competing for the same types of clients you are and found a few meaningful differences in how they're positioning themselves and converting inquiries.”

Client Intake

“I compared the process someone goes through when they're trying to contact local firms. There are several places where prospective clients encounter unnecessary friction.”

Client Concerns

“I analyzed reviews and messaging from firms in your practice area and found several concerns clients repeatedly mention before and after hiring an attorney.”

Positioning

“A lot of firms in this market are making almost identical claims. I found several positioning angles that appear much less crowded.”

Content Opportunity

“I compared the questions competing firms are answering online with the questions prospective clients appear to care about. There are some surprisingly obvious gaps.”

NICHE 03 OF 12

HVAC

Offers You Can Sell

- HVAC Competitor Opportunity Report
- Replacement Sales Spy Report
- HVAC Pricing & Promotion Analysis
- Maintenance Plan Competitor Report
- HVAC Financing Opportunity Report
- Local HVAC Reputation Analysis
- HVAC Lead Generation Gap Report

Sales Hooks

Replacement Sales

“I compared how local HVAC companies are selling replacement systems and found several competitors using offers and financing angles that others aren't.”

Maintenance Plans

“I compared the maintenance plans being offered by HVAC companies in this market. There are some major differences in pricing, benefits, and how they're being sold.”

Financing

“I looked at how your competitors are using financing to sell higher-ticket replacements. Some make it a major part of the offer while others barely mention it.”

Reviews

“I analyzed customer reviews across local HVAC companies and found several complaints that keep appearing over and over. Those complaints create some useful positioning opportunities.”

Emergency Service

“I compared what happens when someone needs an HVAC company immediately. Some competitors make getting emergency service dramatically easier than others.”

NICHE 04 OF 12

Roofing

Offers You Can Sell

- Roofing Competitor Opportunity Report
- Roof Replacement Sales Analysis
- Storm & Restoration Competitor Report
- Roofing Offer & Financing Report
- Roofing Warranty Comparison
- Local Roofer Reputation Analysis
- Roofing Lead Generation Gap Report

Sales Hooks

Replacement

“I compared how roofers in this market are selling replacement jobs and found several differences in offers, financing, warranties, and how they reduce the risk of buying a new roof.”

Storm Business

“I researched how local roofers are positioning themselves for storm and insurance-related work. Some competitors have a much stronger system for capturing that demand.”

Warranty

“I compared the warranties and guarantees local roofers are advertising. There are some pretty significant differences in how companies are using them to build trust.”

Reviews

“I analyzed customer reviews for local roofing companies and found several complaints that show up across multiple contractors. That creates an opportunity to position against a market-wide weakness.”

Lead Generation

“I compared the offers local roofers are using to generate inspection and estimate requests. A few companies are doing things that most competitors aren't.”

NICHE 05 OF 12

Junk Removal

Offers You Can Sell

- Junk Removal Competitor Report
- Local Junk Removal Pricing Analysis
- Commercial Account Opportunity Report
- Junk Removal Partnership Report
- Service & Offer Gap Analysis
- Local Reputation Analysis
- Recurring Revenue Opportunity Report

Sales Hooks

Pricing

“I compared publicly advertised junk removal pricing around the area. There are some useful differences in minimums, volume pricing, and how companies explain their charges.”

Commercial Accounts

“I researched how local junk removal companies are going after property managers, contractors, apartments, and other repeat commercial accounts. There's a lot of inconsistency.”

Partnerships

“I mapped out businesses that can repeatedly refer junk removal jobs and compared how your competitors are pursuing those relationships.”

Speed

“I compared how easy it is to get a quote and book a pickup with local competitors. Speed and convenience are becoming a pretty obvious differentiator.”

Reviews

“I analyzed local junk removal reviews and found several customer complaints that repeat across multiple companies. They're relatively straightforward things to position against.”

NICHE 06 OF 12

Commercial Cleaning

Offers You Can Sell

- Commercial Cleaning Competitor Report
- Recurring Contract Opportunity Analysis
- Commercial Cleaning Niche Report
- Facility Manager Buyer Analysis
- Commercial Cleaning Offer Analysis
- Local Competitor Reputation Report
- Property Management Account Opportunity Report

Sales Hooks

Recurring Contracts

“I compared how commercial cleaners in this market are packaging and selling recurring contracts. There are several gaps that could make an offer much easier for a facility manager to choose.”

Niche Opportunity

“I mapped which industries local cleaning companies are actively targeting. Some segments are extremely crowded while others appear to have surprisingly little competition.”

Property Managers

“I looked specifically at how cleaning companies are marketing to property managers and multi-location accounts. There are some clear opportunities to build a more specific offer.”

Buyer Complaints

“I analyzed reviews from commercial cleaning customers and found the same problems showing up repeatedly, especially around consistency, communication, and quality control.”

Differentiation

“Most cleaning companies in this market are making almost identical claims. I found several ways a company could make its offer much more concrete.”

NICHE 07 OF 12

Plumbing

Offers You Can Sell

- Plumbing Competitor Opportunity Report
- High-Value Plumbing Service Analysis
- Plumbing Pricing & Offer Report
- Emergency Plumbing Competitor Report
- Plumbing Membership Analysis
- Local Plumber Reputation Report
- Sewer & Water Heater Opportunity Report

Sales Hooks

High-Value Services

“I compared how local plumbers promote higher-value jobs like sewer work, repiping, and water heaters. Some valuable services are getting surprisingly little attention.”

Emergency

“I compared what customers encounter when they need a plumber immediately. There are significant differences in how companies handle emergency calls and same-day service.”

Offers

“I researched the offers local plumbers are using to generate calls. I found several services where competitors are making the decision to call much easier.”

Memberships

“I compared plumbing membership programs around the market. The benefits and pricing vary quite a bit, and there are some obvious ways to create a stronger recurring offer.”

Reviews

“I analyzed local plumbing reviews and found repeated concerns around pricing, communication, diagnosis, and upselling. Those patterns reveal some useful positioning opportunities.”

NICHE 08 OF 12

Landscaping & Lawn Care

Offers You Can Sell

- Landscaping Competitor Report
- Lawn Care Recurring Revenue Analysis
- Seasonal Service Opportunity Report
- Commercial Landscaping Account Report
- Lawn Care Pricing & Offer Analysis
- Landscaping Upsell Opportunity Report
- Local Reputation Analysis

Sales Hooks

Recurring Revenue

“I compared how lawn companies in this market turn mowing and basic services into recurring annual accounts. There are some significant differences in how those programs are packaged.”

Seasonal Revenue

“I mapped the seasonal services competitors are promoting throughout the year and found several periods where additional services could be sold to existing customers.”

Commercial Accounts

“I researched how local landscapers are pursuing HOAs, property managers, apartments, and commercial properties. Some segments appear much less aggressively targeted than others.”

Upsells

“I compared the services competitors offer around their core lawn accounts. There are several logical add-ons that could increase the value of an existing customer.”

Retention

“I analyzed customer reviews and found several reasons people switch lawn companies. Reliability and communication come up often enough that they can actually become part of the sales offer.”

NICHE 09 OF 12

Pest Control

Offers You Can Sell

- Pest Control Competitor Report
- Recurring Pest Plan Analysis
- Pest Control Pricing Report
- Termite & High-Value Service Report
- Seasonal Pest Opportunity Report
- Commercial Pest Control Opportunity Report
- Pest Control Reputation Analysis

Sales Hooks

Recurring Plans

“I compared the recurring pest plans being sold around this market. There are significant differences in price, coverage, guarantees, and how companies package ongoing protection.”

Pricing

“I researched publicly available pest-control pricing and found some interesting differences between initial treatments and recurring plans.”

Termite & High-Value Services

“I compared how competitors are promoting termite, rodent, exclusion, and other higher-value services. Some categories appear considerably less competitive than general pest control.”

Seasonal

“I mapped which pests local competitors promote throughout the year. There are several seasonal opportunities where relatively few companies appear to be pushing a strong offer.”

Cancellation & Reviews

“I analyzed customer reviews and found recurring frustration around contracts, billing, callbacks, and cancellation. Those complaints create some useful ways to structure a more attractive offer.”

NICHE 10 OF 12

Restoration

Offers You Can Sell

- Restoration Competitor Opportunity Report
- Emergency Response Competitor Analysis
- Restoration Referral Partner Report
- Commercial Restoration Opportunity Report
- Water Damage Competitor Report
- Large-Loss Opportunity Analysis
- Restoration Reputation Report

Sales Hooks

Emergency Response

“I compared how restoration companies in this market handle someone searching during an emergency. Some make immediate contact extremely easy while others put several steps in the customer's way.”

Referral Partners

“I mapped the local businesses capable of repeatedly referring water and property-damage jobs, including plumbers, roofers, property managers, and related trades.”

Commercial

“I researched how restoration companies are approaching commercial properties before a loss occurs. There appear to be opportunities around pre-loss planning and priority-response relationships.”

Insurance Process

“I compared how competitors explain the insurance and documentation process to property owners. Some do a much better job reducing uncertainty during an already stressful situation.”

Reviews

“I analyzed restoration reviews and found recurring customer concerns around response time, communication, documentation, and follow-through. Those are useful competitive positioning points.”

NICHE 11 OF 12

Restaurant

Offers You Can Sell

- Restaurant Competitor Spy Report
- Local Menu & Pricing Analysis
- Delivery Competitor Report
- Restaurant Promotion Analysis
- Restaurant Review Intelligence Report
- Local Offer Opportunity Report
- Menu & Revenue Opportunity Analysis

Sales Hooks

Pricing

“I compared your menu pricing against several popular restaurants competing for the same customers. There are a few items and categories where the differences are pretty significant.”

Delivery

“I compared how nearby restaurants handle delivery, online ordering, fees, promotions, and direct ordering. There are some meaningful differences in how competitors are capturing delivery customers.”

Menu

“I analyzed competing menus and found several popular items, bundles, and price points that aren't being used consistently across the market.”

Reviews

“I analyzed what customers are saying about restaurants competing with you. Several complaints and positive themes repeat often enough to reveal what local diners actually care about.”

Promotions

“I compared the specials and promotions restaurants around you are using to generate traffic. There are several offer types that stand out from the usual discounting.”

NICHE 12 OF 12

Bar & Nightlife

Offers You Can Sell

- Bar & Nightlife Competitor Report
- Local Drink Pricing Analysis
- Nightlife Event Opportunity Report
- Bar Promotion Analysis
- Private Event Revenue Report
- Nightlife Customer Review Analysis
- Slow-Night Opportunity Report

Sales Hooks

Events

“I mapped the events being run by bars and nightlife venues around you. There are some obvious patterns in what competitors promote and a few nights where the market looks surprisingly weak.”

Pricing

“I compared publicly available drink, happy-hour, cover, and event pricing across nearby venues. It gives a pretty clear picture of where the market is positioned.”

Slow Nights

“I looked at the weekly event calendars of competing venues and found several nights where relatively little is happening. Those could be opportunities to own a particular night instead of fighting over the busiest ones.”

Private Events

“I compared how local venues sell birthdays, groups, corporate events, VIP tables, and private parties. Some venues have built real offers around it while others barely mention it.”

Customer Experience

“I analyzed local nightlife reviews and found the same complaints appearing across several venues. That creates some very specific opportunities to differentiate the experience.”

Universal Sales Hook Formula

Once the MarketSpy research is complete, build the outreach around the strongest finding, not around the fact that you created a report.

Use:

1. Identify what you researched

“I was researching [NICHE] companies in [MARKET] and included your company in the analysis.”

2. Reveal enough to create curiosity

“I found [SPECIFIC FINDING / PATTERN / GAP].”

3. Connect it to a business outcome

“There may be an opportunity here to [WIN MORE HIGH-VALUE JOBS / IMPROVE THE OFFER / GENERATE MORE REPEAT BUSINESS / DIFFERENTIATE / INCREASE INQUIRIES].”

4. Offer the intelligence

“I put together the competitor research showing what I found and what the other companies are doing. Would you like to see it?”

The Core Rule

> **Sell the findings first. Sell the opportunity second. Sell additional help, automations, and done-for-you third.**

The MarketSpy report creates the reason for the conversation. The opportunity discovered inside the report creates the reason for the business owner to care. The implementation work creates the opportunity for a larger service after the report is delivered.