MarketSpy AI



MARKETSPY AI | NICHE SPY PACK

Niche Spy Pack

Getting Started Guide

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The Niche Spy Pack gives you 12 specialized MarketSpy prompts built for specific local business industries.

Instead of starting with the general MarketSpy prompt library, you can use the prompt for your chosen niche to run a much more targeted competitive analysis.

Each Niche Spy Prompt already knows what to investigate for that particular industry.

> For example, the **Restaurant Spy Prompt** investigates menu pricing, delivery, ordering, promotions, reviews, positioning, competitive gaps, and other restaurant-specific opportunities.

> The **Roofing Spy Prompt** focuses on areas such as replacement, storm work, financing, warranties, offers, reviews, and lead generation.

> The **Property Management Spy Prompt** looks at pricing and fees, service packages, guarantees, owner acquisition, reviews, positioning, and other factors specific to property management.

STEP 1

Choose Your Niche

Select the Niche Spy Prompt that matches the type of business you want to research.

You do not need to use all 12.

If you're targeting roofing companies, use the Roofing Spy Prompt. If you're approaching restaurants, use the Restaurant Spy Prompt.

> **Start with one niche and one local market.**

STEP 2

Add the Prompt to Your MarketSpy Project

Open your MarketSpy AI Project in ChatGPT, Claude, or your preferred AI platform.

Upload or paste the appropriate Niche Spy Prompt into the project.

Tell the AI you want to use that prompt for your next MarketSpy project.

NOTE: You can add all 12 niche prompts to your MarketSpy project, and the system will automatically select the appropriate prompt from the library.

STEP 3

Enter the Business and Market

Each Niche Spy Prompt begins with a short set of inputs.

Typically, you'll provide information such as:

> **Target Company:** The business you're researching, or NONE if you want to research the market generally.
> **Location:** The city or market you want analyzed.
> **Number of Competitors:** How many competitors you want included.
> **Research Focus:** Use GENERAL for a broad analysis or select a specific area you want investigated.
> **Output Mode:** Use REPORT when you want a finished report.

Some niches include additional inputs specific to that industry.

Then tell the AI to begin the research.

STEP 4

Review the Report

The Niche Spy Prompt will research the competitive market and produce a report based on what it finds.

Review the finished report before presenting it to a prospect or client.

Pay particular attention to:

- Competitive differences
- Customer complaints
- Offers and pricing
- Underserved opportunities
- Weak competitor strategies
- Strong competitor strategies
- Recommended actions

Verify important facts and remove anything that isn't useful to the business.

STEP 5

Use Niche Offer & Sales Hooks

Once you've found something worth talking about, open the Niche Offer & Sales Hooks guide.

Each niche includes examples of reports you can offer and specific hooks you can use to start conversations with businesses.

The basic approach is:

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

Don't try to explain everything MarketSpy does.

Lead with something specific you discovered.

For example:

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

That's enough to start the conversation. The HVAC section of Niche Offer & Sales Hooks includes angles around replacement sales, maintenance plans, financing, reviews, and emergency service.

That's It

The Niche Spy Pack is designed to shorten the process:

> **Choose a Niche → Run the Niche Spy Prompt → Review the Report → Choose a Sales Hook → Contact Businesses**

You don't need to master the niche before using it.

The prompt tells MarketSpy what to investigate. Your job is to review the intelligence, identify the strongest opportunity, and use that finding to start a conversation with the business.