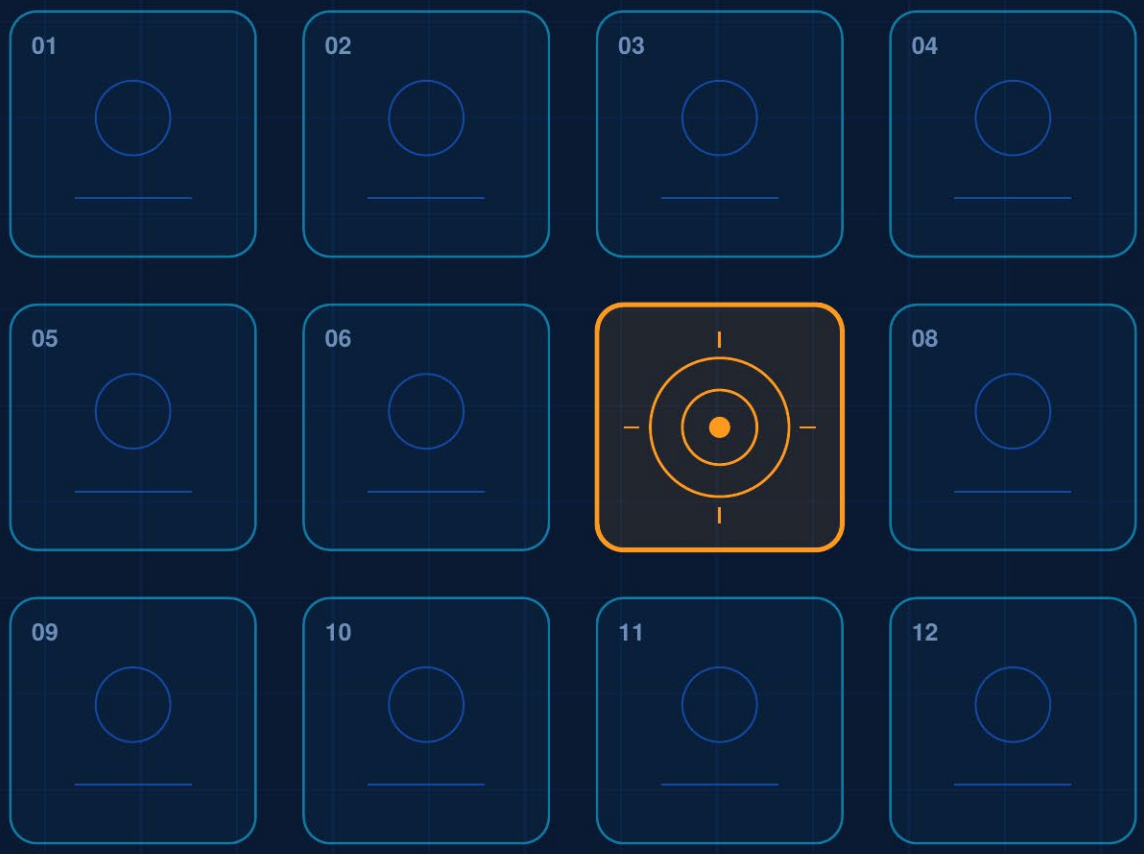
MarketSpy AI



DONE-FOR-YOU SALES PACKAGE

MarketSpy Done-For-You Sales Guide

What to Sell, Who to Sell It To, and How to Position Your Services in 12 Local Markets

MarketSpy AI gives you the tools to research local businesses, analyze their competitors, uncover overlooked opportunities, and turn your findings into professional, client-ready reports that business owners can use to make better decisions and grow.

This Done-For-You Sales Package takes much of the guesswork and preparation out of selling those reports.

We've done as much of the heavy lifting as possible, providing you with ready-to-use sales materials, niche-specific resources, and practical guidance to help you get started faster.

There are still a few things you'll need to do yourself, but this package gives you a substantial head start.

> **IMPORTANT:**
>
> Before proceeding, complete the MarketSpy AI setup covered in the main training course. You may add these files to the project. Adding the video files is not necessary.

You Don't Need to Be an Expert to Get Started

You don't need to become a marketing agency, business consultant, or industry expert before you start approaching potential clients.

Those skills develop through experience.

As the saying goes, **repetitions build competence.** The more businesses you research, reports you create, and conversations you have, the better you'll become at recognizing opportunities and communicating their value.

You don't need advanced technical skills or years of sales experience, either.

What you do need is focus, a willingness to learn, and dedicated time to follow the steps we've laid out for you.

Start with one market. Learn the process. Put the materials to work. Approach businesses, pay attention to their responses, and improve as you go.

Your goal is simple: Find businesses that could benefit from knowing what their competitors are doing, show them what they're missing, and offer them a report that helps them take action.

Everything in this package is designed to help you do exactly that.

The basic model is simple:

1. Choose a market.

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2. Find businesses that compete heavily for customers.

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3. Offer to analyze what their competitors are doing.

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4. Use MarketSpy AI to perform the research.

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5. Deliver the report and recommendations.

A good starting price for a MarketSpy offer to most clientele is **$297 to $497**. You can scale this depending on the scale of the prospect business and how much they value this kind of intelligence.

As you gain experience and confidence, you can offer larger projects, deeper analysis, presentations, recurring monitoring, or additional implementation services for **$997+**.

Between MarketSpy AI and the DFY Package, you literally have everything you need to sell these reports and make a considerable living.

SECTION 01

The MarketSpy Offer

The easiest way to explain what you sell is:

> **I research what your competitors are doing to attract customers, compare it with what you're doing, and identify opportunities you may be missing. Then I put the findings into a MarketSpy report showing you what I found and what I recommend doing next.**

You aren't selling "AI."

You aren't selling prompts.

And you don't need to lead with terms like "competitive intelligence."

You're selling something business owners already understand:

Knowing what their competitors are doing and finding ways to compete more effectively.

SECTION 02

What Can You Research?

Depending on the business, MarketSpy can investigate things such as:

- Competitor offers
- Services
- Pricing and pricing signals
- Promotions
- Guarantees
- Financing
- Reviews
- Customer complaints
- Positioning
- Website messaging
- Lead-generation offers
- Booking or contact processes
- Social media
- Content
- Advertising angles
- Geographic coverage
- Reputation and trust signals
- Competitive strengths and weaknesses
- Gaps competitors appear to be overlooking

You don't need to investigate everything.

Choose the areas most likely to matter to that particular business.

SECTION 03

What Should You Charge?

$297 | MarketSpy Market Audit	This is your base entry product, focused on a handful of competitors and the most important competitive opportunities. This can be useful when you're getting started or want an easier introductory offer.
$497 | MarketSpy Competitive Report	Research several important competitors, identify meaningful patterns and gaps, and deliver a professional report with recommended actions.
$997+ | Opportunity Scan	Use this when the client wants deeper research, more competitors, additional analysis, a strategy presentation, or more extensive recommendations.

You can also offer ongoing monitoring after the initial project.

For example:

> **"We can also rerun portions of the research each month so you can see when competitors change their offers, pricing, promotions or positioning."**

Don't get stuck trying to find the perfect price.

Choose an offer, start conversations, and adjust based on what your market tells you.

NOTE: Review the pricing guide found in the main product for a comprehensive pricing strategy.

MARKET 01

Property Management

Who to Target

Independent and regional property management companies competing for landlords, property owners, investors, HOA accounts, or tenants.

What They Care About

Winning new management accounts, keeping existing owners, maintaining occupancy, building trust, improving reviews, differentiating their services, and competing on management fees and value.

What to Spy On

Look at:

- Management fees
- Leasing fees
- Guarantees
- Owner offers
- Tenant placement
- Maintenance programs
- Service areas
- Reviews
- Owner complaints
- Website positioning
- Lead-generation offers
- Investor services
- Competitor promises

Sales Angle

> **See how other property management companies are competing for owners in your market and where there may be opportunities to make your company stand out.**

Easy Conversation Starter

Compare how several local companies pitch property owners.

Look for noticeable differences in fees, guarantees, promises, services, or positioning.

MARKET 02

Law Firms

Who to Target

Local firms operating in competitive practice areas such as personal injury, family law, criminal defense, estate planning, immigration, or business law.

What They Care About

Generating qualified inquiries, establishing credibility, differentiating the firm, improving conversion, building reviews, and competing against other firms targeting the same cases.

What to Spy On

Look at:

- Practice-area positioning
- Consultation offers
- Competitor messaging
- Attorney credentials
- Reviews
- Case-result positioning
- Guarantees or risk-reversal language where permitted
- Educational content
- Calls to action
- Intake experience
- Website positioning
- Frequently addressed client concerns

Sales Angle

> **See how competing firms are positioning themselves to attract clients and identify opportunities to differentiate your firm more clearly.**

Easy Conversation Starter

Compare the promises, positioning, calls to action, and consultation offers of several firms competing for the same type of client.

Important: Marketing and advertising rules for attorneys vary by jurisdiction. The client should review recommendations for compliance with applicable professional rules.

MARKET 03

HVAC

Who to Target

Residential HVAC contractors, heating and cooling companies, and companies offering installation, repair, maintenance, and commercial HVAC services.

What They Care About

Replacement jobs, emergency calls, maintenance agreements, financing, reviews, seasonal demand, commercial accounts, and differentiating themselves from dozens of similar contractors.

What to Spy On

Look at:

- Replacement offers
- Repair promotions
- Maintenance plans
- Financing
- Guarantees
- Emergency service
- Diagnostic/service-call offers
- Reviews
- Rebates
- Membership programs
- Commercial services
- Booking process
- Seasonal promotions

Sales Angle

> **See how HVAC companies in your market are competing for replacement, repair and maintenance business, and where competitors may be leaving opportunities open.**

Easy Conversation Starter

Compare several competitors' financing, maintenance plans, guarantees and replacement offers.

HVAC is particularly attractive for MarketSpy because small differences in positioning can influence relatively high-value jobs.

MARKET 04

Roofing

Who to Target

Residential roofers, commercial roofing contractors, storm/restoration roofers, and exterior contractors.

What They Care About

High-value roofing jobs, storm demand, financing, reputation, inspections, insurance-related work, lead generation, and standing apart from aggressive competitors.

What to Spy On

Look at:

- Free inspection offers
- Financing
- Warranties
- Materials
- Storm/restoration messaging
- Insurance-related positioning
- Reviews
- Certifications
- Guarantees
- Emergency service
- Commercial services
- Lead offers
- Competitor trust signals

Sales Angle

> **See how roofing companies in your market are positioning themselves to win high-value projects and where there may be openings to compete more effectively.**

Easy Conversation Starter

Compare warranties, financing, inspection offers and trust signals among the strongest local roofing competitors.

MARKET 05

Junk Removal

Who to Target

Independent junk removal companies, hauling companies, cleanout services, and local franchise operators.

What They Care About

More jobs, higher-value cleanouts, commercial accounts, recurring business, partnerships, fast response, pricing and geographic coverage.

What to Spy On

Look at:

- Pricing models
- Minimum charges
- Same-day service
- Items accepted
- Commercial services
- Property cleanouts
- Construction debris
- Service areas
- Reviews
- Booking experience
- Discounts
- Competitor partnerships
- Recurring service offers

Sales Angle

> **See how other junk removal companies are competing for local jobs and uncover service, offer and commercial opportunities that may be getting overlooked.**

Easy Conversation Starter

Compare competitor offers, service areas and the types of jobs they emphasize.

Look especially for services competitors barely mention or customer segments nobody appears to own.

MARKET 06

Commercial Cleaning

Who to Target

Janitorial companies, office cleaning companies, facility cleaning businesses, medical cleaning services, and specialty commercial cleaners.

What They Care About

Recurring contracts, larger accounts, retention, specialization, credibility, competitive bidding, and finding profitable verticals.

What to Spy On

Look at:

- Industries served
- Contract positioning
- Specialty services
- Certifications
- Guarantees
- Cleaning frequency
- Commercial offers
- Facility types
- Reviews
- Trust signals
- Competitor positioning
- Geographic coverage

Sales Angle

> **See how commercial cleaning companies are positioning themselves to win recurring accounts and identify markets, services and positioning opportunities competitors may be underusing.**

Easy Conversation Starter

Compare which industries competitors target.

You may discover that nearly everyone markets generic "commercial cleaning" while certain customer categories receive very little focused attention.

MARKET 07

Plumbing

Who to Target

Residential plumbers, emergency plumbing companies, drain/sewer specialists, and plumbing companies serving residential and commercial customers.

What They Care About

Emergency calls, high-value repairs, replacements, recurring customers, reviews, financing, service agreements, and response time.

What to Spy On

Look at:

- Emergency service
- Service-call offers
- Drain cleaning
- Sewer services
- Water heaters
- Financing
- Membership plans
- Guarantees
- Reviews
- Response-time promises
- Booking options
- Commercial services
- Promotions

Sales Angle

> **See how competing plumbers are winning service calls and identify offers, services and positioning opportunities that could help you compete more effectively.**

Easy Conversation Starter

Compare emergency-service messaging, guarantees, financing and service offers across several competitors.

MARKET 08

Landscaping & Lawn Care

Who to Target

Lawn-care companies, landscapers, maintenance companies, hardscape contractors, irrigation companies, and full-service landscape businesses.

What They Care About

Recurring customers, route density, larger projects, commercial accounts, seasonal services, upsells, and reducing price competition.

What to Spy On

Look at:

- Recurring plans
- Service packages
- Seasonal offers
- Landscaping projects
- Hardscaping
- Irrigation
- Commercial maintenance
- Reviews
- Service areas
- Bundled services
- Guarantees
- Competitor positioning

Sales Angle

> **See how lawn and landscaping companies in your area package and position their services and identify opportunities for better offers, recurring revenue and higher-value work.**

Easy Conversation Starter

Compare how competitors package recurring services versus one-off work.

Look for profitable services that are poorly promoted or missing from competitors' offers.

MARKET 09

Pest Control

Who to Target

Local pest-control operators, exterminators, termite companies, mosquito-control businesses, and wildlife-control companies.

What They Care About

Recurring plans, customer retention, seasonal demand, reviews, specialized services, guarantees and converting one-time treatments into ongoing customers.

What to Spy On

Look at:

- Initial treatment offers
- Recurring plans
- Guarantees
- Termite services
- Mosquito programs
- Wildlife services
- Seasonal promotions
- Reviews
- Pricing signals
- Service agreements
- Competitor guarantees
- Geographic coverage

Sales Angle

> **See how pest-control companies in your market are acquiring and retaining customers and identify service and offer gaps competitors may be overlooking.**

Easy Conversation Starter

Compare introductory offers, recurring plans and guarantees.

These are easy for an owner to understand immediately.

MARKET 10

Restoration

Who to Target

Water-damage, fire-damage, mold-remediation, storm-restoration and disaster-recovery companies.

What They Care About

Emergency leads, rapid response, trust, insurance-related work, referral relationships, reputation, commercial accounts, and being chosen during high-stress situations.

What to Spy On

Look at:

- 24/7 positioning
- Response-time claims
- Water-damage services
- Fire/smoke restoration
- Mold remediation
- Storm services
- Insurance-related messaging
- Certifications
- Reviews
- Emergency calls to action
- Commercial services
- Trust signals

Sales Angle

> **See how restoration companies in your market position themselves for emergency and insurance-related work and identify opportunities to become the more obvious choice.**

Easy Conversation Starter

Compare response-time positioning, trust signals and emergency messaging across several competitors.

MARKET 11

Restaurants

Who to Target

Independent restaurants and small local restaurant groups, especially those operating in crowded categories.

What They Care About

Traffic, average ticket, repeat customers, reviews, delivery, menu pricing, promotions, specials and standing out among similar restaurants.

What to Spy On

Look at:

- Menu pricing
- Specials
- Promotions
- Delivery
- Delivery pricing/fees where visible
- Online ordering
- Loyalty programs
- Reviews
- Customer complaints
- Menu positioning
- Bundles
- Happy hours
- Competitor offers
- Social media promotions

Sales Angle

> **See how nearby restaurants are pricing, promoting and positioning themselves and uncover opportunities to attract more customers and compete more effectively.**

Easy Conversation Starter

Pick several direct competitors and compare menu pricing, specials, delivery options and promotions.

This gives you concrete information that makes the conversation much easier to start.

MARKET 12

Bars & Nightlife

Who to Target

Bars, pubs, breweries, lounges, sports bars, clubs and entertainment venues.

What They Care About

Traffic, repeat customers, events, slow nights, drink promotions, reviews, entertainment and differentiating the venue.

What to Spy On

Look at:

- Happy hours
- Drink specials
- Events
- Live entertainment
- Theme nights
- Food offers
- Loyalty programs
- Reviews
- Social activity
- Event calendars
- Private events
- Competitor positioning
- Promotions by day of week

Sales Angle

> **See what nearby bars and venues are doing to drive traffic and identify promotions, events and positioning opportunities that could help fill slower nights.**

Easy Conversation Starter

Create a simple weekly comparison of competitor events, specials and promotions.

This can quickly reveal heavily contested nights as well as nights when very little is happening.

SECTION 04

Choosing Your First Market

Don't spend a week deciding.

Start with a market where:

- Businesses have multiple local competitors.
- A new customer has meaningful economic value.
- Competitors actively market themselves.
- Useful information is publicly available.
- Owners have an obvious reason to care about what competitors are doing.

Then pick **one niche** and start there.

You can expand after you've had real conversations.

SECTION 05

Your Simplest MarketSpy Pitch

When someone asks what you do, don't explain the technology.

Say:

> **I help local businesses see what their competitors are doing to win customers and identify opportunities they may be missing. I research the market and put everything into a MarketSpy report showing what I found and what I'd recommend looking at next.**

Then have a conversation.

SECTION 06

Start Selling

You now need three things:

A market.	Choose one of the 12 above.
An offer.	Start with a $297 or $497 MarketSpy project.
A prospect.	Find a business with enough competition that knowing what those competitors are doing has obvious value.

Then use the **MarketSpy Master Outreach Kit** to start the conversation.

You do not need to master all 12 markets before starting.

Pick one. Find prospects. Start spying. Start selling.