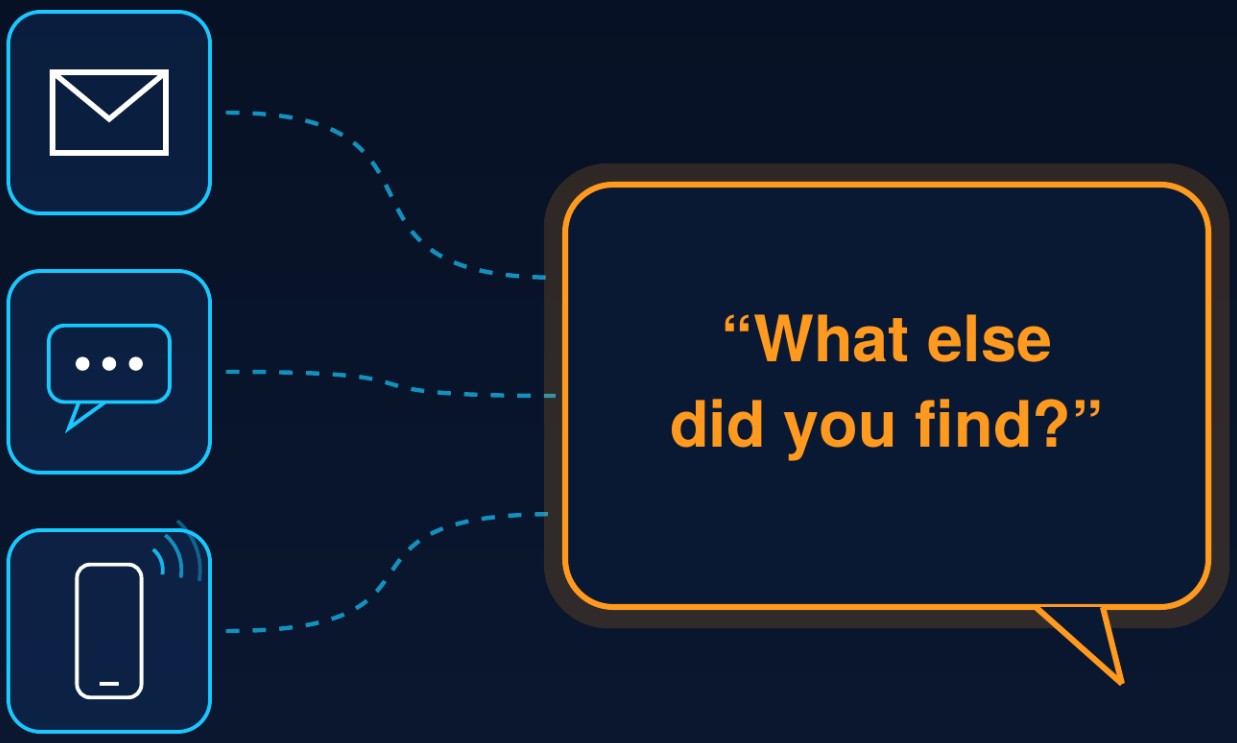
MarketSpy AI



MARKETSPY AI | OUTREACH KIT

Master Outreach Kit

Ready-to-Use Email, DM & Phone Scripts

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Ready-to-Use Email, DM & Phone Scripts

The goal of your first contact is **not to sell the entire MarketSpy AI Audit service**.

It's to create enough curiosity to start a conversation.

Where possible, spend a few minutes looking at the business and its competitors first. A specific observation will almost always make your outreach stronger.

Replace anything in **[BRACKETS]** before sending.

NOTE: You also add these to your MarketSpy project to assist in sales building, however, MarketSpy AI is already trained to write a variety of outreach and sales materials.

EMAIL

Cold Email

Subject: [CITY] competitors

Hi **[FIRST NAME]**,

I was looking at **[NICHE]** businesses around **[CITY]** and noticed some interesting differences in how companies are competing for customers.

I do competitive MarketSpy reports that look at what local competitors are offering, how they're positioning themselves, and opportunities a business may be missing.

Would you be interested in seeing what I found in your market?

[YOUR NAME]

EMAIL

Short Email

Subject: quick question

Hi **[FIRST NAME]**,

I was researching **[NICHE]** companies around **[CITY]** and noticed a few interesting things your competitors are doing.

I put together competitive MarketSpy reports for local businesses.

Worth a quick conversation?

[YOUR NAME]

EMAIL

Observation Email

Use this version when you've already found something interesting.

Subject: noticed this in [CITY]

Hi **[FIRST NAME]**,

I was researching **[NICHE]** companies around **[CITY]** and noticed **[SHORT OBSERVATION]**.

That led me to look a little deeper at how several companies in your market are competing.

I create MarketSpy reports that identify competitor strategies, differences and opportunities that may be worth paying attention to.

Would you like me to send you a little more information?

[YOUR NAME]

EMAIL FOLLOW-UP

Follow-Up #1

> Hi **[FIRST NAME]**,
>
> Just following up on this.
>
> The basic idea is simple: I research what your competitors are doing to attract customers, compare the market, and identify opportunities that may be getting overlooked.
>
> If competitive research is something you'd find useful, I'm happy to explain how the MarketSpy report works.
>
> **[YOUR NAME]**

EMAIL FOLLOW-UP

Follow-Up #2

> Hi **[FIRST NAME]**,
>
> One reason I reached out is that businesses reveal a surprising amount publicly through their websites, offers, reviews, promotions and marketing.
>
> When you compare several competitors side by side, useful patterns can start showing up.
>
> That's what I put together in the MarketSpy report.
>
> Interested?
>
> **[YOUR NAME]**

EMAIL FOLLOW-UP

Final Follow-Up

Hi **[FIRST NAME]**,

I'll close the loop after this.

If you'd ever like an outside look at what your competitors are doing and where there may be opportunities to compete more effectively, that's exactly what my MarketSpy service is designed to do.

If you'd like details, just reply **MarketSpy** and I'll send them over.

[YOUR NAME]

DM

LinkedIn / Facebook DM

> Hi **[FIRST NAME]**, quick question.
>
> I was looking at **[NICHE]** businesses around **[CITY]** and noticed some interesting differences in how companies are competing.
>
> I create MarketSpy reports showing businesses what their competitors are doing and opportunities they may be missing.
>
> Would something like that be useful to you?

DM

DM Follow-Up

> Hey **[FIRST NAME]**, just following up.
>
> The report basically gives you an outside look at your local competitors, their offers and positioning, and areas where there may be room to compete differently.
>
> Happy to explain it if you're interested.

PHONE

Telephone Opening

> Hi, this is **[YOUR NAME]**.
>
> I'm doing some research on **[NICHE]** companies in **[CITY]**, and I'm trying to reach whoever handles the company's marketing or growth.
>
> Who would that normally be?

PHONE

Gatekeeper: "What's This About?"

> Sure.
>
> I research what competing businesses in the area are doing with their offers and marketing and put the findings into a competitive MarketSpy report.
>
> I just wanted to speak with whoever would normally handle something like that.

PHONE

Decision-Maker Opening

> Hi [NAME], this is [YOUR NAME].
>
> I'll keep it quick.
>
> I've been looking at [NICHE] businesses around [CITY] and comparing what companies are doing to attract customers.
>
> I noticed a few interesting differences, so I wanted to see if competitive research like that is something you'd find useful.

PHONE

If They Ask, "What Exactly Do You Do?"

> I research your competitors using publicly available information and compare things like their offers, pricing where available, promotions, reviews, positioning and marketing.
>
> Then I turn it into a MarketSpy report showing what they're doing, where you stand, and opportunities that may be worth looking at.

PHONE

If They Ask, "How Much?"

> My MarketSpy projects typically start at **$297**, depending on how many competitors and how deep you want the research to go.
>
> If you'd like, I can explain what you'd get and you can decide if it makes sense.

PHONE

If They Say, "Send Me Something"

> Absolutely.
>
> What's the best email for you?
>
> I'll send over a quick explanation of what the MarketSpy report covers, and then I'll follow up with you after you've had a chance to look at it.

PHONE

Voicemail

> Hi **[NAME]**, this is **[YOUR NAME]**.
>
> I'm doing some competitive research on **[NICHE]** businesses around **[CITY]** and came across your company.
>
> I put together MarketSpy reports showing businesses what their competitors are doing and opportunities they may be missing.
>
> You can reach me at **[PHONE]**.
>
> Again, this is **[YOUR NAME]** at **[PHONE]**.

The Most Important Upgrade

Whenever possible, replace generic language with **one real observation**.

Instead of:

> I noticed some interesting differences.

Say:

> **I noticed three of the HVAC companies I looked at are heavily promoting financing, while several others barely mention it.**

Or:

> **I noticed your competitors are taking very different approaches to their maintenance plans.**

Or:

> **I noticed several nearby restaurants are running weekday offers, but almost nobody seems to be promoting Tuesday nights.**

You don't need to give away the entire analysis.

You need enough specificity to make the prospect think:

> **"What else did you find?"**

That's the conversation you're trying to create.