QUICK-START TRAINING

Market Audit Client-Getting Quick-Start Training

Start Making Offers Today With The DFY Package

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INTRODUCTION

Opening

From research tool to paid service

Welcome to the Market Audit Client-Getting Quick-Start Training.

You already have MarketSpy AI to help you perform competitive research, uncover opportunities and create professional reports.

This training is about the other side of the equation:

> **Getting someone to pay you to do it.**

We've already created most of the sales material for you. You have:

- A Sales Guide covering 12 markets
- Ready-to-use outreach scripts
- Niche sales presentations
- Landing page copy
- Video Sales Letters
- A client proposal

Your job isn't to recreate any of this. Your job is to choose a market, customize the material and start approaching businesses.

Pre-built video sales letters are included and you can use them with any video landing page you want. Just host via Vimeo (preferred), YouTube, Vidalytics, etc.

Let's walk through it.

PART 01

Choose One Market

Pick one niche and set the other eleven aside

The first thing I want you to do is choose **one market**. We've included sales material for:

Property Management	**Law Firms**	**HVAC**
Roofing	**Junk Removal**	**Commercial Cleaning**
Plumbing	**Landscaping & Lawn Care**	**Pest Control**
Restoration	**Restaurants**	**Bars & Nightlife**

You don't need to become an expert in all 12. In fact, don't try. Choose one.

> **WHAT MAKES A GOOD MARKET**
>
> A good market has plenty of competing businesses, customers worth competing for, and enough public information for MarketSpy to investigate.

You can always expand later. For now:

One market.

PART 02

Choose Your Offer

Decide what you're selling and what it costs

Next, decide what you're going to sell. Don't overcomplicate this. You're selling a **Market Audit**.

THE BASIC EXPLANATION

I research what your competitors are doing to attract customers, compare what's happening across the market, and identify opportunities you may be missing. Then I organize the findings into a Market Audit Report with recommended next actions.

That's the service. You can start with something like:

MARKET AUDIT

$297

A focused competitive audit covering a smaller number of competitors.

MARKET AUDIT

$497

A more complete competitive analysis covering several important competitors, key findings, opportunities and recommendations.

As you gain experience, you can offer deeper projects for $997 or more. But you don't need a complicated pricing menu to start.

Pick your offer and move on.

PART 03

Customize Your Sales Materials

Make the materials yours, then get moving

Now open the sales materials included with this package. At minimum, replace:

[YOUR NAME]	**[COMPANY]**	**[PHONE]**	**[EMAIL]**
[WEBSITE]	**[CITY/MARKET]**	**[NICHE]**	**[PRICE]**

If you're targeting HVAC companies, use the HVAC presentation. If you're targeting restaurants, use the Restaurant presentation. If you're targeting roofers, use the Roofing presentation.

You get the idea. We've already done the niche-specific positioning for you. You just need to make the materials yours.

> TIP
>
> **Don't spend three days changing fonts and colors.** Get them usable and start prospecting.

PART 04

Find Businesses to Approach

Build a short, simple prospect list

Now you need prospects. Start locally. Search for businesses in your chosen niche using sources such as:

Google	**Google Maps**	**Business directories**
Chamber directories	**Industry directories**	**LinkedIn**
Facebook	**Local associations**	**Businesses you already know**

Build a simple list. You really only need:

Business Name	Website	Contact Name*	Email	Phone	Notes

**If available*

***REMEMBER**: MarketSpy can build prospect lists! Just ask it to find your niche!*

You don't need thousands of prospects.

> **Start with 20 businesses.**

That is enough to begin learning what gets responses.

PART 05

Do a Mini-Spy Before You Contact Them

Find one observation worth talking about

This is where MarketSpy gives you an advantage. You could send completely generic outreach. But your message becomes much more interesting when you've already looked at the prospect's market.

You don't need to create an entire report for free. Spend a few minutes investigating the prospect and several competitors. Look for **one interesting observation**. For example:

> **EXAMPLE OBSERVATIONS**
>
> Three HVAC competitors prominently promote financing while this company barely mentions it.
>
> Several restaurants are running weekday specials while this restaurant isn't.
>
> Competing property managers are making very different guarantees to property owners.
>
> Several roofing competitors heavily emphasize warranties while others barely mention them.

You're not trying to solve the prospect's entire business. You're looking for enough information to start a conversation.

PART 06

Start the Conversation

Open with what you noticed

Now use the Market Audit Master Outreach Kit. You can **email them**, **send a DM**, **call them**, or use a combination.

> **THE BASIC MESSAGE**
>
> I was researching [NICHE] businesses around [CITY] and noticed some interesting differences in how companies are competing for customers.

Then introduce the Market Audit. If you have a specific observation, use it. That's even better.

Your goal isn't to explain every feature of the service. Your goal is to get the prospect thinking:

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

PART 07

What to Say on the Phone

Keep it short, then let them talk

If you're calling, don't launch into a giant pitch. Keep it conversational. You can say:

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

> **IF YOU REACH THE DECISION MAKER**
>
> 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.

Then stop talking. Let them respond.

> **IF THEY ASK WHAT 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 everything into a Market Audit Report showing what they're doing and opportunities that may be worth looking at.

You don't need a perfect sales presentation. You need a conversation.

PART 08

Use the Presentation

Show them you've already started looking

When a prospect wants more information, you have a niche-specific sales presentation ready to go. You can:

- Present it live
- Send it as a PDF
- Walk through it on Zoom
- Use it during an in-person meeting

Even better, customize the presentation with **one or two real observations from the prospect's market**. Now you're not just telling them what you could research. You're showing them that you've already started looking.

That creates a natural bridge:

> **THE BRIDGE**
> "This is just what I noticed from a quick look. The full Market Audit is where I go deeper and compare the market systematically."

Then explain the project and price.

PART 09

Send the Proposal

Customize it, send it, keep the close simple

If they're interested, don't complicate the close. Customize the included proposal. Add:

Client name	**Business**	**Market**	**Competitors**
Scope	**Price**	**Timeline**	**Payment terms**

Then send it. The proposal explains what you're researching, what they'll receive, the investment and the next step.

You don't need to write a custom 20-page proposal every time.

PART 10

Get Paid and Run MarketSpy

Deliver the work with the tools you already have

Once the client approves the project and pays you, return to MarketSpy AI. Now perform the complete research process.

Use the appropriate Spy prompts to investigate the market. Then use the Report system to turn what you discover into the client deliverable.

Remember:

> **The sales material gets you the client.**
>
> **MarketSpy AI does the research.**
>
> **The Market Audit Report is what the client receives.**

That's the entire business model.

PART 11

Look for the Next Project

Turn one audit into an ongoing relationship

After delivering the report, don't automatically disappear. Your research may uncover additional work. Maybe the client needs:

A stronger offer	**Better positioning**
New promotions	**Improved website messaging**
Review improvements	**Competitive monitoring**
New services	**Marketing campaigns**

You don't have to provide all of those services yourself. But the Market Audit can naturally reveal additional problems the business may want solved.

There's also a simple recurring opportunity:

Ongoing Competitive Monitoring

Competitors change. They launch offers, change prices, add services, run promotions, change positioning and collect new reviews.

So you can offer to periodically update the competitive research and alert the client to meaningful changes.

> **THE PAYOFF**
>
> That can turn a one-time Market Audit into an ongoing client relationship.

ACTION PLAN

Your 30-Minute Action Plan

What to do the moment this training ends

When this training ends, do this:

FIRST 5 MINUTES	**Choose your niche.**
NEXT 5 MINUTES	**Choose your starting price.**
NEXT 10 MINUTES	**Customize your basic sales materials.**
FINAL 10 MINUTES	**Find your first prospects.**

Then start contacting them.

What Not to Do

Don't wait until you've mastered every prompt. Don't customize every asset. Don't build a giant website. Don't try to target all 12 niches.

> **Choose one market.**
>
> **Choose one offer.**
>
> **Find one prospect.**
>
> **Start the conversation.**

That's how you put MarketSpy AI to work.