Researching Superpowers: 3 Step AI Researching Guide

**By following this 3 step process you will know
ABSOLUTELY EVERYTHING about any prospect you choose!**

Disclaimer: This is not a substitute for real research. You still need to look at your client's current marketing strategies and copy with your own eyes.

Step 1: Prompts For Google Gemini AI:

Prompt 1:

Hello, are you familiar with **[your prospect]**?

Answer from Gemini:

Yes, I am familiar with [**your prospect**]. Here's a breakdown: …

Prompt 2:

Ok, I'd like you to fill in the following market research template for [**your prospect**]'s customers. I want to be clear, I don't want you to analyze [**your prospect**], I want you to analyze their customers. Also, you'll notice that all of the points on the market research template are phrased as questions. I'd like your response to be presented as answers to these questions. Please do not change the format.

Market Research Template

Who exactly are we talking to?

What kind of people are we talking to?
- Men or Women?
- Approximate Age range?
- Occupation?
- Income level?
- Geographical location?

Painful Current State
- What are they afraid of?
- What are they angry about?

Who are they angry at?
- What are their top daily frustrations?
- What are they embarrassed about?
- How does dealing with their problems make them feel about themselves?
- What do other people in their world think about them as a result of these problems?
- If they were to describe their problems and frustrations to a friend over dinner, what would they say?

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Desirable Dream State
- If they could wave a magic wand at their life and change it immediately into whatever they want, what would it look like and feel like?
- Who do they want to impress?
- How would they feel about themselves if they were living in their dream state?
- What do they secretly desire most?
- If they were to describe their dreams and desires to a friend over dinner, what would they say?

Values and Beliefs
- What do they currently believe is true about themselves and the problems they face? - Who do they blame for their current problems and frustrations?
- Have they tried to solve the problem before and failed? Why do they think they failed in the past?
- How do they evaluate and decide if a solution is going to work or not?
- What figures or brands in the space do they respect and why?
- What character traits do they value in themselves and others?
- What character traits do they despise in themselves and others?
- What trends in the market are they aware of? What do they think about these trends?

Answer from Gemini:

- *Gemini will fill in the research template, but it's not going to be very good.*
- ***Make sure you actually read it.***

Prompt 3:

If you had to rate this research in terms of its accuracy, what would you rate it on a scale of 1-10, and why?

Answer from Gemini:

I would rate the accuracy of this research at a #/10. [Usually around 7]

Here's a Breakdown of its strengths and weaknesses…

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⚠️STOP HERE⚠️

This is where your perspicacity comes in. Read the breakdown from Gemini and work together to address the weaknesses in the research, and then find ways to overcome them. In one case I had to break down my research into smaller sub-niches because the prospect targeted multiple large niches. **But your solution may be different.** Your goal is to get your research as close to 10/10 as possible.(You won't ever achieve 10/10, just try to get close.) Ask Gemini to identify problems with the research, and then incorporate a solution. Gemini will tell you when you have a strong research document. **But the real test is to just read it yourself and make sure you're happy with it, and that it makes sense.** Once you're done, move on to prompt 5.

Prompt 5:

Can we implement these changes into the research template? Please try to keep the original format of the template.

Answer:

- *You will get a new and improved filled in research template for your prospect.*
- ***Make sure you actually read it.***

💵**Prompt 6:**

Can you please use ALL the publicly available data you have access to, to inform this research document? look in places like online forums, comment sections, website copy, reviews, Ect.. Scrub the Internet, find everything you can, and then review the research document we just made and make any necessary changes you need to in light of the new data.

Answer:

Absolutely Fucking 🔥 Reasearch!

Now copy and paste this filled out template into a Google Doc
MAKE SURE YOU ACTUALLY READ IT

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Step 2: Answer the 7 Questions

The next step is to ask Gemini to answer the following questions based on the Research data.

You may have to ask Gemini to conduct more research to answer some questions. Just be sure to ask Gemini to use all its knowledge of **publicly available data** to answer your question and you shouldn't have any issues getting the answers you need.

⚠️Take Your Time And Make Sure Your Answers Are High Quality ⚠️

1. Perform full research on their target market and avatar.

    a. (You already did this in step 1)

2. What are the reasons their customers decide to buy?

3. How are they getting attention?

4. How are they monetizing their attention?

5. What is this brand doing better than anyone else?

6. What mistakes (if any) are they making?

7. What can other brands in the market do to win?

Copy And Paste The Answers To These Questions Into The Same Google Doc As Before

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Step 3: THE TEST

At this point you should have a large document containing all of the research you've done up to this point. The next step is to open a new conversation with **CHATGPT.** (ChatGPT is better at this part.) You will copy and paste your entire research document (Filled out template + Answers to the six additional questions) in the following way:

Prompt 7: (ChatGPT):

I'd like you to read the following research document and then construct a 25 question multiple choice quiz based on its contents. Please ensure that the quiz is as difficult as possible without stepping outside the bounds of the provided research document. I will answer the questions, and then you can give me a grade at the end.

Research Document:

[Paste your entire research document here]

**Take the test, and if you score anything less than 100%,
re-read your entire research document, re-prompt a new test, and try again.**

(24/25 isn't good enough)

Repeat this until you score 100%.

**Once you score 100% on this test, you can officially say
you've completed the research for your prospect.**

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