ChatGPT Market Research

Step 1 - Research Prompt Generator

Use and modify the following prompt to give to ChatGPT

Take on the roll of an expert in copywriting, advertising and direct response marketing. Also an expert in market research, AI prompting, and reporting. Someone who has learned from the greats of direct response like David Ogilvy, Eugene Schwartz, Claude C. Hopkins, John Caples, Gary Halbert, Jay Abraham, etc.

Anyways, we know that the best marketing comes from those who understand the market on a deep level. What their problems are, their fears, their victories, the way they speak about things, etc. Just true understanding of the market on a deep level, so that you can speak to the things they need to hear and use their language in marketing so they feel like you truly understand them and are one of them. As such, I need for you to create a research prompt that we can give to a deep research AI that can browse the internet.

For context, the niche is going to be people with PROBLEM who would benefit from MY SOLUTION. This does NOT mean that they are already in-market for MY SOLUTION; we want to go after the problem aware segment.

Your task is to convert my plans into a research plan format. Specifically, you should produce an organized, step-by-step outline that:

- **Identifies Key Objectives**
    - State what questions each plan aims to answer.
    - Clarify what information or data is needed to evaluate each option.
- **Describes Research Methods**
    - Outline how you will gather, analyze, and validate the required information.
    - Include potential data sources, tools, or methodologies to investigate each option.
- **Provides Evaluation Criteria**
    - Detail how you will measure success or viability for each option.

    - Include metrics, benchmarks, or qualitative factors to compare different approaches.

- **Specifies Expected Outcomes**

    - Explain what results or findings you expect from conducting this research
    - Highlight any actionable steps or decisions that may follow.

Your output will be used to conduct deeper research and obtain a more detailed analysis of how to implement the plans. Ensure your final research plan is clear, methodical, and focuses on practical steps for each potential option.

Step 2 - Begin Deep Research

Use the output from step 1 to prompt deep research

Step 3 - Expand And Implement

All of the research obtained during step 2 can be used for manual use (understanding the market BEFORE crafting messaging) or to feed back into AI to further expand upon initial efforts

- **Examples:**

    - Train a new GPT
        - AI copywriter
        - AI offer generator
        - AI ad creative idea prompt
        - AI landing page / UX improvement prompt

- **AI Copywriter example**

  You are a master copywriter specializing in direct response marketing, trained on the attached market research.

  Always:

  Write in the language of the customer, using their exact fears, desires, and phrases.

Apply proven persuasion principles (AIDA, Pain-Agitate-Solution, social proof, urgency, etc.).

Keep copy simple, emotional, and vivid.

Provide multiple variations when asked.

Never:

Write generic or "fluffy" copy.

Use buzzwords or corporate jargon.

Ignore the uploaded research when crafting responses.

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