

JIMMY REILLY

The AI Market Research Guide

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AI-Powwered Market Research

Most digital products fail before they're even created.

Not because they're poorly made or badly marketed.

They fail because they were built for the wrong market, solve the wrong problems, or promise benefits nobody actually cares about.

The Fatal Assumption That Kills Products

Here's the mistake I see constantly: entrepreneurs come up with what they think is a brilliant product idea, spend weeks creating it, launch it to the world... and hear crickets.

Then they blame their marketing. They blame their traffic. They blame their audience for "not getting it."

But the real problem started way earlier—before a single word of copy was written or a single module was recorded.

They never validated whether anyone actually wanted what they were building. They assumed they knew what their market needed. They projected their own desires onto their audience.

They created a solution for a problem that either doesn't exist, isn't painful enough to pay for, or is already solved better by someone else.

Research Is Your Unfair Advantage

After generating over \$10 million in digital product sales, I can tell you with certainty: the most successful products I've created started with deep research, not brilliant ideas.

My biggest winners came from:

- Reading forum complaints to find what people were genuinely frustrated about
- Analyzing competitor reviews to see what customers wished was included
- Identifying pain points that were intense but underserved by existing solutions

The product ideas from my own assumptions? Most flopped.

The product ideas from systematic market research? Six figures and beyond.

What Proper Research Actually Reveals

When you do research correctly, you discover things you never would have guessed:

- The benefit you thought was most important is actually #5 on their priority list
- The pain point that seems minor to you is keeping them up at night
- The language you're using isn't how they describe the problem at all
- Your closest competitors are failing to solve a specific aspect—that gap is your opportunity
- There's an underserved market segment right next door you didn't know existed

This information is pure gold. It's the difference between products that struggle and products that sell themselves.

The Four Research Areas That Separate Winners from Everyone Else

- Avatar Research: Who exactly is your customer? What's their situation? What language do they use? What makes them take action?
- Benefit Research: What outcomes do they actually value enough to pay for? Which benefits create desire? Which justify premium prices?
- Pain Point Research: What problems cause genuine suffering that motivates purchasing decisions? What keeps them stuck? What would they pay anything to eliminate?
- Competitive Gap Research: What are existing products doing wrong? Where are customers still complaining after buying? Where's your opportunity?

Most entrepreneurs do surface-level research on maybe one of these. Winners go deep on all four before building anything.

AI Makes World-Class Research Fast

Proper market research used to take weeks of manual work—reading hundreds of forum posts, analyzing competitors, conducting surveys, organizing insights.

AI changes this completely. Not because AI magically knows your market, but because it helps you structure research, generate hypotheses to validate, identify patterns, and organize insights in hours instead of weeks.

The research still needs validation with real humans and real data. But AI accelerates the process so you actually do it instead of skipping it.

The Four Research Prompts in This Guide

This guide contains the exact research prompts I use before creating any product:

Prompt 1: Deep Customer Avatar Analysis

Creates a comprehensive customer avatar beyond demographics—their psychology, daily struggles, language patterns, objections, desires, and buying triggers. This becomes your north star for every decision.

Prompt 2: Discover Product-Worthy Benefits for Your Avatar

Identifies which benefits your avatar values most—and critically, which ones they'll actually pay for. Find the benefits that drive purchasing decisions and justify your price point.

Prompt 3: Uncover Deep Pain Points for Product Creation

Discovers the intense pain points that motivate emotional buying decisions. Identifies acute pain (urgent), chronic pain (ongoing), fear-based pain (what they're afraid of), and capability gaps (what they can't do but need to).

Prompt 4: Discover Untapped Pain Points & Market Gaps

Systematically analyzes what existing products promise versus deliver. Identifies underserved pain points, gaps competitors ignore, and positions your product as the solution to problems others fail to solve.

How To Use These Prompts Effectively

STEP 1: Choose Your AI Tool

These prompts work with any major AI platform:

- ChatGPT (GPT-4 or higher recommended)
- Claude (Sonnet or Opus models)
- Other advanced language models

I personally use Claude for most research, but any capable AI will work.

STEP 2: Start With What You Know

Before using any prompt, gather what you already know:

- What market or niche are you researching?
- Who do you think your customer is (even if it's just a guess)?
- What problems do you think they have?
- What existing products are in this space?
- Any observations from forums, reviews, or conversations?

The more context you provide in the prompts, the better the output.

STEP 3: Use Prompts in Sequence

These prompts build on each other:

- Start with Prompt 1 (Avatar) → Get crystal clear on who you're serving
- Then use Prompt 2 (Benefits) → Identify what they value and will pay for
- Follow with Prompt 3 (Pain Points) → Discover what motivates their purchases
- Finish with Prompt 4 (Competitive Gaps) → Find your unique opportunity

Each prompt takes the insights from previous prompts deeper.

STEP 4: Copy, Customize, and Paste

For each prompt:

- Copy the entire prompt template
- Fill in the bracketed sections [like this] with your specific information
- Paste into your AI tool
- Review the output carefully

STEP 5: Validate Everything

This is critical: AI output is hypotheses, not facts.

After each prompt, validate the insights:

- Go to forums/communities suggested and verify people talk this way
- Check competitor reviews to confirm gaps identified
- Search for pain points and benefits to confirm they exist at scale
- Talk to actual humans in your target market

AI accelerates research structure and pattern recognition. You validate with reality.

STEP 6: Iterate and Refine

Research isn't one-and-done:

- If initial results are generic, add more specific details and run again
- Use follow-up prompts included with each main prompt to dig deeper
- Combine insights from multiple prompt runs
- Keep refining until you have clear, actionable insights

STEP 7: Document Your Findings

Create a research document with:

- Avatar profile (from Prompt 1)
- Top benefits ranked by importance (from Prompt 2)
- Major pain points ranked by intensity (from Prompt 3)
- Competitive gaps and opportunities (from Prompt 4)
- Supporting evidence from your validation

This becomes your product creation and marketing bible.



Pro Tips for Better Results:

Be Specific: "Weight loss" gets generic results. "Weight loss for busy moms over 40 who've tried everything" gets gold.

Include Real Language: Paste actual quotes from forums or reviews into prompts. This helps AI understand authentic voice.

Use Follow-Up Prompts: Each main prompt includes follow-up prompts for deeper analysis. Use them.

Don't Skip Validation: The best prompts in the world don't replace talking to real people in your market.

Iterate Based on Findings: If research reveals your initial assumptions were wrong, that's good! Adjust and research the new direction.

Start With Research, End With Success

The most valuable advice I can give any product creator: stop building based on assumptions and start building based on research.

Use these prompts before your next product. Spend 2-3 days to really understand your market. Validate everything. Look for gaps and opportunities.

Then build something the market is already hungry for.

That's the path to products that actually sell, customers who are genuinely satisfied, and a business that scales because you're solving real problems for real people.

Let's do the research that matters.

- Jimmy

P.S. - Make research a habit, not a one-time event. Markets evolve. Competitors change. New pain points emerge. The marketers who stay closest to their customers win consistently

Research Prompt Collection

PROMPT: Deep Customer Avatar Analysis

You are an expert market researcher and customer psychologist specializing in direct response marketing. I need you to help me create a comprehensive customer avatar for my product/service.

****My Product/Niche:****

[Describe your product, service, or niche here - be as specific as possible about what you're selling and who it's for]

****What I Already Know (if anything):****

[Share any existing knowledge about your target customer - demographics, problems they face, what they've tried before, etc. If you don't know anything yet, just say "Starting from scratch"]

****Based on this information, please provide a detailed customer avatar analysis including:****

1. ****DEMOGRAPHICS****

- Age range
- Gender breakdown
- Income level
- Education level
- Geographic location
- Occupation/career stage
- Family situation

2. ****PSYCHOGRAPHICS****

- Core values and beliefs
- Lifestyle and daily routines
- Hobbies and interests
- Media consumption habits (what blogs, podcasts, YouTube channels, social media they follow)
- Online behavior patterns

3. ****PAIN POINTS & FRUSTRATIONS****

- What keeps them up at night?
- What are their biggest frustrations related to [YOUR NICHE]?
- What have they already tried that didn't work?
- What obstacles are preventing them from getting results?
- What are they complaining about in forums, Facebook groups, and reviews?

4. ****DESIRES & ASPIRATIONS****

- What's their ideal outcome or transformation?
- What does success look like to them?
- What would change in their life if they solved this problem?
- What status or identity are they seeking?
- What emotional payoff are they really after?

5. ****OBJECTIONS & SKEPTICISM****

- Why might they be skeptical of my offer?
- What objections will they have to buying?
- What past experiences make them hesitant?
- What concerns about money, time, or ability will they have?

6. ****BUYING BEHAVIOR****

- Where do they currently shop for solutions?
- What price points are they comfortable with?
- What triggers them to make a purchase decision?
- Do they buy impulsively or research extensively?
- What proof/credibility do they need to see before buying?

7. ****LANGUAGE & MESSAGING****

- What specific words and phrases do they use to describe their problems?
- What language resonates with them emotionally?
- What tone should I use (professional, casual, friendly, authoritative)?
- What metaphors or analogies would connect with their experience?

8. ****WHERE THEY HANG OUT****

- What websites and forums do they visit?
- What Facebook groups are they in?
- What subreddits do they follow?
- What YouTube channels do they watch?
- What email lists are they likely subscribed to?
- What influencers do they follow?

****Please be specific and detailed in your analysis. Base your insights on realistic market research and behavioral psychology, not generic assumptions. If there are multiple distinct customer segments within this market, identify them separately.****

Research Prompt Collection

PROMPT: Discover Product-Worthy Benefits for Your Avatar (Product Ideation Research)

You are an expert product developer and marketing strategist specializing in creating digital products that solve real problems. I'm in the research phase and need help identifying compelling benefits/outcomes that could be turned into actual products for my target market.

****My Target Market/Niche:****

[Describe the market or niche you're interested in - be specific: "busy moms trying to lose weight," "beginning affiliate marketers," "local service businesses trying to get customers," etc.]

****My Customer Avatar:****

[Describe your target customer in detail - their situation, problems, current frustrations, what they've tried, what they want, demographics, psychographics. If you used the avatar prompt, paste that here. The more specific, the better.]

****What I Know About This Market:****

[Share anything you know: what products already exist, what customers complain about, gaps you've noticed, trends you're seeing, your own experience in this space, etc. If starting completely fresh, just say "researching from scratch"]

****Based on this information, I need you to identify potential PRODUCT-WORTHY BENEFITS - specific outcomes or transformations that:****

- This avatar desperately wants
- They would pay money to achieve
- Could be delivered through a digital product (course, software, system, template, etc.)
- Are specific enough to build a product around

****Please analyze and provide:****

1. ****PRIMARY OUTCOME BENEFITS (The Big Win)****

- What are the 5-10 most desired END RESULTS this avatar wants to achieve?
- For each, describe: What specific transformation or outcome?
- Why does this matter so much to them emotionally?
- What would they pay to achieve this? (rough price range)
- How urgently do they want this outcome?
- Rate each outcome by: Desire Level (1-10), Market Demand (1-10), Monetization Potential (1-10)

2. ****SPEED/EFFICIENCY BENEFITS (Faster Results)****

- What outcomes do they want but current solutions take too long to deliver?
- What processes are too time-consuming or complicated?
- Where could "faster" or "easier" be a compelling product angle?
- What shortcuts or accelerators would they pay for?

3. ****PAIN ELIMINATION BENEFITS (Problems Solved)****

- What specific pain points cause the most frustration?
- What problems do existing solutions NOT solve adequately?
- What obstacles repeatedly prevent them from succeeding?
- What would they pay to simply make disappear?
- Which pain points are they actively seeking solutions for RIGHT NOW?

4. ****SKILL/CAPABILITY BENEFITS (New Abilities)****

- What skills or capabilities do they wish they had?
- What do they currently need help with or can't do themselves?
- What abilities would unlock new opportunities for them?
- What knowledge gaps are holding them back?

5. ****CONFIDENCE/CLARITY BENEFITS (Certainty & Direction)****

- Where do they feel confused or overwhelmed?
- What decisions do they struggle to make?
- Where do they lack confidence to take action?
- What clarity would remove their biggest obstacles?
- What "proven system" or "step-by-step" approach would they trust?

6. ****COST-SAVING BENEFITS (Money Saved/Made)****

- What are they currently spending money on that doesn't work well?
- What expensive solutions could be replaced with something more affordable?
- What costly mistakes are they making repeatedly?
- Where could they make more money if they had the right solution?
- What's the financial pain of NOT having this benefit?

7. ****STATUS/IDENTITY BENEFITS (Who They Become)****

- What identity or status do they aspire to?
- How do they want others to see them?
- What "type of person" do they want to become?
- What accomplishment would make them proud?
- What achievement would earn them respect?

8. ****RISK-REDUCTION BENEFITS (Safety & Security)****

- What are they afraid will happen if they don't solve this?
- What worst-case scenarios keep them up at night?
- What risks or threats do they want to avoid?
- Where do they need more security or guarantee of success?

****For each benefit category, please identify:****

- The TOP 3 most compelling benefits that could become standalone products
- Why this benefit has strong product potential (demand + willingness to pay + deliverability)
- What TYPE of product could best deliver this benefit (course, software, template, system, toolkit, etc.)
- Existing products trying to deliver this benefit and where they fall short
- The UNIQUE ANGLE or approach that would make a new product stand out

****Finally, provide:****

****TOP 5 PRODUCT IDEAS**** ranked by commercial potential, based on the benefits with:

- Highest desire from the avatar
- Clearest gap in existing solutions
- Strong willingness to pay
- Feasible to create and deliver
- Large enough market demand

For each product idea, include:

- The core benefit/outcome it delivers
- Who specifically it's for (refined avatar)
- Why this avatar would buy it (emotional driver)
- Estimated price point they'd pay
- What type of product format (course, software, system, etc.)
- The unique positioning angle
- Top 3 competitors and how this would be different/better

Research Prompt Collection

PROMPT: Uncover Deep Pain Points for Product Creation (Product Ideation Research)

You are an expert market researcher and product strategist specializing in identifying pain points that can be transformed into profitable digital products. I'm in the research phase and need help discovering the most compelling pain points that could become the foundation for products my target market would eagerly buy.

****My Target Market/Niche:****

[Describe the market or niche you're interested in – be specific: "small business owners struggling with marketing," "people trying to make money with affiliate marketing," "parents dealing with picky eaters," etc.]

****My Customer Avatar:****

[Describe your target customer in detail – their situation, daily struggles, what they've tried, what's not working, demographics, psychographics. If you used the avatar prompt, paste that here. The more specific, the better.]

****What I Know About This Market:****

[Share anything you know: common complaints, existing solutions that fall short, frustrations you've observed, your own experience in this space, etc. If starting fresh, say "researching from scratch"]

****Based on this information, I need you to identify PRODUCT-WORTHY PAIN POINTS – specific problems or frustrations that:****

- Cause significant suffering or frustration for this avatar
- They are actively seeking solutions for (willingness to pay)
- Could be solved through a digital product (course, software, system, template, etc.)
- Are specific enough to build a product around
- Represent gaps or weaknesses in existing solutions

****Please analyze and provide:****

1. ****ACUTE PAIN POINTS (Urgent, Active Problems)****

- What problems are causing them pain or frustration RIGHT NOW?
- What's not working in their current situation?
- What's keeping them stuck or preventing progress?
- What are they actively complaining about in forums, reviews, and social media?
- Rate each pain point by: Intensity (1-10), Urgency (1-10), Willingness to Pay for Solution (1-10)

2. ****CHRONIC PAIN POINTS (Ongoing, Persistent Problems)****

- What problems have they been dealing with for months or years?
- What frustrations do they feel daily or weekly?
- What's the "thorn in their side" they've learned to live with but hate?
- What ongoing struggle drains their time, energy, or money?
- Why haven't existing solutions fixed this for them?

3. ****FEAR-BASED PAIN POINTS (What They're Afraid Of)****

- What are they scared will happen if they don't solve this?
- What worst-case scenarios keep them up at night?
- What are they afraid of missing out on?
- What risks or threats feel imminent?
- What potential losses worry them most?

4. ****FRUSTRATION PAIN POINTS (What Makes Them Angry)****

- What makes them feel helpless or powerless?
- What injustices or unfairness do they perceive?
- What should be easier but isn't?
- What are they sick and tired of dealing with?
- What makes them want to give up?

5. ****TIME-DRAIN PAIN POINTS (What's Taking Too Long)****

- What tasks or processes eat up too much of their time?
- What do they wish they could do faster?
- What bottlenecks are slowing their progress?
- What tedious work do they dread doing?
- Where is slow progress killing their motivation?

6. ****FINANCIAL PAIN POINTS (Money Problems)****

- What's costing them too much money?
- What expensive mistakes do they keep making?
- Where are they wasting money on solutions that don't work?
- What's preventing them from making more money?
- What financial pressure or stress are they under?

7. ****CONFUSION/OVERWHELM PAIN POINTS (Mental Struggle)****

- Where do they feel lost or confused?
- What information overload is paralyzing them?
- Where does complexity prevent them from taking action?
- What decisions do they agonize over?
- What conflicting advice has them spinning their wheels?

8. ****CAPABILITY GAP PAIN POINTS (What They Can't Do)****

- What do they need to do but don't know how?
- What skills are they missing?
- What technical knowledge gaps are holding them back?
- Where do they feel incompetent or inadequate?
- What do they need help with because they can't do it themselves?

9. ****EMBARRASSMENT/SHAME PAIN POINTS (Hidden Struggles)****

- What are they embarrassed to admit?
- What failure or inadequacy makes them feel shame?
- What are they hiding from others?
- What social situations do they avoid because of this problem?
- What judgment do they fear from others?

10. ****PREVIOUS SOLUTION FAILURES (What Hasn't Worked)****

- What have they already tried that failed?
- Why didn't previous solutions work for them?
- What promises were made but not delivered?
- Where have they been burned before?
- What skepticism exists because of past failures?

****For each pain point category, please identify:****

- The TOP 3 most intense pain points that could become standalone products
- Why this pain point has strong product potential (intensity + urgency + willingness to pay + solvability)
- What TYPE of product could best solve this pain point (course, software, template, system, toolkit, etc.)
- Existing products attempting to solve this and where they fall short
- The UNIQUE APPROACH or mechanism that would actually solve this pain point better

****Additionally, analyze:****

****PAIN POINT HIERARCHY****

- Which pain points are "surface level" (symptoms) vs. "deep level" (root causes)?
- Which pain points trigger emotional buying decisions vs. logical ones?
- Which pain points have the highest "desperation factor"?
- Which pain points represent underserved markets (high pain, few good solutions)?

****Finally, provide:****

****TOP 5 PAIN-POINT-BASED PRODUCT IDEAS**** ranked by commercial potential:

For each, include:

- The specific pain point it solves
- Who specifically suffers from this pain (refined avatar)
- Why this pain point triggers buying behavior (emotional driver)
- Estimated price point people would pay to eliminate this pain
- What type of product format would best solve it
- The unique mechanism or approach that would work when others haven't
- Top 3 existing solutions and why they fail to fully solve this pain
- What would make someone buy THIS solution instead

Focus on pain points where:

- The suffering is intense and urgent
- Existing solutions are inadequate
- People are actively seeking relief
- The market is large enough to be profitable
- A digital product can genuinely solve the problem

Research Prompt Collection

PROMPT: Discover Untapped Pain Points & Market Gaps (Competitive Pain Point Analysis)

You are an expert market researcher and competitive analyst specializing in identifying underserved pain points that represent product opportunities. I need you to conduct a comprehensive analysis of my target market to find the pain points that existing products are NOT adequately solving.

****My Target Market/Niche:****

[Describe the market or niche – be specific: "affiliate marketing for beginners," "weight loss for women over 40," "local businesses trying to get more customers," etc.]

****My Customer Avatar:****

[Describe your target customer in detail – their situation, goals, struggles, what they've tried, demographics, psychographics. If you used the avatar prompt, paste that here.]

****What I Know About Existing Products (Optional):****

[List any products you're aware of in this space, or say "Please research and identify the main products"]

****PART 1: MAP THE EXISTING PRODUCT LANDSCAPE****

Please identify and analyze the TOP 10–15 most popular or well-known products/solutions currently serving this avatar in this market.

For EACH product, provide:

****Product Name:****

****Product Type:**** (course, software, book, coaching, system, etc.)

****Price Point:****

****Core Promise:**** (What transformation or outcome does it claim to deliver?)

****Benefits/Solutions It Provides:****

- What specific problems does this product solve?
- What benefits does it deliver?
- What pain points does it address?
- What outcomes does it help achieve?

****Target Customer:**** (Who specifically is this for? How does it differ from the general avatar?)

****Approach/Mechanism:**** (How does it solve the problem? What's its unique angle or method?)

After listing all products, provide:

****MARKET OVERVIEW:****

- What's the dominant approach most products use?
- What price tiers exist in this market (\$, \$\$, \$\$\$)?
- What benefits are ALL products claiming to deliver?
- What's the "standard package" of solutions in this space?
- Who are the major players/authorities dominating this market?

****PART 2: IDENTIFY UNADDRESSED PAIN POINTS****

Now, analyze what pain points and problems these existing products are NOT solving adequately or at all.

Please provide:

****PAIN POINTS WITH INADEQUATE SOLUTIONS****

(Problems that existing products attempt to solve but fail to solve completely)

For each pain point, include:

- ****The Pain Point:**** [Specific description]
- ****Products That Try To Solve It:**** [Which products claim to address this]
- ****Why The Solutions Fall Short:**** [What's missing? Why doesn't it fully work? What do customers still complain about?]
- ****Evidence of Ongoing Pain:**** [What do reviews, forums, or complaints reveal about this unsolved aspect?]
- ****Intensity Level:**** (1-10, how much suffering does this cause?)
- ****Market Size:**** (How many people suffer from this? Small niche / Medium market / Large market)

****PAIN POINTS COMPLETELY IGNORED****

(Problems this avatar suffers from that NO existing products address)

For each pain point, include:

- ****The Pain Point:**** [Specific description]
- ****Why Products Ignore This:**** [Why hasn't anyone solved this? Too hard? Not obvious? Assumed it's not a problem?]
- ****Evidence This Pain Exists:**** [Where would I find people complaining about this? What language do they use?]
- ****Why It Matters:**** [How does this pain affect their success, happiness, or progress?]
- ****Intensity Level:**** (1-10)
- ****Market Size:**** (Small niche / Medium market / Large market)

****PAIN POINTS THAT EMERGE AFTER USING EXISTING PRODUCTS****

(New problems that surface after someone buys current solutions)

For each pain point, include:

- ****The Pain Point:**** [What problem appears after they use existing products?]
- ****Which Products Create This Pain:**** [What solutions lead to this new problem?]
- ****Why This Happens:**** [What about existing solutions causes this secondary pain?]
- ****Intensity Level:**** (1-10)

****PAIN POINTS FOR UNDERSERVED SEGMENTS****

(Problems specific to sub-segments of the market that mainstream products don't address)

For each pain point, include:

- ****The Underserved Segment:**** [Who specifically? Be detailed.]
- ****Their Unique Pain Point:**** [What problem do they have that mainstream solutions don't solve?]
- ****Why Mainstream Products Don't Work For Them:**** [What's different about their situation?]
- ****Size of This Segment:**** (Small niche / Medium market / Large market)
- ****Their Willingness To Pay:**** (Do they have budget and urgency?)

****PART 3: PRIORITIZED PAIN POINT OPPORTUNITIES****

Based on your complete analysis, rank and recommend the ****TOP 5 MOST PROMISING UNADDRESSED PAIN POINTS**** that represent the strongest product opportunities.

For EACH of the top 5, provide:

****PAIN POINT #1: [Name/Description]****

****The Gap:****

- What exactly is not being solved by existing products?
- Why is this a significant gap?

****Evidence of Demand:****

- Where can I find people actively suffering from this pain?
- What specific complaints, questions, or discussions prove this pain exists?
- What language do they use to describe this pain?

****Competitive Weakness:****

- Why haven't existing products solved this?
- What makes this hard to solve (or why has it been overlooked)?
- Which competitors come closest but still fall short, and how?

****Target Customer:****

- Who specifically suffers most from this pain? (refined avatar)
- What's their situation that creates this pain?
- How urgent is this pain for them?

****Monetization Potential:****

- Estimated price point people would pay to solve this
- Rationale for this price (pain intensity + existing spending + alternatives)
- Market size estimate (how many potential customers?)

****Product Opportunity:****

- What type of product could solve this? (course, software, system, templates, etc.)
- What would the solution need to include/do?
- What unique mechanism or approach would work?
- How could this be positioned vs. existing products?

****Proof Requirements:****

- What would you need to demonstrate to make the solution believable?
- What skepticism exists because existing products failed here?
- What credibility markers are essential?

****Barriers to Entry:****

- How difficult would this be to create?
- What expertise/resources would be required?
- Could this be an MVP or does it require comprehensive solution?

****Strategic Advantage:****

- Why is this the best opportunity vs. the other pain points?
- What makes this a potential "category of one" product?
- How defensible is this position if successful?

****Next Steps:****

- What immediate research would validate this opportunity?
- How could I test demand before building?
- What's the fastest path to a MVP or pre-sale?

****FINAL ANALYSIS:****

****OVERALL MARKET ASSESSMENT:****

- What's the biggest weakness across ALL existing products?
- What's the most common customer complaint that cuts across multiple products?
- Where is the clearest "blue ocean" opportunity?
- What trend or shift is creating new pain points that old products don't address?

****STRATEGIC RECOMMENDATION:****

If you had to pick ONE pain point to build a product around, which would it be and why? Provide a 2-3 paragraph strategic rationale considering market size, intensity, competition, monetization potential, and ease of creation.

****RED FLAGS TO WATCH FOR:****

- Which pain points might seem appealing but have hidden challenges?
- Where might the market be smaller than it appears?
- Which pain points are hard to solve and might lead to unsatisfied customers?
- What competitive responses should be anticipated if entering these gaps?

Your Research Advantage Starts Now

You now have the exact research framework I use before creating any product—the same system that's helped generate over \$10 million in digital product sales.

These four prompts represent the difference between guessing what your market wants and knowing with certainty what they'll buy.

But Here's the Critical Truth

Having these prompts doesn't guarantee success. Using them does.

Most people will read this guide, think "this is great," bookmark it for later, and go right back to building products based on assumptions and gut feelings.

Don't be that person.

Pick ONE prompt—start with the Avatar Analysis—set aside two hours, and actually run through it. Validate what you discover. Let the insights surprise you. Let them challenge your assumptions.

That single research session could be the difference between your next product flopping and your next product doing six figures.

The Advantage Compounds

Here's what happens when you make research a habit instead of a one-time event:

You build products the market is hungry for. Your marketing resonates because you're using their language. Your positioning is clear because you understand the gaps. Your pricing is confident because you know the value they perceive.

While competitors are guessing and hoping, you're building with certainty.

That advantage compounds with every product you create, every market you enter, every offer you launch.

Markets Change—Stay Connected

The research you do today gives you a snapshot of your market right now. But markets evolve:

New pain points emerge as the industry changes

Competitors launch products that shift expectations

Your avatar's sophistication level increases

New opportunities appear that didn't exist six months ago

I'm constantly researching, testing new approaches, and discovering what's working in real markets right now. I share those insights, new research techniques, and real-world findings regularly with my community.

Follow me on social media:

Twitter/X: [TheJimmyReilly](#) - Daily insights on market research, what's converting, and real-time discoveries

Instagram: [TheJimmyReilly](#) - Behind-the-scenes looks at research processes and findings

YouTube: [TheJimmyReilly](#) - Deep-dive tutorials on market intelligence and product strategy

I don't gatekeep research methods or market insights. When I discover a new way to validate demand, you'll hear about it. When I find patterns across multiple markets, I share them. When I see opportunities emerging, I break them down.

The marketers who stay connected and implement quickly are the ones consistently launching winning products while others are still guessing.

Your Next Move

You have the framework. You have the prompts. You have everything you need to build products based on research instead of assumptions.

The only question left is: will you actually use it?

Here's my challenge: Before you build your next product, before you write your next sales page, before you launch your next offer—run through these four prompts. Do the research. Validate the findings. Let the insights guide your decisions.

Then watch what happens when you launch a product that the market is already desperately seeking instead of one you hope they might want.

I'll see you on social media. And more importantly, I'll see you in the marketplace with products that actually sell.

Now go do some research that matters.

- Jimmy

P.S. - When you use these prompts and discover insights that change your product strategy, tag me on social media and share what you learned. I love seeing people take action on research, and I often share successful implementations with my audience—which could mean extra exposure for your offers.

P.P.S. - Remember: the best product idea isn't the one that sounds coolest to you. It's the one the market is already trying to buy but can't find. These prompts help you discover exactly what that is. Don't skip the research phase. It's the highest-leverage work you can do in your entire product creation process.

P.P.P.S. - Follow me on social media where I regularly drop new research techniques, market insights, and AI prompt refinements that never make it into formal guides. The people who stay plugged in spot opportunities before they become obvious to everyone else. That early-mover advantage is how you build a dominant position in your market. Let's stay connected.



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