The Secret of Market Research Using ChatGPT

Overview

Use ChatGPT to mine insights from public competitor data like Amazon reviews, YouTube transcripts, and social media comments. Identify emotional language, common frustrations, patterns, and untapped angles to differentiate your offer in the market.

Step 1: What to Gather

- 10-20 reviews from Amazon, Google, or app stores for a competing product or book

- Full transcript from a competitor's YouTube video (use the transcript tool)

- Screenshot or copy comments on social media launch posts, webinars, or pinned content

Step 2: Prompts to Use

1. Analyze Customer Reviews

Prompt: "Analyze the following customer reviews. List the top patterns of what people loved and what they disliked. Then identify any unmet needs or common frustrations."

2. Break Down YouTube Transcripts

Prompt: "Based on this transcript, what topics are repeated? What emotional language stands out? What problems are being emphasized? List market gaps the speaker doesn't address."

3. Suggest Product Improvements

Prompt: "Compare this offer to what's missing in the reviews and transcript above. How could a new product stand out by solving problems that the competition didn't solve well?"

Bonus Prompt Library

A. Identify Love/Hate Patterns

"Read these customer reviews and summarize the most common things people loved and hated. Then identify three recurring complaints."

B. Spot Missed Opportunities

"From these reviews or transcripts, what are buyers asking for that they didn't get? Suggest 5 ways to turn those gaps into product features or angles."

C. Analyze Tone and Emotion

"What emotional words or themes appear most often in these customer reviews or comments? What does that tell us about the audience's values and fears?"

D. Offer Angle Repositioning

"Given the market frustrations you've found, rewrite a product summary that solves these pain points better than the original offer."