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WORK

AI PROMPTS FOR COMPETITOR RESEARCH

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AI-Powered Audience Research: Prompt Pack for Competitor & Persona Mapping

How to Use This:

Use these prompts across ChatGPT, Claude, Perplexity, Google Search, and SparkToro to reverse-engineer your competitor's audience, pain points, emotional triggers, and messaging insights. Designed to be modular and fast.

1. Analyze a Competitor's Website

Prompt:

"Analyze this website: [INSERT URL]. Who is the target audience? What are their likely demographics, psychographics, and pain points? How is the product positioned, and what tone does the brand use to communicate with its audience?"

Use this to:

Get a **first-pass interpretation** of how a brand presents itself and who it's speaking to—based on homepage copy, visuals, calls to action, and product positioning.

AI can't see behind the curtain (like user behavior or actual customer data), but it's good at spotting language patterns that suggest:

- Who the brand is optimized for (e.g., solopreneurs vs. enterprise buyers)
- What kind of emotional/functional pain points they're addressing
- The tone they use to build trust (e.g., casual, premium, urgent, warm)

Treat this as **the starting layer of a persona—not the full picture**. Always follow up with real user input if accuracy matters.

2. Hypothesize Where Their Audience Hangs Out

Prompt:

"Based on the audience profile below, what types of online communities, platforms, and content formats would this audience most likely engage with? Include forums, subreddits, Discords, newsletters, or media sites."

Instructions:

This won't give you hard data. But if you paste in a well-defined audience profile—either manually written or generated via Prompt #1—ChatGPT or Perplexity can make smart inferences based on known audience patterns (e.g., software engineers → Hacker News, creators → IndieHackers, etc.).

Use this to:

- Brainstorm potential audience watering holes
- Identify platforms to **investigate**, not rely on
- Then validate with real tools like SparkToro, Google search operators, or Reddit digging

3. Extract Pain Points from Real User Conversations

Prompt:

"Here are 10 user reviews and Reddit comments about [COMPETITOR PRODUCT]. Summarize the top:

- Pain points
- Emotional frustrations
- Repeated phrases or concerns
- Language patterns"

Use this to:

Surface the **loudest and most repeated complaints or hesitations** from real users. AI can't magically rank pain points by severity or frequency unless you give it a strong sample—but it's great at spotting patterns, phrasing, and emotional tone.

You'll get directional insights like:

- "Setup was confusing"
- "Felt ignored by customer support"
- "Just wanted something that worked out of the box"

These are gold for copywriting and positioning—but **always sanity-check*** them by reading a few reviews yourself before turning them into messaging.

***Sanity Check:** Don't blindly trust the AI's summary - read 3 to 5 of the actual reviews or Reddit comments yourself to confirm the pain points it highlighted are actually there, the tone isn't misinterpreted, and you can catch what AI might miss.

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4. Identify Buying Triggers, Objections & Emotional Drivers

Prompt:

"Analyze the following user feedback. What were their main buying triggers? What made them hesitate or object? What emotional needs or desires were mentioned or implied? Use bullet points."

Use this to:

Extract **common emotional themes** and decision-making patterns *from real customer language*. AI is great at spotting repeated phrases and tone signals—just make sure you're feeding it quality data (e.g., reviews, Reddit threads, support tickets, exit surveys).

This isn't a magic shortcut—it's a fast way to surface messaging angles that **sound like your audience** and can be refined into headlines, landing pages, and ads.

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5. Build a Psychographic Profile

Prompt:

"Based on these patterns, describe the audience's psychographics. Include:

- Values and beliefs
- Lifestyle or professional goals
- Emotional motivators
- "What they fear or avoid"

Use this to:

Translate real customer language (from reviews, forums, social posts, etc.) into **deeper emotional insights**. AI can't *truly* understand people's psychology, but it can connect language patterns to commonly associated values or motivations (e.g., "I don't want to waste time" → desire for control or efficiency).

Use it as a starting point for audience personas that go beyond surface-level data—but **validate with interviews, surveys, or direct observation** whenever possible.

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6. Rewrite Their Messaging in Your Voice

Prompt:

"Here's the competitor's messaging. Rewrite it for the same audience, but with a different tone: [e.g. funnier, more direct, anti-corporate, urgent, luxurious, skeptical]. Maintain the core emotional appeal, but shift the style."

Use this to:

Explore how your brand could say the *same things differently*—with more personality, edge, or alignment to your positioning. AI is great at remixing tone if you give it a solid reference (the competitor's copy) and clear direction (the vibe you want).

But remember:

- It won't always nail nuance—**you'll likely need to tweak the output**
- If the emotional core of the original message is vague, the rewrite will be too
- Best results come from **testing different tones side-by-side** (e.g., casual vs. bold vs. premium)

Use this to **break out of the corporate echo chamber** and find a voice that stands out—then iterate and refine.

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7. Brainstorm Content Strategy Based on the Audience

Prompt:

"Given the audience profile above, what type of content would attract and engage them? Include blog topics, podcast themes, social content formats, and any community-driven campaigns that could resonate."

Use this to:

Generate initial **content ideas aligned with audience interests and emotional drivers**. AI is useful for brainstorming content types and formats *based on patterns* in the audience profile (e.g., creators → how-tos, tools, personal stories; marketers → frameworks, case studies, trend analysis).

Don't expect a full strategy—think of this as a **jumpstart for your editorial planning** that still needs prioritization, validation, and refinement based on real performance data.

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8. Bonus Prompt: Quick Audience Snapshot from a URL

Prompt:

“Using only this URL: [INSERT], give me a fast breakdown of:

- Target audience (based on product, tone, and positioning)
- Likely pain points (inferred from messaging and features)
- Where they might hang out online (forums, communities, platforms)
- Emotional language they’d respond to
- 3 content ideas tailored to this audience”

Use this to:

Kick off a quick, directional audience snapshot—**not a complete map**. AI can infer who the brand is speaking to and how based on visible messaging, but it’s making educated guesses.

Pair this with SparkToro (for actual behavior data) and Reddit or review research (for real voice-of-customer insight) to validate what the AI suggests.

Think of it as a **30-minute warmup** to get unstuck—not a replacement for deeper research.

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9. Use SparkToro + ChatGPT Together (Manually)

Run a SparkToro query

- e.g. Audience of @convertkit
- Copy results: Top podcasts, websites, hashtags, social accounts

Paste into ChatGPT with a prompt like:

“Here are audience insights from SparkToro for @convertkit. Based on these affinities (websites, podcasts, social accounts), what kind of messaging, content angles, or emotional triggers would resonate with this audience?”

Optionally ask:

- “What tone and voice should I use to write blog posts for this audience?”
- “Which subreddits or communities might also align with these interests?”

10. Use SparkToro + Perplexity Together (Manually)

Run SparkToro → find sites or creators your audience follows

In Perplexity, ask:

“What are people saying about [Podcast/Influencer/Brand] on Reddit or in forums?”

“What kind of content is published on [website SparkToro listed]?”

This gives you **qualitative context** to match SparkToro’s **quantitative audience affinity data**.

Example prompt:

“Here are audience insights from SparkToro for @convertkit. Based on these affinities (websites, podcasts, social accounts), what kind of messaging, content angles, or emotional triggers would resonate with this audience?”

Again... AI doesn’t *magically* know the audience behind a site unless give that insight to AI. So he probably used:

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Summary of AI Tools:

- [SparkToro](#) for real audience behavior data
- [Perplexity](#) for live summaries of public conversations
- [ChatGPT](#) or [Claude](#) for synthesis, persona modeling, and copywriting

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Want the TL;DR done *for you*?

If reading this made you go “Damn, I should actually be doing this”... but you’d rather not build it from scratch—

I’ll run the whole workflow for you.

One competitor. One AI stack. Actionable gold.

👉 [Let’s Talk](#)

