

Market Research Essentials - Pro

Category: Getting Started | Access: Pro

Includes Everything in Free, Plus:

- Go-To-Market Research Planner
- Competitive Positioning Guide
- Keyword & Topic Opportunity Finder
- ICP Deep Dive

Go-To-Market (GTM) Research Planner

Identify channels (social, SEO, outbound), find low-cost acquisition strategies, and use the GTM Research Matrix (Excel Template) to prioritize efforts.

Competitive Positioning Guide

Audit your competitors' features, community, and tone. Use ChatGPT or Claude to analyze how they communicate their value.

Keyword & Topic Opportunity Finder

Use tools like Ubersuggest, AnswerThePublic, Exploding Topics Pro, and Google Trends to identify valuable content and SEO terms.

ICP Deep Dive

Segment your target audience by role, budget, and urgency. Use AI to craft hyper-relevant cold outreach or ad targeting scripts.

GPT Prompt for GTM Insights

"As a GTM strategist, analyze top channels for reaching [persona] in [industry], and recommend top 3 messaging angles."

Pro Downloads

- Competitive Positioning Tracker
- GTM Research Framework
- AI Keyword Finder Sheet
- ICP Interview Questions