

# Market Research Essentials - Free

Category: Getting Started | Access: Free

## What It Is

Market research helps you understand your customers, competition, and industry trends so you can make informed decisions. It's how startups reduce risk, spot opportunities, and find product-market fit.

## Step-by-Step Guide to Conducting Market Research

1. Define Your Market & Audience
2. Use AI for Instant Insights
3. Analyze Competitors
4. Survey & Interview Real People
5. Validate Demand
6. Summarize Your Findings

## Power Tips (AI-Enhanced)

- Persona Builder Prompt: "Create a detailed customer persona for a [job title or industry] who struggles with [pain point]."
- Competitor Audit Prompt: "Compare [Company A] vs [Company B] in terms of pricing, positioning, and audience."
- ChatGPT as Survey Analyzer: Paste survey responses and ask: 'Summarize top pain points and keywords.'

## Downloadables

- Market Research Checklist (PDF)
- Customer Persona Worksheet (Google Doc)
- Competitor Analysis Template (Excel or Airtable)

## Helpful Resources

- Google Trends
- Statista
- Exploding Topics
- Reddit: r/Entrepreneur
- Survey Tools: Typeform, Google Forms