

Module 3 Worksheet

Who Needs What You Offer? - Customer & Market Research

AI Prompts for Customer Research ✓

Copy and paste these prompts, replacing [your service] with your actual business idea:

- Basic customer exploration:** *"Who typically hires [your service] and what are they usually looking for?"*
 - Local market focus:** *"What types of people on the Isle of Man would most likely need [your service]?"*
 - Customer priorities:** *"What matters most to customers when choosing a [your service] provider?"*
 - Customer problems:** *"What problems or frustrations do people typically have with [your service] businesses?"*
 - Decision factors:** *"What makes someone decide to hire a [your service] rather than do it themselves?"*
 - Seasonal patterns:** *"How does demand for [your service] change throughout the year on the Isle of Man?"*
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AI Prompts for Competition Research ✓

- Local competition:** *"What other [your service] businesses operate on the Isle of Man and what do they typically offer?"*
 - Pricing research:** *"What do [your service] businesses typically charge on the Isle of Man?"*
 - Service differences:** *"How do different [your service] businesses distinguish themselves from competitors?"*
 - Gap analysis:** *"What gaps or opportunities might exist in the [your service] market on the Isle of Man?"*
 - Customer complaints:** *"What do customers commonly complain about regarding [your service] businesses?"*
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Your Customer Profile ✓

- Who are your most likely customers?** Describe 2-3 different types of people who might hire you:

Customer Type 1:

Customer Type 2:

Customer Type 3:

What do they really want from your service? List the top 3 things customers care about most:

1.

2.

3.

What problems can you solve for them?

When are they most likely to need your service?

Your Competition Analysis ✓

Who else offers similar services locally? List 3-5 competitors you've discovered:

1.

2.

3.

4.

5.

What do they typically offer and charge?

What do customers like about existing providers?

What do customers complain about?

How could you be different or better?

Market Opportunities ✓

What gaps did you spot in the local market?

What could you offer that others don't?

What would make customers choose you over competitors?

What times of year might be busiest for your service?

Advanced AI Research Tips 💡

Get more specific with follow-up questions

- "Tell me more about [specific customer type]"
- "What would make a [customer type] choose one provider over another?"
- "How do [your service] businesses typically find new customers?"

Ask for examples and scenarios

- "Give me examples of when someone would hire [your service]"
- "What would a typical customer conversation look like?"
- "How do customers usually find [your service] businesses?"

Explore local advantages

- "What advantages might a small local [your service] business have over larger companies?"
- "How important is location/being local for [your service] customers?"
- "What Isle of Man specific factors affect [your service] businesses?"

Test your assumptions

- "Is it realistic to think [your assumption] about customers?"
 - "Would customers really pay [your price] for [your service]?"
 - "Am I missing any important customer types?"
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Reality Check Questions ⚠️

- Customer demand:** Are there really enough potential customers in your area?
 - Competition level:** Is the market already oversaturated, or is there room for you?
 - Your unique value:** What would make someone choose you specifically?
 - Price sensitivity:** How important is price vs. quality/convenience for your customers?
 - Timing:** When during the week/year would customers most need your service?
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Your Market Summary ✓

Complete these sentences:

"My ideal customer is: _____"

"They hire [your service] because: _____"

"They choose me over competitors because: _____"

"The best time to reach them is: _____"

"I can charge: _____"

Action Steps from Your Research ✓

Based on what you've learned, what should you do?

Adjust your service offering?

Focus on specific customer types?

Price differently than planned?

Market in particular places/ways?

Highlight specific benefits?

Ready for Module 4? ✓

You're ready when you can tick these boxes:

I know who my most likely customers are

I understand what customers want from my service

I've researched local competition and pricing

I've identified what makes me different/better

I can explain my market opportunity clearly

Extra Research Ideas 🚀

Want to dig deeper? Try these:

Seasonal deep dive: *"How do weather and seasons specifically affect [your service] demand on the Isle of Man?"*

□ Local lifestyle research: *"What lifestyle factors on the Isle of Man create demand for [your service]?"*

□ Growth opportunities: *"As my [your service] business grows, what additional services might customers want?"*

□ Partnership possibilities: *"What other local businesses might refer customers to a [your service] provider?"*

□ Marketing channels: *"Where do Isle of Man residents typically look when they need [your service]?"*

Next: Module 4 - Getting Everything Organised on One Page

Remember: Perfect research doesn't exist - you're gathering enough information to make good decisions and start with confidence!