

I HATE MARKET RESEARCH



The Lazy Marketer's Guide to Smart AI Research

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Introduction: Why We Built These Tools

Market research is one of those vital tasks that most of us **dread**. It's time-consuming, often vague, and rarely feels like time well spent. Especially when the end result is a list of half-formed hunches and forgotten bookmarks.

We built **SectorScout-o3** and **ClientScout-o3** to fix that.

These two GPT-powered agents turn scattered thoughts and simple company names into structured research assets. Whether you're trying to spot trends in a specific industry or dig deeper into a potential client, they take care of the heavy lifting.

- **SectorScout-o3** transforms team observations into mini-market reports. It identifies common pain points, service opportunities, and sample leads for outreach, all in clear, markdown-friendly format.
- **ClientScout-o3** generates fast, focused intelligence profiles on individual businesses, giving you a sharper view of who they are, how they operate, and where they might need support.

Together, they replace hours of tab-jumping and guesswork with **concise, actionable insight**. Ready to inform your sales, strategy, or marketing efforts.

Even better, you don't need to be a researcher to use them. Just plug in a few notes, click run, and review the results.

This PDF includes:

- A practical guide to using both agents
- A real-world sample use case
- A blueprint to set up your own version in ChatGPT (or other platforms)
- **The exact instruction sets**. No paywalls, no secrets

These tools were built for internal use at Sentinet Computing - but we're sharing them publicly because we believe that **AI-powered research** shouldn't be a black box.

If you're part of a small team that needs sharper insights (without drowning in tabs), this guide is for you.

What These Tools Do

SectorScout-o3

SectorScout-o3 is an AI-powered market research assistant. It takes casual insights or team observations, like “a lot of builders are asking about quoting tools”, and turns them into clear, structured mini-reports. Each report highlights market trends, service gaps, and real-world lead examples, making it easy to spot where your services might land best.

ClientScout-o3

ClientScout-o3 is an AI-powered client research agent. You give it a company name, website, or Companies House link, and it builds a focused intelligence profile: what the business does, how it likely operates behind the scenes, where there might be service gaps, plus tailored ideas for how you could help.

So, you begin with SectorScout-o3, then take one or more of the leads and run them through ClientScout-o3 to get targeted and actionable insight.

Your first signals are now distilled down into laser-sharp information you can act on.

Not Just for B2B

This isn't just for consultants or tech companies. Even a one-line prompt like:

“I run an artisan bakery and want to see where else I could sell my products”

can return a multi-channel, high-quality business development plan. From meal kits to farm shops, the AI finds the angles, you just need to bring your story.

Whatever your sector, if you've got a hunch or a question, these tools can help you test it. Fast.

Real Life Examples

Here's an example of a real life prompt and result in each tool (we've anonymised real company names and contact information for privacy, but this is an actual prompt and result set). In this case we've framed this as a web consultant looking for new business leads. You just tell it what your business is and optionally, the type of customer sector you are interested in.

SectorScout-o3 Sample Prompt

"Context for the Agent:

I'm a freelance web consultant specialising in digital systems for small service businesses. I'm exploring new sectors where clients may need better websites, booking systems, or general digital workflow help.

Please use the following team signals to generate a UK-focused sector research report highlighting digital gaps, typical pain points, and examples of companies that might benefit from my services within 30 miles of [My Location].

Team Signals

1. *Private Dental Clinics*

"Several local dentists still don't have proper online booking or rely on old software for patient records."

2. *Independent Physiotherapists*

"Lots of sole traders are using DIY sites with no SSL, poor mobile layout, or no online intake forms."

Please begin outputting the full sector report one sector at a time, starting with the first team signal."

We've generally found it best to prompt for the report sector by sector for performance, so after the first block of output, follow up with:

"and now the next team signal" and so on.

Output From SectorScout-o3

Here is the highly detailed output from SectorScout-o3 including market information, suggested leads and approach hooks targeted to your own business offerings.

Private Dental Clinics

Sector Overview

Private dentistry in the UK is expanding fast, with total spend expected to exceed £10 billion in 2024 and continue growing. The shift from NHS to private care and an increase in elective cosmetic procedures are driving demand.

Many independent practices still use outdated desktop software, paper forms, or insecure websites. Industry sources suggest that a notable percentage of dental websites lack basic security features like SSL, weakening patient trust and SEO.

Bottom line: *demand is rising, but patient-facing digital infrastructure often lags behind expectations.*

Opportunity Factors

- Appointment workflows remain phone/form-based, slowing conversion.*
- GDPR obligations not always met: no SSL, unsecured contact forms, poor data handling.*
- Legacy practice-management software limits scalability and integration.*
- Local competition makes mobile-first UX and SEO a decisive advantage.*
- Small practices rarely employ internal digital staff — turnkey packages appeal.*

Example Leads (Anonymised)

Practice	Location	Digital Gaps
Dental Practice A	South East England	No real-time booking; contact via static form only.
Dental Practice B	South East England	No secure patient intake; no automation features.
Dental Practice C	South East England	HTTPS enabled but mobile booking flow is missing; site last updated over 12 months ago.

All are independent, private clinics within the regional radius, showing clear digital gaps.

Suggested Outreach Hooks

- *“Still juggling calls for every appointment? We can add a secure, 24-hour online booking system that fills chairs while you sleep.”*
- *“Google now flags non-SSL pages as ‘Not secure’. Let’s protect patient data (and your SEO rankings) in one quick upgrade.”*
- *“Paper medical history forms slowing you down? We’ll convert them into GDPR-compliant digital intakes your patients can complete on their phones.”*
- *“We specialise in stress-free site refreshes for clinics. Fast mobiles, clear treatments pages, and practice software integration with zero downtime.”*

Independent Physiotherapists

Sector Overview

The UK physiotherapy sector is projected to grow steadily over the next decade. Many physiotherapists work independently, without in-house IT or marketing support.

NHS wait times are driving more patients to private care. Yet many solo practitioners still use brochure-style DIY websites with poor mobile usability and no secure online booking.

Opportunity Factors

- *Manual appointment handling creates admin load and lost conversions.*
- *No SSL or secure forms → GDPR exposure and SEO penalties.*
- *Weak mobile optimisation affects local-SEO and ad performance.*
- *Few independents offer tele-rehab or online exercise resources.*
- *Turnkey “site + booking + workflow” solutions are a high-value offer.*

Example Leads (Anonymised)

Practice	Location	Digital Gaps
<i>Physio Clinic A</i>	<i>South East England</i>	<i>Brochure site; no SSL; manual email/phone booking only.</i>
<i>Physio Clinic B</i>	<i>South East England</i>	<i>Outdated site; split booking system on external subdomain; poor mobile UX.</i>

Physio Clinic C	South East England	No website; listed on a third-party directory only.
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All are small clinics within your operating region and show scope for mobile-first, secure digital systems.

Suggested Outreach Hooks

- *“Still fielding every appointment by phone? We can add a secure 24-hour online booking form that frees up your treatment time.”*
- *“Google now warns patients when sites aren’t encrypted. Let’s fix that and protect your reputation.”*
- *“Paper forms and follow-up sheets slowing things down? Let’s build secure, mobile-friendly digital workflows.”*
- *“One-page site feeling dated? A quick refresh plus local-SEO tweaks could fill your diary without extra ad spend.”*

So, you can see just how in-depth these reports go, and how quickly you can find high-quality insights without the usual research slog.

ClientScout-o3 Sample Prompt

Now we can take any of the suggested leads from the SectorScout-o3 report and run them through ClientScout-o3 to really zoom in for the fine details about that prospective client.

“Context for the Agent:

I’m a digital workflow consultant for small businesses. I help clients improve their website UX, appointment systems, and back-end tools.

I’m researching this business to understand their current digital setup, find gaps in their web presence or processes, and assess whether they might be a good outreach candidate.

Please generate a client intelligence profile from the following:

- **Company Name:** *Example Physio Clinic*
- **Domain:** *examplephysioclinic.co.uk*
- **Companies House:** *(Link to Companies House registration page if known)”*

Output from ClientScout-o3

Here is the specific and detailed output from ClientScout-o3 including contact information, operations background, opportunity observations service ideas and more.

Client Intelligence Profile: Example Physio Clinic

Basic Info

- **Company Name:** Example Physio Clinic
- **Location(s):** East Sussex (exact address withheld)
- **Website:** example-physio.co.uk
- **Companies House:** Private Ltd company, status no longer active

Known or Inferred Operations

This physiotherapy practice is a long-established private clinic led by a chartered physiotherapist with over 40 years' experience treating musculoskeletal conditions and sports injuries. Services offered include manual therapy, ultrasound, soft-tissue techniques, and rehab.

The clinic promotes personalised treatment plans and, during the pandemic, adapted to remote consultations via general-purpose video platforms — suggesting a degree of digital openness.

Tech & IT Observations

Touch-point	Current State	Potential Gap / Risk
Website UX	Simple static HTML; appointment calls-to-action lead to phone or contact form. No SSL issues.	No self-service scheduling; limited analytics; likely manual enquiry handling.
Appointment System	Phone + web form; no visible practice-management integration.	Admin overhead; booking errors possible; lacks client convenience.

Telehealth	Uses Zoom/FaceTime for remote care.	No GDPR-grade or clinical-grade platform for tele-rehab or tracking.
Back-office	Former Ltd company dissolved; likely running as sole trader with minimal systems.	Likely reliant on manual/paper records; potential for modern EMR & reminders (e.g., TM3 Go, PowerDiary).
Online Presence	Listed on directory platforms; no Google Review or active social presence.	Missing modern social proof; visibility and trust-building could be improved.

Service Ideas

1. Self-Service Booking & Payment

Embed a cloud platform like Cliniko or PowerDiary to enable online appointment selection, consent, and payment.

2. Secure Tele-Rehab Upgrade

Replace general video tools with a purpose-built telehealth suite offering exercise prescriptions and patient tracking.

3. Automated Patient Journey

Use SMS/email workflows to streamline pre-appointment forms, post-session guidance, and review capture.

Supporting Data

- Clinic claims 40+ years' clinical experience on its website
- Offers home visits and booking via phone/form
- Adopted Zoom/FaceTime for remote consultations during COVID
- Former Ltd entity dissolved in 2020; address matched clinic premises
- 25+ year presence listed on major online directory

What Happens Next?

SectorScout-o3 and **ClientScout-o3** are just the beginning.

Once you have structured market insight and detailed client profiles, the real power comes from **what you do next**. These reports don't live in a folder, they become fuel.

- The **AI-powered Business Development Team** takes SectorScout-o3 reports and turns them into targeted outreach plans, with campaign ideas, call prep summaries, and warm-lead priorities.
- The **AI-powered Marketing Team** pulls from ClientScout-o3 profiles to shape messaging, draft landing pages, and map real-world language to real-world needs.

This is where automation meets strategy.

You're no longer just collecting information. You're handing it off to AI teammates who know what to do with it. Teams that work fast, think in systems, and never run out of energy.

And because it's all running inside ChatGPT Projects (or tools like Claude Workspaces or Gemini Advanced), you can shape it to your world, building your own agent stack for your business, your market, and your way of working.

I built these tools because I hate the drudge of traditional market research, and because it shouldn't take a hundred tabs and a spreadsheet to find your next client.

You're welcome to adapt them, remix them, or run with them.

Build Your Own AI Agents: The Blueprint

What These Agents Actually Are

SectorScout-o3 and ClientScout-o3 are **custom AI agents** built using the **Projects feature inside ChatGPT**. Each one has a carefully written instruction set that tells the AI how to behave, what kind of inputs to expect, and how to format its replies.

These agents don't use code, plugins, or APIs. They run **entirely in ChatGPT**, using the **o3** model and a markdown-based input/output style, so they're simple to build, easy to tweak, and fast to use.

Before You Begin

To create and use these agents in ChatGPT, you'll need:

- A **ChatGPT Plus** subscription
- Access to the **Projects tab** inside ChatGPT
- A basic understanding of what each agent is meant to do (this guide covers that)

You can also adapt the same concept to other advanced AIs that support custom instructions — such as **Claude** (Anthropic), **Gemini Advanced** (Google), or even your own GPT-powered apps using APIs. The agent logic stays the same: it's about structuring your instructions and input format clearly.

Step-by-Step: Setting Up in ChatGPT

1. Open ChatGPT and go to “Projects”

2. Create a New Project

Choose “Create from scratch” and give it a name like SectorScout-o3 or ClientScout-o3.

3. Paste in the Instruction Set

Copy the full instruction set (included in this guide) into the **Instructions** field. This tells the model:

- **What kind of prompt it’s responding to**
- **What style of output to produce**
- **How to handle tricky cases or low-data scenarios**

4. Choose the o3 Model

Select **o3** as the model to run the agent. This is important for consistent markdown formatting and reasoning.

5. Save and Launch

Hit “Save” to create your agent. You can now open a new chat, select your custom agent, and start using it immediately.

Tips for Other AI Platforms

If you’re not using ChatGPT, you can still run these agents (with a few adjustments) on:

- **Claude 3** (Anthropic): Paste the same instructions into a custom prompt memory (via their “custom bot” feature, if available).
- **Gemini Advanced** (Google): Use the same logic — paste instructions into a side panel or persistent prompt to simulate a “project.”
- **Custom APIs / Integrations**: Use the instruction set as your system prompt and send user queries as user inputs via the OpenAI API.

Where possible, stick to:

- Markdown input/output
- Short, structured prompts
- Consistent formatting (especially for bullet points, tables, and lists)

Project Setup Summary

Feature	ChatGPT Plus (o3 model)	Claude / Gemini etc.
Supports Instruction Memory	✓ Projects Tab	⚠ Limited or varies per platform
Markdown Support	✓ Excellent	✓ / ⚠ Some limitations
Reusable as Agent	✓ Easily with one click	⚠ May require copy-paste

SectorScout-o3 — General Instruction Set

Simply copy and paste the instruction set into the Instructions placeholder in the project.

Instructions Start

Role

You are **SectorScout**, a market research agent. Your role is to take informal team signals — ideas, observations, or recurring client themes — and turn them into practical, **UK-focused** market research reports. These reports help identify service opportunities in underserved or overlooked sectors.

You always output your findings as a clear, concise **markdown report** that can be used by business development teams, consultants, or service providers working with small businesses.

Inputs You Will Receive

You will receive a markdown-formatted list of team observations, for example:

Team Signals

1. Optometry Clinics

> "We're seeing more opticians needing help with GDPR, image-heavy systems, and recurring device issues."

2. Independent Builders

> "Several have asked about quoting software or Microsoft 365 help. They're using phones or one shared laptop, with lots of cloud reliance but no backup."

Each entry includes:

- A business type or sector
- A brief field note or customer quote

Your Task

For **each sector listed**, generate a short market research report in markdown format using the following structure:

Sector: [Sector Name]

Market Overview

[Brief UK summary — size, trends, pain points, or growth signals.]

Why This Matters

[Why this sector may benefit from improvements related to my business services.]

Key Opportunity Factors

- *[Example: High reliance on cloud tools but no standardisation]*
- *[Example: No secure online forms despite GDPR exposure]*
- *[Example: DIY websites lacking mobile UX or SSL]*

Example Lead Profiles

- *[Generic Business Name or Example Co], [General Location if available], [Why a good fit], [Website or Companies House link if applicable]*

Suggested Outreach Angles

- *"[Short, friendly outreach idea — non-technical and benefit-focused]"*
- *"[Something suitable for email, call, or social media hook]"*

Guidelines

- Focus on **UK-based** small businesses (ideally 5–200 staff)
- Prioritise businesses showing complexity or unmet needs in my area of expertise, especially where there's no dedicated in-house support or don't seem to have a specialist handling it.
- Use online data sources to suggest **example leads** where possible (Companies House, public directories, sector-specific listings)
- If no data is available, insert *[Need more data]*
- Use **bold formatting** for business names or URLs to improve scan-ability
- If a section is thin, insert ****[Needs manual follow-up]**** to flag for human review

Constraints

- Stick to UK market data unless otherwise instructed
- Avoid location-specific examples unless supplied in the prompt
- Maintain a friendly, professional tone
- Do not invent fake companies or data — flag gaps clearly

Instructions End

ClientScout-o3 — General Instruction Set

Simply copy and paste the instruction set into the Instructions placeholder in the project.

Instructions Start

Role

You are **ClientScout**, an intelligent research agent. Your role is to gather and synthesise background intelligence on specific companies or prospects. The goal is to provide **fast, structured insight** that supports outreach, opportunity spotting, or project planning.

Function

When given basic client details, such as a company name, domain, or Companies House URL, you will:

- Look up **basic company information** (sector, services, size, locations)
- Identify likely **operational gaps** (e.g. **process inefficiencies, missed revenue channels, underused tools, or outdated practices**)
- Pull in relevant public data (e.g. Companies House, Google, site text, news)
- Suggest **tailored improvement ideas** based on observed context
- Output a concise but detailed **client profile** in markdown

Inputs

Expect to receive:

- Company Name
- Website or Domain
- Companies House URL (if available)
- Any prior notes (optional)

Output Structure

Respond in **markdown format**, using the following structure:

Client Intelligence Profile: [Company Name]

Basic Info

- ****Company Name:****
- ****Location(s):****
- ****Website:****
- ****Companies House:****

Known or Inferred Operations

[Short paragraph describing what they do, key offerings, and how they appear to operate.]

Service Observations

[Highlight common gaps, pain points, or inefficiencies relevant to **my service area**. This could include missing tools, inefficient workflows, poor customer experience, outdated practices, or anything the business might struggle with that **my offering could solve**.]

Service Ideas

- [Idea 1: Brief description — focused on solving observed pain point]
- [Idea 2: Alternative idea or add-on]
- [Idea 3: Optional third suggestion, if relevant]

Supporting Data

> Quotes or factual snippets pulled from public sources (e.g. Companies House, Google reviews, website content, press coverage)

Tone & Style

- Clear and professional
- Friendly and insight-driven — like briefing a busy colleague

- *Avoid technical jargon or long-winded detail*
- *Focus on practical observations that drive action*

Constraints

- *Stick to publicly accessible sources only*
- *Do **not** include personal data or speculative info about individuals*
- *Do **not** invent data — if a source is unclear, skip or flag it*
- *Limit each section to what's truly useful — avoid padding*

Instructions End

Customise the Instruction Sets to Fit Your Business

Want to adapt these tools to suit your own style, region, or services? Just paste the instruction text into your AI platform of choice and say something like:

“Update these instructions to better suit my business. I’m a [type of business] and I want the AI to focus more on [key services or priorities].”

The AI will help reshape the tool to match your voice and goals, no coding needed.

Watch this space

In a future instalment, we'll walk through how to build your own AI-powered Business Development Team and AI-powered Marketing Team, and how to link these agents together into a workflow that thinks like you do.

Let's Keep Exploring

If this kind of practical, AI-powered systems thinking resonates with you, and you want to see how it plays out in real time, I share working notes, insights, and experiments over on Bluesky.

👉 Follow me [@pullinger.uk](https://bsky.app/profile/pullinger.uk)

You'll get a front-row seat as we build out the next layer from agent-powered teams to a smarter, more human kind of automation.

See you there.

Steve Pullinger

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Final Note

Please feel free to share this PDF — the more helped, the merrier.

If it's helped you in any way, or if you've modified the AI tools and made them even better, I'd genuinely love to hear about it.

Let me know on Bluesky: [@pullinger.uk](https://bsky.app/profile/pullinger.uk)