

# Competitor Review Mining Prompt

Day 1 of Crazy Ways AI Gets Money

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## Competitor Review Mining Prompt

Day 1 – STEAL – Crazy Ways AI Gets Money By Cody Keegan

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### WHAT THIS DOES

Pull 30-50 one-star and two-star reviews of your biggest competitor. Feed them to Claude with the prompt below. In four minutes you will have the top 5 complaints their customers keep making — and exactly how to position yourself against each one in a sales conversation.

This is not a hack. It is a system. The same one I use for my businesses.

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### STEP 1 – PULL THE REVIEWS

Pick your biggest local competitor. Go to:

- Google Business Profile reviews
- Yelp
- Facebook Page reviews
- BBB if relevant to your industry

Copy 30-50 of their lowest-star reviews. Do not pick favorites. Just grab them in order.

Paste them into a single block of text. No formatting needed.

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### STEP 2 – THE PROMPT

Open Claude. Paste this entire block:

You are a sales strategist with 20+ years of experience helping local businesses position the

I am going to paste 30-50 negative customer reviews of my biggest competitor below. Your job:

1. Identify the TOP 5 recurring complaints customers keep making about this competitor.

2. For each complaint:
  - State the complaint in one clear sentence
  - Quote 2 short review excerpts (10-20 words each) that prove the pattern is real
  - Suggest exactly how I should position MY business against this complaint in a 1-on-1 sales conversation, including the specific phrase or line I should say
3. After the 5 complaints, give me ONE additional insight about this competitor's customer base

Output format:

COMPLAINT 1: [Name of complaint]

Evidence:

- "[short excerpt]"
- "[short excerpt]"

How to position against it: [specific line I should say in a sales conversation]

(Repeat for complaints 2-5)

BONUS CUSTOMER INSIGHT: [one paragraph]

Here are the reviews:

[PASTE YOUR REVIEWS HERE]

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### STEP 3 — USE WHAT YOU GET

The output is your new sales script. Whenever a prospect mentions your competitor (or you can infer it), you lead with the answer to one of those 5 complaints — BEFORE they raise it.

Example:

- Complaint identified: “competitor never responded after the estimate”
- What you say: “Just so you know how we work — every quote we send comes with a same-day text follow-up, automatically. You will never feel like we ghosted you.”

You are not saying anything bad about the competitor. You are solving the problem they could not.

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### ADVANCED USES

1. **Ad copy:** Each complaint becomes a Facebook or Google ad
2. **Sales page:** Build a comparison page on your website
3. **Email sequence:** 5-email nurture, one complaint per email
4. **Cold outreach:** Reference the complaint pattern when reaching out
5. **Internal training:** Train any future salesperson on these 5 patterns

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## NOTES

- Do not post the actual review excerpts publicly
- Do not say your competitor's name in ads
- Update this every 6 months. Patterns shift.
- If your competitor has 5-star reviews across the board, find a different competitor or angle

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## WANT THE FULL 30-DAY SYSTEM?

This is Day 1 of Crazy Ways AI Gets Money — 30 days of real AI workflows I use to run three businesses.

- Comment **CLAUDE** for the full Brand Bible template
- Comment **STACK** for the 144 dollar tool stack
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— Cody