

GPT 1: Trend Finder Tool

GPT asks: What niche do you want to find a trend in?

User answers: *How to get free leads*

Deep trend scan (real web sources)

1) Social platforms with built-in trend tools

TikTok Creative Center (Keyword Insights + Trend Discovery + Top Ads)

- TikTok's **Keyword Insights** shows “for free” as a currently trending keyword (strong signal that “free” hooks are performing). [TikTok For Business+1](#)
- TikTok Creative Center positions itself as a place to find **trending hashtags/videos** and **top-performing ads**. [TikTok For Business+2](#)[TikTok For Business+2](#)
- TikTok's **Top Ads** area exists specifically to showcase “high-performing auction ads.” [TikTok For Business+1](#)

Pinterest Trends + Pinterest Predicts

- Pinterest Trends is designed to show **top search/save/shopping trends**, with **weekly/monthly/yearly change** and keyword comparison (great for validating demand around “lead magnets,” “email list,” “marketing templates,” etc.). [Pinterest Help](#)
- Pinterest Predicts 2026 is a **data-based forecast** (they explicitly frame it as “not-yet-trending” and built from Pinterest behavior). Useful for prioritizing **longer-lasting** trend angles vs short fads. [Pinterest+2](#)[Pinterest+2](#)

Instagram Reels Trends

- Instagram's own help guidance says you can identify **trending audio** by the **trending arrow** next to a track. [Instagram Help Center](#)
- Instagram also has a public “**Trending Audio Hashtags**” hub that surfaces trending Reels content around audio/hashtags. [instagram.com](#)

YouTube Explore + YouTube Charts

- YouTube confirms Explore is where you can find **destination pages**, “**Creator & Artist on the Rise**,” and **trending videos**. [Google Help](#)
- YouTube Charts exists to view “hottest” content (music/podcasts/etc.) and is part of YouTube's broader trends tooling. [Google Help](#)
- YouTube also runs a trends hub (“youtube.com/trends”) for **global trends + cultural analysis**. [YouTube](#)

Reddit r/all + r/popular

- r/popular is a live feed showing what's getting big engagement fast. [Reddit](#)
 - r/all exists as a top-content feed (availability varies by platform changes, but it's still a reference point for what's spreading). [Reddit](#)
 - In lead-gen communities, people actively discuss using **Meta Ad Library** as a lead source (a "free leads" angle that keeps resurfacing). [Reddit](#)
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2) Ads + competitor signals

Meta Ad Library

- Meta Ad Library is explicitly for searching ads currently running across Meta technologies. facebook.com
- Example competitor patterns visible via Ad Library indexing/search results:
 - **"Free playbook/guide" lead magnets** (e.g., HubSpot promotes a free "AI Trends Playbook" style asset).
 - **"AI handles follow-up / don't miss leads"** positioning (e.g., Gym Launch messaging about AI responding so businesses don't lose leads).
- The Ad Library is widely used to reverse-engineer what's working (competitive signal method). [Neil Patel](#)

TikTok Creative Center (Top Ads)

- TikTok provides Top Ads dashboards/spotlights meant for learning what creatives are performing. [TikTok For Business+1](#)
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3) Trend databases + early-signal tools

Exploding Topics

- Exploding Topics' **AI Topics (Jan 2026)** shows multiple AI-related topics taking off with very large growth rates, indicating continued acceleration in AI adoption and "AI-powered" workflows (including marketing/sales use cases). [Exploding Topics](#)

Product Hunt

- Product Hunt has an **AI SDR** category, explicitly listing products like "Outbound AI Agent" and tagging items as **Lead generation software / AI sales tools**—strong signal that "AI that finds/follows up leads" is an active product trend. [Product Hunt](#)
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The “real trend” overlap check (your confirmation method)

Social trend source: TikTok Keyword Insights → “for free” trending (hooks that promise free results/resources are performing). [TikTok For Business+1](#)

Marketplace/early-signal source: Product Hunt → AI SDR / outbound agents + lead-gen software. [Product Hunt](#)

Ad library source: Meta Ad Library patterns → “free playbook/guide” lead magnets + AI lead follow-up messaging. [facebook.com](#)

✔ **Overlap conclusion:** The strongest money-making direction inside “free leads” right now is **AI-powered lead capture + automated follow-up**, packaged with a “free” lead magnet hook and distributed via short-form content.

Best trend to make money online (for the “How to get free leads” niche)

Trend winner

“AI Lead Capture + 24/7 Follow-Up Automation”

Position it as: “Get free leads from organic content—then let AI/automation capture, qualify, and follow up so you don’t lose them.”

Why it’s the best monetization bet (in this niche)

- **High affiliate ROI potential:** AI SDR/lead-gen tools and automations are commonly subscription-based → recurring commissions (varies by program, but the model is typically better than one-off low-ticket ebooks). [Product Hunt](#)
 - **Mass-market hook:** “Free” angles are actively trending in short-form attention markets. [TikTok For Business+1](#)
 - **Advertiser validation:** Competitors spend to promote “AI follow-up” and “free playbook” lead magnets, which indicates proven conversion patterns.
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Detailed marketing plan (step-by-step checklist)

Step 1 — Define the micro-audience (pick ONE)

Choose the easiest-to-sell audience that *needs leads badly*:

- Local service businesses (roofing, dentists, med spas, home services)
- Coaches/consultants
- Small agencies/freelancers

Step 2 — Pick a single “free leads” promise

Examples (choose one):

- “Get free leads from short-form content + DM automation”
- “Turn comments into leads automatically”
- “Free lead scripts + AI follow-up so you never miss a lead”

Step 3 — Build the lead magnet (simple + fast)

Create ONE asset:

- “Free Lead Script Pack” (DM scripts + comment replies)
- “Free 7-Day Free-Leads Content Plan”
- “Free Follow-Up Templates (email + DM)”

Step 4 — Choose your 2 distribution channels

- **TikTok/IG Reels** for reach (pair with trending audio). [Instagram Help Center+2instagram.com+2](#)
- **YouTube (Explore + evergreen search videos)** for compounding traffic. [Google Help+1](#)

Step 5 — Use the winning CTA structure (no complexity)

- CTA option A: “Comment **FREE** and I’ll send it”
- CTA option B: “Grab the free pack — link in bio”
*(This matches the “for free” attention pattern + lead magnet ads pattern.) [TikTok For Business](#)

Step 6 — Funnel logic (keep it basic)

1. Short-form video →
2. Lead magnet opt-in (email capture) →
3. Thank-you page introduces the **affiliate tool** (AI follow-up / AI SDR / automation) →
4. Email follow-up sells the tool

Step 7 — Competitor swipe (validation loop)

Weekly:

- Check **Meta Ad Library** for “free guide/playbook” + “AI follow-up” ads to mirror angles. [facebook.com+1](#)
- Check TikTok Creative Center for new “free” keyword/creative signals. [TikTok For Business+1](#)

Step 8 — Success metrics (minimum viable tracking)

- Videos/week: 5–7
 - Lead magnet opt-in rate target: 20–40% (benchmark varies; use as goal)
 - Click-to-offer rate: 10–25%
 - Email CTR: improve weekly with subject/CTA testing
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COPY/PASTE CARD (bring this into GPT 2)

CARD — Trend Finder Output (v1)

Niche: How to get free leads

Chosen Trend (Winner): AI Lead Capture + 24/7 Follow-Up Automation (packaged with a “FREE” lead magnet hook)

Why this trend is real (overlap proof):

- Social: TikTok Creative Center shows “for free” trending. [TikTok For Business+1](#)
- Marketplace/Early-signal: Product Hunt AI SDR/lead-gen tools are active (Outbound AI agents, lead-gen software). [Product Hunt](#)
- Ads: Meta Ad Library patterns include free playbooks + AI lead follow-up messaging. [facebook.com](#)

Target Audience (pick one): Local service businesses / Coaches / Small agencies

Core Promise: “Get free leads from content—then automate capture + follow-up so leads don’t slip.”

Lead Magnet: Free Lead Script Pack (DM + follow-up templates)

Primary Platforms: TikTok + Instagram Reels + YouTube

CTA Style: “Comment FREE” / “Link in bio for free pack”

Funnel Flow: Short-form → Lead magnet opt-in → Thank-you page → Affiliate tool → Email follow-up

Content Pillars (3):

1. Free-leads tactics (content → comments → DMs)
2. Follow-up systems (speed-to-lead, scripts)
3. Automation/AI (24/7 lead capture + replies)

Marketing Plan Checklist:

- Pick micro-audience (1)
- Create lead magnet (1)
- Post 5–7 short videos/week using “FREE” hook
- Add simple opt-in + thank-you page
- Introduce affiliate tool as the “automation step”

- Weekly competitor swipe via Meta Ad Library + TikTok Creative Center

END CARD