

The Pain Point Research Playbook

How to find 10 real customer pain points in your niche, in under an hour — without surveys, interviews, or guesswork.

By PainPoint Pilot · pain-pilot.com

1. Why most pain point research is broken

The standard advice is: run customer interviews and send surveys. Both produce stale, biased, low-volume data:

- **Interviews** rely on memory. People rationalise problems instead of describing them. Sample size is tiny.
- **Surveys** force fixed answers. The juiciest pains never make it into the multiple-choice options.
- **Both** take weeks and dozens of follow-ups before you have anything actionable.

Meanwhile, the same buyers are publicly venting their pains every day on LinkedIn, Reddit, X, Indie Hackers and Facebook — in their own words, with full context, time-stamped.

That public stream is the highest-signal pain point research source on the internet. This playbook shows you how to mine it.

2. The 3-question framework

For every candidate pain point, answer three questions before you act on it:

Question	What good looks like
1. Is the pain real?	Spoken in the buyer's own words, in public, recently. Not a hypothesis.
2. Does my product solve it?	Direct fit, not a stretch. If you have to explain why, it isn't fit.
3. Is the buyer reachable?	They post publicly. You can comment, DM, or reply without spam.

If a candidate pain fails any of the three, drop it. You will find dozens — chase only the ones that pass all three.

3. Where to look (ranked by signal density)

1. **LinkedIn** — founders, ops, RevOps, marketing, HR. People complain in long-form, sober language. Highest commercial intent.
2. **Reddit** — specific subreddits per niche (*r/sales*, *r/SaaS*, *r/marketing*, *r/ecommerce*). Anonymous = honest.
3. **Indie Hackers** — founder pains around tooling, churn, distribution, hiring.
4. **X (Twitter)** — rapid-fire complaints, often after a release or product launch. Lower intent but real-time.

5. Facebook Groups — closed community pains; harder to access but highest trust once inside.

4. Search prompts that actually work

Use these in your platform's native search. Replace [TOOL] with the category you sell into.

- looking for a tool that
- anyone know a [TOOL] that
- why does [TOOL] still
- switched from [COMPETITOR] because
- spent X hours doing Y manually
- wish there was a way to
- our biggest bottleneck right now
- tired of, frustrated with, hate that

5. The pain point capture template

Whenever you find a real pain, capture it in the same shape. Don't paraphrase — quote.

Field	Example
Source URL	linkedin.com/posts/... (always link the original)
Author role	Head of RevOps, 50-person SaaS
Verbatim quote	"I spent 3 hours this week reconciling Salesforce and HubSpot contacts again."
Pain category	Data hygiene / CRM sync
Severity	High — weekly, owner-level frustration
Product fit	Direct — we dedupe records across CRMs
Reply angle	Challenger: 'Most teams blame the rep, but it's a sync rule problem.'

6. Triage: prioritise by severity × frequency × fit

Score each captured pain on three dimensions, 1–3:

- **Severity:** 1 = mild annoyance, 3 = costs them money or sleep weekly
- **Frequency:** 1 = saw it once, 3 = same complaint from 5+ people in a week
- **Fit:** 1 = adjacent, 3 = your product solves this directly

Multiply the three. Anything 18+ goes into outreach this week. Anything 8 or below is research only.

7. From research to revenue: the reply

A great pain-point reply does four things:

- **Names the pain** in their own words (proves you read it)
- **Reframes** the cause (Challenger: teach them something new)
- **Drops one micro-proof** (a number, a customer example)
- **Soft CTA only** ("happy to share what worked" — never "book a call")

Banned from every reply: 'great question', 'leverage', 'synergy', 'game-changer', emojis, hashtags, links, pricing.

8. Automate the loop

Doing all of the above by hand takes 4–6 hours a week. PainPoint Pilot is the Chrome extension that runs the entire loop while you scroll:

- Detects pains as you read LinkedIn, X, Reddit, Indie Hackers and Facebook
- Scores severity and product fit against your saved brief
- Drafts a Challenger short reply and a SPIN long reply for every pain
- You review, edit, and post manually — the extension never auto-posts

Free plan covers LinkedIn with 20 AI replies a day. Install at [**pain-pilot.com/install**](https://pain-pilot.com/install).