

ANTIHERO AI · LIVE GUIDE · FREE

NOTEBOOKLM.

THE FREE

RESEARCH MACHINE.

Google's free research tool, and Matt's pick for market research, competitor research, finding your customers' problems, or teaching yourself absolutely anything. Deep research, sources, reports, podcasts, slide decks and quizzes, in about 17 minutes.

WEDNESDAY, SEPTEMBER 23, 2026 · FACEBOOK LIVE

WHAT'S INSIDE

This was the very first live in the AntiHero AI group. Short, a little bit of OBS wrestling, and one tool Matt calls the best research tool there is. Here is the whole thing, step by step, plus the prompts to make it useful for your business.

- 00 **Why NotebookLM.** What it's for and what it costs
- 01 **The words.** Notebook, sources, deep research, studio
- 02 **Your first notebook.** Five clicks
- 03 **Deep research.** Why Matt never uses fast research
- 04 **Sift your sources.** Keep the good, delete the junk
- 05 **Ask it anything.** Chat with your research
- 06 **Make stuff.** Reports, podcasts, videos, decks, quizzes
- 07 **Business prompts.** Market, customers, competitors, pricing
- 08 **Links.** Everything you need

HOW TO USE THIS GUIDE

Every grey box is a prompt: copy all of it. Text in [red brackets] is yours to fill in. Open notebooklm.google.com in another tab and follow along.

TONIGHT'S DEMO The market for tiny homes in Edmonton. Matt's pick, because Aura Homes. Swap in your own topic.

WHY

NOTEBOOKLM

It goes out, gathers sources from across the internet (or reads the ones you give it), and then answers your questions using only those sources. With citations.

"It's basically like the ultimate Google search engine really. This is like Google on steroids."

MATT, ON THE LIVE

WHAT MATT USES IT FOR

- **Market research** before starting or branding anything.
- **Competitor research.** Who else is out there, what they charge, what they say.
- **Customer problems.** "What are my customers' problems? What are they dealing with?" That's where good branding and good blog posts come from.
- **Learning any topic.** Rockets, permits, code, a new industry. It gets as specific as you want.
- **Studying.** Make yourself flashcards and a quiz.

WHAT IT COSTS

Free to start, with usage limits on the free plan. Matt mentioned he pays about \$20 a month for Google's AI plan anyway (mainly for the image generation), which raises the limits. You don't need it to begin.

THE LINK

On the live Matt said "notebook.google.com". The address that works is **notebooklm.google.com**. Sign in with any Google account.

THE WORDS

01

Four ideas and you know the whole tool.

NOTEBOOK	One project. One topic. Make as many as you like: one per client, per product, per question.
SOURCES	The material it reads: websites it finds, YouTube links, PDFs, Google Docs, pasted text. Answers come only from these, with citations.
FAST RESEARCH	A quick sweep. Matt's verdict: "you might as well be using Google."
DEEP RESEARCH	Plans a research strategy, digs through the web for a few minutes, and comes back with a pile of real sources. On the live: 26 of them.
CHAT	Ask questions about your sources in plain English. It answers and suggests follow-up questions.
STUDIO	The panel on the right that turns your sources into stuff: reports, audio overviews (AI podcast), video overviews, mind maps, slide decks, flashcards, quizzes, data tables.

THE TRICK NOBODY TELLS YOU

The quality of the answers depends on the quality of the sources. Ten good sources beat fifty random ones. That's why step 04 exists.

PART ONE

THE

RESEARCH.

Make a notebook, run deep research, sift the sources. Ten minutes, most of it waiting.



YOUR FIRST NOTEBOOK

02

Exactly what Matt did on the live.

1. Go to notebooklm.google.com and sign in.
2. Click **New notebook**.
3. Choose to search the web for new sources.
4. Type your research question, for example "**the market for tiny homes in Edmonton**".
5. Switch from Fast Research to **Deep Research** and hit enter.

It shows its plan and its progress ("step two of five complete"). Go make a coffee. When it's done you get a list of sources and a short summary.

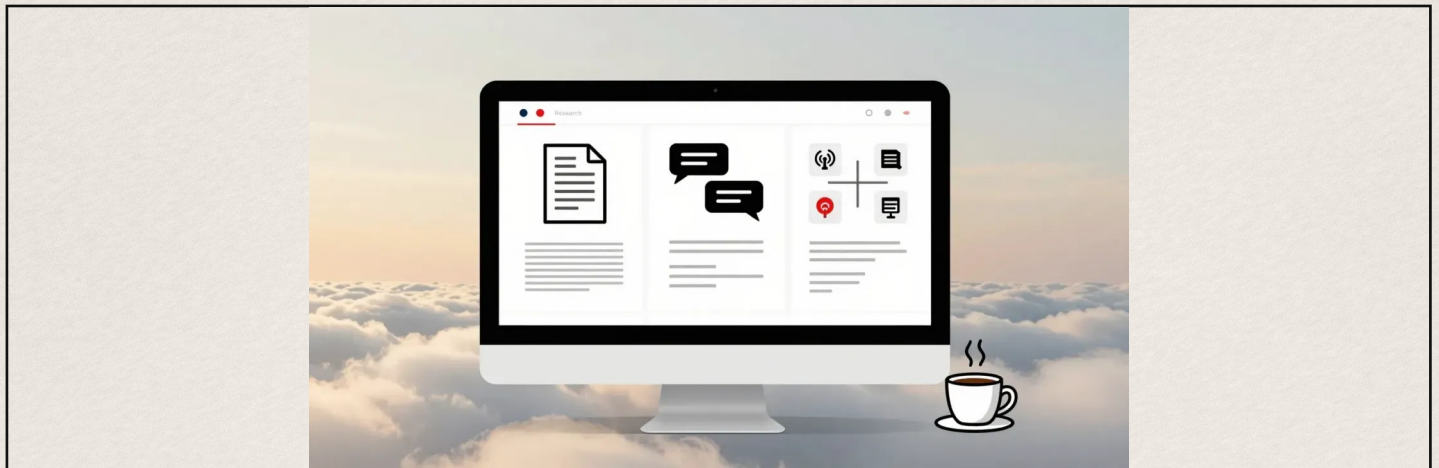


ILLUSTRATION: SOURCES ON THE LEFT, CHAT IN THE MIDDLE, STUDIO ON THE RIGHT

WRITE A BETTER RESEARCH QUESTION

Be specific about **who**, **where** and **what you want to know**. "Tiny homes" is a topic. "What people in Edmonton pay for tiny homes, what stops them buying, and what permits they need" is a research question.

DEEP

RESEARCH

03

Matt doesn't usually use fast research. Deep research is where NotebookLM earns its keep.

PROMPT 01 · A DEEP RESEARCH QUESTION THAT WORKS

Research [your market or topic] in [city, region or country].
I want to understand:

1. Who the customers are and what they're trying to achieve.
2. Their biggest problems, fears and objections, in their own words.
3. What they typically pay, and what drives the price up or down.
4. Who the main competitors are and how they position themselves.
5. Rules, permits or regulations that matter.
6. Trends from the last 12 months.

Prefer recent, local and primary sources.

RUN IT MORE THAN ONCE

You can keep adding research to the same notebook. After the first round, run narrower ones on whatever came up: Matt followed up with "**permitting tiny homes Edmonton**" and "**what is the code for tiny homes in Edmonton**". Each run pulls in a fresh batch of sources to sift.

ADD YOUR OWN SOURCES TOO

Paste a **YouTube URL** and it pulls out everything said in the video. Upload PDFs, add Google Docs, or paste text and notes. Competitor websites, your own sales notes, customer reviews: all fair game.

PRO MOVE Add your competitors' websites as sources, then ask what they all say and what none of them say. The gap is your marketing.

SIFT YOUR SOURCES

Deep research casts a wide net. Some of what it catches isn't relevant. On the live, a few tiny home sources were about veterans' villages and housing programs, not the private market Matt cared about.

1. Open the list of sources it found and read the titles.
2. Import the ones that fit your question.
3. Delete anything off-topic, outdated or not about your area.
4. If a source didn't load properly, remove it.
5. Need more on one angle? Run another research round on just that.

KEEP	DELETE
Local, recent, about your exact customer	Other countries or cities (unless you want comparisons)
Real prices, real rules, real reviews	Generic listicles and thin SEO pages
Competitors and their pages	Things that are a different market with the same keywords

WHY BOTHER

NotebookLM answers only from your sources. Junk in, confident junk out. Five minutes sifting makes every report after it better.

PART TWO

THE PAYOFF.

Now you talk to your research and turn it into something you can use: a report, a podcast, a deck, a quiz.

ASK IT ANYTHING

Type a question, get an answer grounded in your sources, with citations you can click. Then it suggests the next question.

Matt asked **"Do I need a permit for a tiny home in Edmonton?"** It answered (yes), explained, and offered follow-ups like height and setback limits and financing options.

PROMPT 02 · CUSTOMER PROBLEMS

Based on these sources, list the 15 biggest problems, fears and frustrations of **[your customer]** when buying **[your product or service]**.

Use their own words where the sources quote them. For each one, tell me which source it came from and how common it seems.

PROMPT 03 · THE GAP

Compare what the competitors in these sources promise and how they price.

What does every one of them say? What does none of them say? Where is there an opening for a small, honest business?

PROMPT 04 · BLOG IDEAS THAT BRING CUSTOMERS

From these sources, give me 20 blog article ideas for **[your business]** in **[area]**.

Each one answers a real question a customer asks before buying. Rank them by how likely they are to bring in a paying customer.

PAIR IT WITH YOUR AI

Copy NotebookLM's answers (or a report) into Grok, Gemini or Claude and say "turn this into [a website section, 10 blog posts, an ad, a pitch]." That's the workflow from the Customers With Zero Ad Spend guide.

MAKE STUFF

The Studio panel turns the same sources into whatever format you actually absorb. Make as many as you like.

STUDIO OPTION	WHAT YOU GET	USE IT FOR
Reports	Briefing doc, study guide, blog post, or a custom report you describe	Decisions, client briefs, blog drafts
Audio overview	An AI podcast: two hosts discuss your sources	Learning in the car or the gym
Video overview	An AI-presented explainer video	Quick team or client explainers
Mind map	The topic as a clickable map	Seeing the big picture
Slide deck	A deck built from a report	Pitches and presentations
Flashcards and quiz	Test yourself	Studying, onboarding staff
Data table	Facts pulled into a table	Prices, specs, competitor comparisons

CUSTOM REPORTS

Choose to create your own report and just describe it. Matt's on the live: **"What are people typically paying for a tiny home?"** It came back with a full market analysis: secondary rental income, lock-up shells, a winterization premium, pricing.

PROMPT 05 · A CUSTOM REPORT

Create a report: **[your question, e.g. "What are people typically paying for [product] in [area], and why?"]**. Structure: summary, price ranges with sources, what drives price, what buyers value most, risks, and 5 recommendations for a new business entering this market.

USE IT RESPONSIBLY

Matt's only rule: research anything, preferably not how to make bombs.

BUSINESS PROMPTS

07

Four notebooks every small business should have. One deep research question each.

NOTEBOOK DEEP RESEARCH QUESTION

My market	"The market for [product or service] in [area]: size, customers, prices, trends in the last 12 months"
My customer	"What [customer type] in [area] struggle with when buying [product], in their own words: reviews, forums, Reddit, Q&A"
My competitors	"Every [type of business] serving [area]: what they offer, prices, reviews, how they market themselves" + add their websites
My rules	"Permits, licences, codes and regulations for [business] in [area]"

PROMPT 06 · WRITE THE NOTEBOOKLM PROMPT FOR ME

I want to use NotebookLM to do market research for **[your business]** in **[area]**.
My goal is **[more customers, a new product, pricing, a brand]**. Write me the best deep research question to paste into NotebookLM,
plus 5 follow-up questions to ask once it has the sources.

EVERY OTHER GUIDE USES THIS

Brand from scratch, blog posts that rank, website interviews: they all start with good research. Learn this tool once and it pays off in every other guide.

TRUTH "Learn that tool and you will not regret it." Matt, at the end of the very first live.

LINKS

08

Everything you need.

NOTEBOOKLM

NotebookLM	notebooklm.google.com
NotebookLM help center	support.google.com/notebooklm
Google AI plans (higher limits)	one.google.com/about/ai-premium

PAIR IT WITH

Grok	grok.com
Gemini	gemini.google.com
Google Antigravity	antigravity.google

ANTIHERO

AntiHero AI group (every guide)	facebook.com/groups/antiheroai
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NOW GO

RESEARCH IT.

Homework: make one notebook about your own customers tonight. Run deep research, sift the sources, and ask for their 15 biggest problems. Post the top three in the group. The AntiHero AI group is free, sells nothing, and loves a good spreadsheet of pain points.

[FACEBOOK.COM/GROUPS/ANTIHEROAI](https://www.facebook.com/groups/antiheroai)

