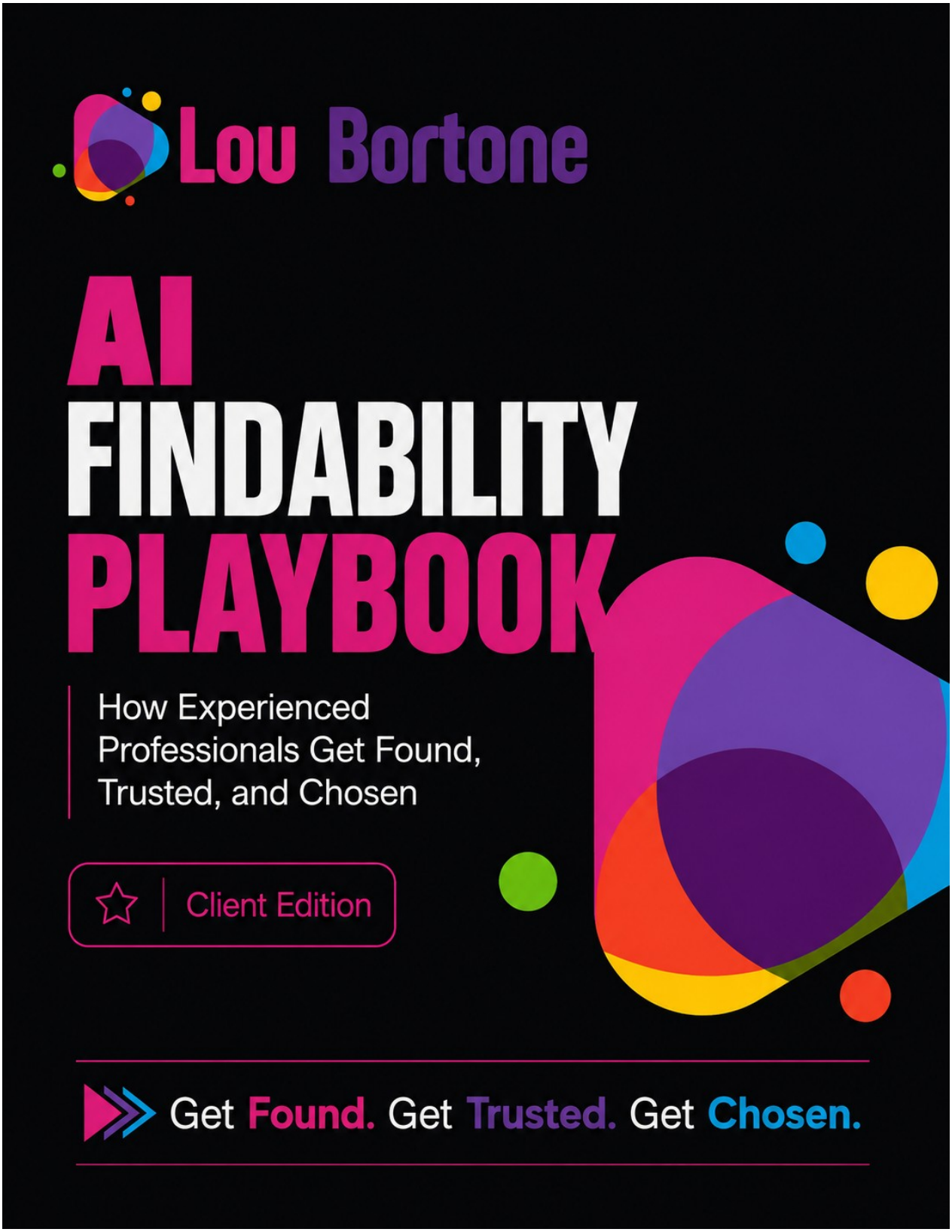
Lou Bortone


Lou Bortone
AI
FINDABILITY
PLAYBOOK
How Experienced
Professionals Get Found,
Trusted, and Chosen
Client Edition
Get Found. Get Trusted. Get Chosen.

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CLIENT EDITION

What This Playbook Actually Does

Most marketing advice still assumes buyers begin with Google, browse a few websites, and eventually wander into your sales funnel like obedient little shoppers. That path is getting messier by the month.

People are asking AI systems who to hire, what to buy, which expert to trust, and how to solve a problem before they ever visit your site. This playbook shows how to make your expertise easier for those systems to understand and easier for human buyers to believe.

THE POINT

You do not need to become an SEO scientist or publish 47 pieces of content a week. You need a clear digital pattern: what you know, who it helps, why it matters, and proof that you actually know what the hell you are talking about.

Inside the playbook

The Findability Revolution

The Trust Advantage

The Three Pillars of Clarity

Making Trust Visible

The Path to Conversion

The 20-Minute Findability Audit

The 30-Day Findability Sprint

Prompts and Templates

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CHAPTER 1

The Findability Revolution

The old marketing map is getting folded, spindled, and mildly abused.

For years, digital visibility meant showing up where people were already looking: Google, LinkedIn, YouTube, email, referrals. That still matters. The change is what happens before the click. Buyers now ask conversational AI systems for shortlists, comparisons, summaries, and recommendations.

That matters because AI search is not a giant popularity contest. It is an understanding problem. A system has to connect your name or business with a specific category of expertise, a specific audience, and enough evidence to feel confident putting you in the answer.

QUICK ANSWER

Findability is the ability of search and AI systems to correctly understand what you do, connect it to a buyer question, and surface your expertise as a useful source or recommendation.

Visibility vs. Findability

Visibility	Findability	Why it matters
People see your content in a feed.	AI or search systems recognize your expertise when a buyer asks.	Feed visibility is temporary. Findability can keep working when you are not posting.
Measured in reach, impressions, views.	Measured in relevance, citations, mentions, qualified discovery.	A million impressions are useless if nobody knows what you are the obvious choice for.
Often platform-dependent.	Built from a consistent cross-platform footprint.	A coherent pattern travels better than a viral post.

The three jobs your digital footprint must do

- Explain your expertise in language a buyer would recognize.
- Repeat the same core positioning across the places search systems can access.
- Back important claims with evidence, examples, experience, and third-party proof.

REALITY CHECK

If your website says one thing, LinkedIn says another, and your videos make you look like a generalist with 19 hobbies, AI does not see versatility. It sees a filing cabinet somebody kicked down the stairs.

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CHAPTER 2

The Trust Advantage

When everybody can sound polished, polish stops being proof.

Generative AI has made competent writing cheap and fast. That is useful, but it also weakens one of the old signals of expertise. A clean article or sharp-looking framework no longer proves that the person behind it has real experience.

Video becomes more valuable in that environment because it exposes judgment. Buyers can hear how you explain an idea, see whether you understand nuance, and decide whether you feel credible. It is hard to hide behind generic language when you have to explain what you believe and why.

QUICK ANSWER

Video helps bridge the gap between machine discovery and human trust. AI may help a buyer find your name. Video helps the buyer decide whether you are the person they want in the room.

What makes expert video useful

- One clear question per video.
- A direct opinion or recommendation, not six minutes of warm-up throat clearing.
- A specific example from real experience.
- A caveat, exception, or tradeoff that shows actual judgment.
- A transcript or companion article so the ideas are machine-readable.

A simple 5-part expert video structure

Part	What to say	Example
1. Question	State the buyer question immediately.	“Should a consultant publish the same article on LinkedIn and Substack?”
2. Answer	Give the answer in one or two sentences.	“Yes, but do not dump identical versions everywhere on the same day.”
3. Why	Explain the reasoning.	Discuss audience, indexing, timing, and platform behavior.
4. Proof	Add experience, data, or a real example.	Show what happened when a client changed the publishing sequence.
5. Next step	Give one practical action.	Tell the viewer what to change this week.

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CHAPTER 3

The Three Pillars of Clarity

More content will not rescue a muddy message.

The most common findability mistake is trying to compensate for fuzzy positioning by publishing more. That simply multiplies the confusion. Strong findability begins with three answers that stay stable across your public footprint.

1

WHO DO YOU HELP?

Name a specific audience. “Business owners” is usually too broad. “Established consultants selling high-trust services” gives both buyers and machines something useful to work with.

2

WHAT DO YOU HELP THEM ACHIEVE?

Describe a result, not a category. “AI consulting” is a label. “Use AI to shorten the path from expertise to qualified sales conversations” is an outcome.

3

WHY SHOULD THEY TRUST YOU?

Make proof visible: years of experience, specific results, case studies, research, credentials, interviews, talks, books, client evidence, or original testing.

QUICK ANSWER

Findability gets stronger when the same three ideas keep showing up together: audience, outcome, proof. Think less “content calendar,” more “consistent evidence trail.”

The message consistency test

- Can a stranger read your homepage and say who you help in 10 seconds?
- Does your LinkedIn headline reinforce the same audience and outcome?
- Do your recent videos and articles support the same expertise?
- Would a podcast host introduce you using language that matches your website?
- Does your proof support the positioning, or is it generic résumé wallpaper?

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CHAPTER 4

Making Trust Visible

Hidden expertise has lousy ROI.

A buyer cannot evaluate experience that never leaves your head. Search systems cannot verify claims that exist only in vague bios. Strong authority content leaves receipts.

The goal is not to turn every post into a doctoral dissertation. It is to make meaningful claims easier to verify. When you say something important, show what supports it.

QUICK ANSWER

Trust becomes visible when claims connect to proof: data, examples, case evidence, credentials, first-hand testing, research, client outcomes, or outside validation.

The Claim-Proof-Judgment pattern

Layer	Question	What belongs here
Claim	What are you saying?	A clear recommendation, conclusion, or point of view.
Proof	Why should anyone believe it?	Research, client evidence, results, demonstrations, screenshots, examples.
Judgment	What does the evidence mean?	Your interpretation, caveats, tradeoffs, and recommendation.

Example

CLAIM VERIFICATION BLOCK

CLAIM: Video can accelerate trust in expertise-led sales.
PROOF: Cite relevant industry research, performance data, or client evidence.
JUDGMENT: Explain when video helps, when it does not, and what actually makes it persuasive.
LAST REVIEWED: Add month and year.

Trust signals worth publishing

- Case studies with the problem, action, and result.
- Short videos explaining decisions and tradeoffs.
- Articles that cite original sources instead of recycling somebody else's summary.
- Podcast appearances, interviews, press, guest articles, and conference talks.
- Frequently updated "best answer" pages for important buyer questions.

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CHAPTER 5

The Path to Conversion

Discovery is not the finish line. It is the front door.

Getting cited by AI is flattering. Getting paid is more useful. Every major piece of public content should have a clear commercial destination that matches the buyer intent behind the topic.

The cleanest structure is a two-tier model: public discovery content and premium implementation. Give away the ideas that prove expertise. Charge for diagnosis, customization, implementation, and access.

QUICK ANSWER

Keep the knowledge public enough to be found. Monetize the personalized work that turns knowledge into results.

Tier	Examples	Purpose
Public discovery	Q&A articles, videos, frameworks, case studies, research summaries	Help buyers and AI systems understand the expertise.
Premium engagement	Audits, strategy, implementation, templates, workshops, consulting	Turn qualified attention into a specific result.

The “next step” test

- Is there exactly one obvious next step?
- Does the next step match the content topic?
- Does the offer have a specific outcome?
- Can somebody understand the offer without decoding your marketing jargon?
- Can they act in under two minutes?

AVOID THIS

A 1,500-word article about a specific buyer problem ending with “Follow me for more tips.” That is not a conversion path. That is waving goodbye to money.

The 20-Minute Findability Audit

Pick one strong article, page, or video script. Fix it before you make anything new.

1

MINUTES 1-5 | IDENTIFY THE PRIMARY BUYER QUESTION

Write the one question this piece answers. If you discover three different topics fighting for custody of the page, pick the strongest and split the others into separate pieces.

2

MINUTES 6-10 | STRENGTHEN THE OPENING ANSWER

Add a 2-4 sentence answer near the top. A buyer and an AI system should understand the main point without digging through seven paragraphs of throat clearing.

3

MINUTES 11-15 | CLEAN UP THE STRUCTURE

Use clear headings. Keep one idea per section. Turn vague headers into useful questions or descriptive phrases.

4

MINUTES 16-18 | ADD PROOF

Support the most important claim with a source, example, result, demonstration, or first-hand observation.

5

MINUTES 19-20 | ADD THE NEXT STEP

Give the buyer one action that logically follows from the content.

Scorecard

Check	Yes / No	Fix next
One clear buyer question	Yes / No	
Direct answer near the top	Yes / No	
Proof for important claims	Yes / No	
One obvious next step	Yes / No	

The 30-Day Findability Sprint

Do this before you build another funnel, buy another tool, or join another mastermind with a suspicious amount of beige.

Week 1: Clarify the signal

- Write one positioning sentence: audience + outcome + proof.
- Update homepage headline and LinkedIn headline to match.
- Choose 3-5 topics you want to own.

Week 2: Build the evidence

- Turn one case study into a public article.
- Record two short expert videos answering high-intent buyer questions.
- Add transcripts or companion text.

Week 3: Strengthen the network

- Link related articles and videos together.
- Update your About page with specific proof.
- Add relevant third-party appearances, interviews, or testimonials.

Week 4: Create the commercial path

- Choose one primary CTA for high-intent content.
- Create a simple assessment, consult, or diagnostic next step.
- Review your best five pages with the 20-minute audit.

THE RULE

Do not measure success by how much content you made. Measure whether the digital pattern got clearer.

Prompts You Can Actually Use

These are designed to improve clarity and findability, not generate another mountain of synthetic mush.

POSITIONING CLARITY

Review the following homepage copy. Identify who the business appears to help, the outcome it promises, and the proof supporting that promise. Flag contradictions, vague language, generic claims, and anything that would make it difficult for an AI search system or buyer to categorize the expertise. Then rewrite the core positioning in one sentence.

BUYER QUESTION MINING

Act as a skeptical prospective buyer evaluating an expert in [CATEGORY]. Generate 20 specific questions a buyer would ask before hiring, buying, or booking. Group them into discovery, credibility, comparison, risk, and decision questions. Prioritize the 10 questions with the strongest commercial intent.

CONTENT FINDABILITY AUDIT

Audit the following article for AI findability and human clarity. Check whether it answers one clear question, gives a direct answer near the top, uses descriptive headings, includes verifiable proof, stays on one topic, links to relevant supporting material, and includes a logical next step. Give me the 5 highest-impact fixes in priority order.

VIDEO-TO-ARTICLE

Turn this video transcript into a structured article. Preserve the speaker's opinions, examples, caveats, and phrasing. Lead with a 2-4 sentence direct answer, use buyer-style headings, and suggest relevant internal links.

FINAL CHECKLIST

Before You Hit Publish

- ☐ One clear buyer question
- ☐ Direct answer near the top
- ☐ Positioning consistent with the rest of your footprint
- ☐ Specific examples or proof
- ☐ A human point of view or judgment
- ☐ Useful headings
- ☐ Related internal links
- ☐ Readable transcript if video is included
- ☐ One clear next step
- ☐ No fake precision, invented statistics, or unsupported claims

FINAL WORD

You do not need to become louder. You need to become easier to understand, easier to verify, and easier to choose. Build that pattern consistently and findability stops being a trick. It becomes an asset.

GET FOUND. GET TRUSTED. GET CHOSEN.