

LESSON 3 · HOW TO GET YOUR BUSINESS FOUND IN AI SEARCH

Why AI Skips Businesses That Sound Vague

Write the one sentence that makes AI, and your customers, understand exactly what you do.



Lesson Recap

WHAT YOU'LL LEARN

- Why a vague sentence costs you customers, not just clicks
- How to turn a service list into one real page per service
- How to name your service area so AI knows where you work
- The who, what, where formula for your one sentence
- The answer-first rule that gets your content quoted by AI
- What proof looks like on an About page, and why feelings don't count

LEARNING OBJECTIVE

By the end of this lesson, you will have written and published one sentence that tells a stranger, a customer, and a machine exactly who you help, what you do, and where.

KEY DEFINITIONS

Who, What, Where

The three-part formula for your one sentence: who you help, what you do for them, where you do it.

Quotable Answer

An answer written so AI can lift it directly: the answer comes first, then you explain.

The 12-Year-Old Test

If a 12-year-old would not understand your sentence, it needs to be simpler, not smarter.

NAP

Name, address, phone number. Must be identical everywhere your business is listed.

"Clear beats clever. Who, what, where, in one sentence."

AI Prompts • Part 1 of 2

1. Write Your One Sentence

ACT AS a plain-spoken copy editor

You need a sentence that says who you help, what you do, and where, with no adjectives.

Write: 5 sentence versions • the clearest one, ranked first • one line on why it works

2. Rewrite Your Service Page

ACT AS a customer-facing copywriter

You have one service and want a page named the way customers actually say it.

Write: the page title in customer words • what's included, who it's for • a plain pricing line • what happens next

3. Turn Your About Page Into Proof

ACT AS a fact-checker, not a fan

Your About page currently reads like a poem, and you want it to read like evidence.

Write: 3 factual proof statements • years in business, customers served • licenses or certifications, if any

4. Write Your First Quotable Answer

ACT AS an AI-search copywriter

You have one question customers ask every week and want AI to be able to quote your answer.

Write: the question, word for word • a 2-sentence answer up front • one explain paragraph • a next-step line

5. Name Your Service Area

ACT AS a local visibility editor

Your site currently just says "the area" instead of naming real towns.

Write: a specific list of towns you serve • one sentence using a town name in real body copy

AI Prompts · Part 2 of 2

6. Audit Your Homepage Opener

ACT AS a stranger reading your site for the first time

You want honest feedback on whether your homepage opener actually says who, what, where.

Write: what's unclear about it today • a rewritten opener • a one-line clarity verdict

7. Write A Review Request Text

ACT AS a warm, concise business owner

You want a short text message that asks for a review and a specific mention, not just stars.

Write: a 2-sentence text message • one example of the kind of detail to ask for

8. Sharpen Who You Are Not For

ACT AS a positioning strategist

Being specific feels risky, and you want to see it can build trust instead.

Write: 3 sentences naming who you are not for • one line on why that makes you more trustworthy

9. Simplify Your Pricing Statement

ACT AS a plain-spoken pricing consultant

You currently hide pricing, and want a version that answers the question honestly.

Write: one plain price-range sentence • what changes the price • a short reassurance line

10. Rewrite Your Social Bio

ACT AS a bio copywriter who hates buzzwords

Your social bio is vague, and you want it to say who, what, where in one breath.

Write: a bio under 150 characters • using the who, what, where shape

Bonus Value + Checklist

SIX THINGS TO REMEMBER

Clear Beats Clever

AI does not reward clever writing. It rewards specific, plain sentences.

Five Beats Forty

Five honest, clear pages beat forty vague ones every time.

The Coffee Shop Test

If you would not say it out loud at a coffee shop, do not put it on your website.

Answer First

Give the number or the yes/no in the first two sentences, then explain.

Name The Towns

"The area" tells AI nothing. Specific town names tell it everything.

Never Invent Proof

An unverifiable claim makes you look less trustworthy, not more.

FIVE-STEP ROLLOUT CHECKLIST

- ☐ Write your who, what, where sentence, out loud first, then on paper
- ☐ Paste that exact sentence on your homepage, Google Business Profile, and social bio
- ☐ Give your best-selling service its own real page this week
- ☐ Write proof statements for your About page: years, customers, licenses
- ☐ Read your sentence to somebody who does not work with you and ask, "Who should I send you?"

Ready for the rest of the course? Come back to How to Get Your Business Found in AI Search.