

AI FOR BUSINESS

How to Get Your Business Found in AI Search

REFERENCE GUIDE



Course Overview

Someone searched for exactly what you sell this week, and an AI tool handed back two or three names instead of a list of links. This course makes sure yours is one of them.

What This Course Covers

Five lessons that walk you from understanding how AI recommends businesses, to scoring your own visibility, to rewriting your website in plain language, to building a shelf of quotable answers, to a 30-day plan that sequences all of it into finishable weekly tasks.

"AI does not reward clever. AI rewards specific. Every concrete detail you add is a hook it can hang a recommendation on."

Who This Is For

Entrepreneurs, agencies, consultants, and local business owners who want customers to find them when someone asks an AI tool a real question, not just when someone types a keyword into a search box.

The Four Signals That Make AI Confident

Findable. Clear. Consistent. Confirmed. Every lesson in this course builds one of these four signals, and they are the through-line of the entire Reference Guide that follows.

The 5 Lessons At A Glance

1

Why Your Best Customers Can't Find You Anymore

See how AI picks 2-3 names instead of a list, and run your own three-tool test.

2

What AI Actually Says About Your Business

Score yourself on five checkpoints and circle the one weakness to fix first.

3

Why AI Skips Businesses That Sound Vague

Write your who, what, where sentence and put it everywhere.

4

Why AI Recommends Your Competitor Instead Of You

Turn your twenty most-asked questions into quotable answers.

5

The 30 Days That Make You The Obvious Answer

Sequence everything into four weeks of small, finishable tasks.

Core Definitions

AI Search

Typing a full sentence into an AI tool and getting 2-3 recommended businesses back, instead of a list of links to sort through yourself.

The Librarian

A way to picture how AI reads everything about your business and only says your name out loud when it is sure.

Findable

Whether your business exists in the places AI reads at all: a website, a claimed Google Business Profile, a few directories.

Clear

Whether a stranger can tell in one sentence who you help, what you do for them, and where you do it.

Consistent

Whether your name, address, and phone number match exactly everywhere you are listed online.

Confirmed

Whether people besides you say you are real and good at what you do: reviews, mentions, links.

The Four Signals

Findable, Clear, Consistent, Confirmed. The four things that make AI confident enough to name you.

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 in the first two sentences, then you explain.

The Four-Part Shape

Title as the question, answer up front, explain what changes it, say what to do next.

Fix Before You Feed

Clean up what already exists, listings, descriptions, contact info, before creating any new content.

The Three-Tool Test

Typing the same customer-style question into three AI tools to see who gets named and whether your info is accurate.

Quick-Start Action Checklist

The single highest-value action from each lesson. Check them off as you go.

Lesson 1

- ☐ Open three AI tools and run the customer-style test on your own business
- ☐ Search your own business name and read what AI says you do

Lesson 2

- ☐ Score all five checkpoints on the AI Visibility Scorecard, honestly
- ☐ Circle your one weakest checkpoint and set a 30-day re-score date

Lesson 3

- ☐ Write your who, what, where sentence, out loud first, then on paper
- ☐ Paste that exact sentence on your homepage, Google profile, and social bio

Lesson 4

- ☐ Write your twenty most-asked customer questions, no polishing
- ☐ Publish your first quotable answer this week, using the four-part shape

Lesson 5

- ☐ Block four one-hour sessions on your calendar, one per week
- ☐ Write each week's three tasks directly into that week's calendar block

AI Prompts To Use With Your Favorite AI

Copy a prompt below into ChatGPT, Claude, Gemini, or whatever AI tool you use. Fill in the bracketed details.

Sharpen Your One Sentence

Use for: Lesson 3

You are a plain-spoken editor. Help me write my who, what, where sentence.
My work: [WHAT YOU DO]
Best customers: [WHO]
Where: [CITY OR AREA]
Write 5 versions, no adjectives, under 25 words each. Rank clearest to least clear.

Find What Your Customer Is Buying

Use for: Lesson 1

You are a curious interviewer. Help me find what my customers are really buying.
My service: [YOUR SERVICE]
A recent customer story: [SHORT STORY]
Run it through "so what?" three times and land on less worry, less time, more money, or more confidence.

Diagnose My Visibility Score

Use for: Lesson 2

You are a straightforward advisor reviewing my AI Visibility Scorecard.
Findable: [SCORE] Clear: [SCORE]
Consistent: [SCORE] Confirmed: [SCORE] Useful: [SCORE]
Tell me my true weakest checkpoint and one doable fix for this week.

Write This Week's Quotable Answer

Use for: Lesson 4

You are a plain-spoken copywriter. Help me write one answer using title, answer, explain, next step.

Question: [CUSTOMER QUESTION, WORD FOR WORD]

My answer: [YOUR ANSWER]

What changes it: [WHAT MAKES IT MORE OR LESS]

Keep it to about 300 words, answer first.

Build My 30-Day Calendar

Use for: Lesson 5

You are an organized planner. Help me lay out my 30-day AI visibility plan.

Starting score: [SCORE OUT OF 10]

Weakest checkpoint: [CHECKPOINT]

Available times: [YOUR AVAILABLE TIMES]

Lay out Weeks 1-4 with 3 tasks each, adjusted for anything I've already done.

Tips Worth Remembering

- Do not fix anything in Lesson 1. Just look honestly at where you stand, the fix comes later.
- Claimed is not the same as complete. A Google Business Profile needs hours, services, and photos to earn full points.
- Say your sentence out loud before you write it down. If you stumble saying it, it is not done yet.
- Never invent proof. An unverifiable claim makes you look less trustworthy, not more.
- Answer first, explain second. AI is looking for a sentence that already answers the question.
- Rhythm beats volume. One quotable answer a week for a year beats nine in one weekend and then nothing.
- Video counts. The words are what AI reads, and a transcript is words.
- Fix before you feed. Cleanup moves your visibility faster than new content when your basics are wrong.
- A plan you can finish beats a plan that impresses you. Three tasks a week, on purpose.
- The four signals never change, even when the tools do: Findable, Clear, Consistent, Confirmed.

The Bottom Line

You are not optimizing for a robot. You are running a business that is easy to understand and easy to verify, and that wins in every version of this, including the one nobody has built yet. The tools will change. Findable, Clear, Consistent, and Confirmed will not.

“Findable. Clear. Consistent. Confirmed. Go be findable.”

Keep this guide nearby. Come back to it every time you sit down for your weekly AI Visibility Hour, and re-score yourself every quarter.

Your AI Search Readiness Checklist

Eight yes-or-no questions. No essays.

Built on the four signals of AI visibility: Findable, Clear, Consistent, Confirmed. Check the box only if it's genuinely true today.

FINDABLE

you exist where AI reads

- ☐ Website exists with a real, specific description of what you do
- ☐ Google Business Profile is claimed and filled out completely

CLEAR

one sentence, no fluff

- ☐ You can describe your business in one plain sentence, no jargon
- ☐ Your service page states pricing or a price range plainly

CONSISTENT

same information everywhere

- ☐ Phone number and address match exactly across every listing
- ☐ Business name is spelled identically on your site, socials, and directories

CONFIRMED

others back you up

- ☐ Reviews and customer Q&A are live and visible on your listings
- ☐ At least three recent reviews mention a specific service you offer

MY SCORE

I checked _____ out of 8 boxes.

6–8 = strong. 3–5 = fixable this week. 0–2 = start with Findable.

One thing I'll fix this week: _____

Your AI Visibility Scorecard

Five checkpoints. Ten points. One weakness to fix.

CHECKPOINT	SCORE 0	SCORE 1	SCORE 2	MY SCORE
FINDABLE Do you exist where AI reads?	0 Social media only	1 Website or Google profile	2 Both, profile complete	
CLEAR Could your neighbor explain your business?	0 Vague, or all values	1 What, but not who or where	2 Who, what, where in one line	
CONSISTENT Same name, address, phone everywhere?	0 Matches in under half the places	1 Matches most places, a few off	2 Identical everywhere you checked	
CONFIRMED Other people vouching for you?	0 No recent reviews, or none specific	1 A few reviews, mostly generic	2 Multiple reviews naming a service	
USEFUL Does your site answer real questions?	0 No FAQ or Q&A anywhere	1 Some answers, buried or sales-y	2 Clear, plain-language real answers	

MY TOTAL SCORE

 out of 10

0–3 = invisible 4–7 = fuzzy 8–10 = strong

My weakest checkpoint (circle it above): _____ Re-score on: _____

Website and AI Audit Checklist

Go page by page. Check only what's genuinely true right now.

HOMEPAGE

- ☐ Your who / what / where sentence sits at the top, in real text
- ☐ The sentence uses zero adjectives - just who, what, where

SERVICE PAGE

- ☐ Named the way customers actually say it, not internal jargon
- ☐ States what's included, who it's for, and how pricing works
- ☐ Says plainly what happens after someone calls or books

ABOUT PAGE

- ☐ States years in business and roughly how many customers served
- ☐ Lists licenses, certifications, or memberships, if you have them

LOCATION

- ☐ Names the actual towns you serve - never just "the area"
- ☐ Address and hours appear as real text, not only inside an image

LISTINGS & PROOF

- ☐ Google Business Profile is complete and matches your website exactly
- ☐ Reviews are visible, recent, and at least a few mention a specific service

MY AUDIT RESULTS

I checked _____ out of 9 boxes.

The one page I'll fix first: _____

Business Information Worksheet

Clear beats clever. Write it down in plain words, today.

1. YOUR WHO / WHAT / WHERE SENTENCE

Who you help

What you do for them

Where you do it

Say it out loud like you'd say it at breakfast:

2. YOUR SERVICE PAGE, IN YOUR WORDS

Name it the way customers actually say it:

What it includes, and who it's for:

How pricing works - say it plainly:

What happens after they call or book:

3. PROOF YOU'RE REAL (ABOUT PAGE)

Years in business & customers served

Licenses, certifications, memberships

4. SAY WHERE YOU ARE

Towns or areas you serve (name them - never just "the area"):

PUT IT EVERYWHERE

Same words, same order: home page, Google profile, and social bio.

Read it to someone and watch their face. That reaction is the real test.

Your 20 Questions and Content Planner

You already have them. Write them down, don't polish.

1. YOUR TWENTY QUESTIONS - from your inbox, texts, and the phone

1. _____	11. _____
2. _____	12. _____
3. _____	13. _____
4. _____	14. _____
5. _____	15. _____
6. _____	16. _____
7. _____	17. _____
8. _____	18. _____
9. _____	19. _____
10. _____	20. _____

2. THIS WEEK'S ANSWER - the four-part shape, 300 words, 20 minutes

1. Title <i>the question, word for word</i> _____	2. Answer <i>in the first two sentences</i> _____	3. Explain <i>what changes the answer</i> _____	4. Next <i>one line on what to do next</i> _____
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Which question are you answering this week? _____

PUT THE OTHER 19 ON YOUR CALENDAR

One a week for a year is fifty-two. Rhythm beats volume - published rough beats perfect in drafts.

Your 30-Day AI Visibility Action Plan

Nothing new here - just sequenced. Start date: _____

WEEK 1: FOUNDATION

The cheapest points on the board - about 2 hours total

- ☐ Complete your Google Business Profile
- ☐ Write your one sentence, in three places
- ☐ Sweep and fix old, incorrect listings

WEEK 2: CLARITY

Tell her instead of letting her guess - three tasks, no more

- ☐ Your sentence at the top of the home page
- ☐ One real page for your best service
- ☐ About page rewritten as facts, not feelings

WEEK 3: ANSWERS

From brochure to source

- ☐ Build one FAQ page with ten straight answers
- ☐ Publish your most-asked question this week
- ☐ Schedule the other nineteen, one a week

WEEK 4: PROOF & MEASURE

Two numbers, thirty days apart

- ☐ Five review asks - text, don't email
- ☐ Re-run the three tool test from Fast Track 1
- ☐ Re-score your AI Visibility Scorecard

KEEPING IT ALIVE AFTER DAY 30 - twenty minutes a week, that's the whole job

WEEKLY

Publish one answer

MONTHLY

Five review asks, one AI check

QUARTERLY

Re-score and fix drift

FINDABLE. CLEAR. CONSISTENT. CONFIRMED.

The tools change. The four signals don't. Do Week One this week.