

The AI Visibility Recipe

Build the voice, audience, questions, proof and public knowledge AI can use

Use this workbook in one continuous AI thread.
Aim for a useful 8/10 first draft, then verify and improve.
Never submit confidential, personal, regulated or proprietary data to a third-party AI tool.

BE KNOWN	BE UNDERSTOOD	BE RECOMMENDED
Identity Voice Ideal customer	Questions Proof Brand Factbook	Answer content Trust signals 30-day sprint

Designed as a hands-on lab: demonstrate, build, validate, save, apply.

How to use the recipe

You are the editor and approver.

The AI proposes structure and language. You decide what is accurate, supported, distinctive and safe to publish. Never accept a proof point, quotation, credential, customer fact or claim unless you can verify it.

- Work on one entity: a company, organization, product, program or expert profile.
- Stay in one thread so each approved artifact becomes context for the next prompt.
- After each step, revise the output to at least 8/10 and explicitly tell the model it is approved.
- Save each output in a separate document or the provided artifact folder.
- Use these evidence labels: VERIFIED FACT, INTERNAL ASSUMPTION, MODEL HYPOTHESIS and UNKNOWN.
- Use only public or non-confidential inputs during the workshop.

What to have ready

- Official name, website, locations and current offerings.
- Three to five writing samples that genuinely sound like you/your organization.
- Examples of ideal customers and the situations that cause them to seek help.
- Case studies, reviews, media coverage, credentials, directories and public proof URLs.
- Approved boilerplate, product/service descriptions and claims restrictions.
- One high-value business outcome you want AI visibility to support.

Your final recipe pack

Artifact	Complete?	Where saved?
0. Artifact Register	☐	
1. Entity Identity Card	☐	
2. Brand Voice Card	☐	
3. Ideal Customer Profile	☐	
4. Money Questions	☐	
5. Proof & Source Map	☐	
6. Brand Factbook + Pitch	☐	
7. Answer-Page Brief	☐	
8. 30-Day Sprint	☐	

Recipe 0 - Workshop setup and Artifact Register

Purpose: establish the working rules once, then maintain a visible list of approved artifacts throughout the workshop.

You are helping me build an evidence-aware AI Visibility Recipe for one entity. Act as a careful strategist and editor, not as an unquestionable source of truth.

WORKING RULES

1. Use only the information I provide in this thread unless I explicitly ask for external research.
2. Label material statements as VERIFIED FACT, INTERNAL ASSUMPTION, MODEL HYPOTHESIS or UNKNOWN.
3. Never invent a customer quotation, credential, result, source, URL, date, award, media placement or proof point.
4. When information is missing, ask concise questions or place it in a GAPS TO VERIFY section.
5. Maintain an ARTIFACT REGISTER containing the latest approved version of each output.
6. Do not overwrite an approved artifact without showing the proposed change.
7. Use plain language and make outputs practical for public communications and AI/search visibility.

The entity I am working on is: [ENTITY NAME]

The website or primary public profile is: [URL]

The business outcome I want AI visibility to support is: [OUTCOME]

The audience lens is: [OWNER / MARKETING-PR / EXPERT-EXECUTIVE / OTHER]

Confirm the rules, create an empty Artifact Register numbered 1 through 8, and ask me only the five most important questions needed to begin the Entity Identity Card.

Entity and business outcome notes

8/10 checkpoint

The setup names the correct entity, outcome and audience lens. The model has agreed to label evidence states and maintain an Artifact Register.

Recipe 1 - Entity Identity Card

Purpose: remove ambiguity about who/what the entity is, the category it belongs to and the descriptions AI systems and public sources should consistently encounter.

Ingredients

- Official legal and public name; common abbreviation or former names.
- Primary category and adjacent categories.
- Products/services/programs that currently exist.
- Geographies served and target markets.
- Website and authoritative public profiles.
- Approved facts and differentiators; ambiguous or incorrect associations to avoid.

Using the approved information in this thread, build an ENTITY IDENTITY CARD.

Return:

- A. Canonical public name
- B. Approved aliases, abbreviations and name variants
- C. One primary category and up to three secondary categories
- D. One-sentence definition: "[ENTITY] is a [CATEGORY] that [WHAT IT DOES / FOR WHOM]."
- E. Approved descriptions in approximately 25, 75 and 150 words
- F. Current products/services/programs, with "do not list" items separated
- G. Geography and audience served
- H. Disambiguation notes: names, categories or organizations with which this entity could be confused
- I. Five identity facts that should be consistent across public profiles
- J. Gaps to verify

Do not add claims or offerings that I did not provide. Label every uncertain item. End with an 8/10 REVIEW CHECKLIST and ask me what must change before I approve this artifact.

Corrections before approval

Save as

Artifact 1 - Entity Identity Card. Tell the model: "This version is approved. Add it to the Artifact Register."

Recipe 2 - Brand Voice Card

Purpose: create voice instructions grounded in real writing, not generic adjectives.

Ingredients

- Three to five representative writing samples.
- Words or phrases you naturally use.
- Words, claims, clichés or tones to avoid.
- Desired level of formality, directness, warmth and technical detail.
- Audience expectations and accessibility/reading-level needs.

Create a BRAND VOICE CARD using the writing samples and approved context in this thread.

First, analyze evidence from the samples. Then return:

1. Voice in one sentence
2. Five defining traits, each with evidence from the samples
3. Sentence rhythm, paragraph length, vocabulary and point-of-view patterns
4. How the voice explains complex ideas
5. How the voice handles confidence, proof, uncertainty and calls to action
6. DO rules with short examples
7. DON'T rules with short examples, including common "AI-sounding" habits to remove
8. Preferred and prohibited phrases
9. A 150-250 word AI VOICE INSTRUCTION BLOCK that can be reused in future prompts
10. One short before/after rewrite that demonstrates the voice
11. Gaps or contradictions to verify

Do not copy distinctive passages from the samples. Describe patterns and produce fresh examples. Ask me to rate the output from 1-10 and revise it until it sounds like us/me.

Partner test: What sounds right? What sounds artificial?

Save as

Artifact 2 - Brand Voice Card. Approve the AI Voice Instruction Block for reuse.

Recipe 3 - Evidence-aware Ideal Customer Profile

Purpose: understand the person, organization and situation behind the questions you want AI to answer.

Ingredients

- One priority customer/audience segment.
- Observed buying situations or triggering events.
- Known pains, outcomes, objections and decision criteria.
- Actual customer language, reviews, interviews or sales notes when available.
- What makes this segment valuable and a good fit.

Using the approved Entity Identity Card and the customer evidence I provide, create an EVIDENCE-AWARE IDEAL CUSTOMER PROFILE for one priority segment.

Return:

- A. Segment name and concise summary
- B. Relevant firmographics/demographics only where useful
- C. Current situation and triggering events
- D. Jobs to be done / progress they are trying to make
- E. Practical and emotional pains
- F. Desired outcomes
- G. Decision criteria and buying process
- H. Objections, fears and limiting beliefs
- I. Alternatives they currently use
- J. Questions they ask before choosing
- K. Language examples, separated into direct quotations and paraphrases
- L. Evidence Register: VERIFIED FACT / INTERNAL ASSUMPTION / MODEL HYPOTHESIS / UNKNOWN
- M. Ten research questions that would improve the profile

Do not invent quotations or market facts. Prefer a specific situation over a broad demographic stereotype. End with an 8/10 checklist: specific, recognizable, actionable, supported and relevant to our offering.

What the model got wrong or missed

Save as

Artifact 3 - Ideal Customer Profile. Approve one priority segment before continuing.

Recipe 4 - Money Questions

Purpose: identify the questions for which being named in an AI answer would matter to trust, referrals, reputation or revenue.

Question categories

Category	Pattern
Problem	How do I solve / improve / avoid [problem]?
Category	What type of provider/solution is best for [situation]?
Recommendation	Who are the best/most credible [entities] for [audience/use case]?
Comparison	[Approach A] vs [Approach B] for [situation].
Trust	How do I evaluate / verify / choose a trustworthy [provider]?
Fit	Is [solution] right for [specific audience/situation]?
Local	Who provides [category] in [place]?
Expert	Who is a credible expert on [topic]?
Implementation	What steps, costs, risks or timeline should I expect?

Using the approved Entity Identity Card, Brand Voice Card and Ideal Customer Profile, generate a MONEY QUESTIONS portfolio: questions for which it would be commercially or strategically valuable and credible for this entity to be named in an AI answer.

Generate 20 questions across problem, category, recommendation, comparison, trust, fit, local, expert and implementation patterns. For each question provide:

- Exact natural-language question
- Audience and triggering situation
- Funnel/decision stage
- Why being named would matter
- Credibility fit (1-5)
- Business value (1-5)
- Answerability with our current proof (1-5)
- Risk of overclaiming or poor fit
- Recommended priority

Then select the top 10 and identify the top 3 to work on first. Exclude questions where we would not be a responsible or credible answer. Use the customer's language rather than internal jargon.

My top three Money Questions

Save as

Artifact 4 - Money Questions. The top three questions should be valuable, credible and specific enough to answer.

Recipe 5 - Proof Point and Source Map

Purpose: connect every important claim to a public, dated and reviewable receipt.

Create a PROOF POINT AND SOURCE MAP for the approved top Money Questions and the claims this entity may need to make.

Use only proof and sources I provide. Return a table with:

1. Money Question or claim
2. Exact approved claim wording
3. Type of proof required: result, case study, review, credential, media, directory, dataset, policy, product documentation, expert biography or other
4. Existing proof
5. Authoritative source owner
6. Public URL or planned destination
7. Date / freshness requirement
8. Evidence strength: strong / moderate / weak / missing
9. Accuracy or compliance risk
10. Gap-closing action and owner

Flag ghost offerings, unsupported superlatives, stale numbers, inconsistent descriptions and proof that cannot be made public. Finish with the five highest-priority evidence gaps that prevent this entity from being a safe recommendation.

Strongest public proof and biggest gap

Save as

Artifact 5 - Proof & Source Map. No claim should advance to publishing without an owner and receipt.

Recipe 6 - Brand Factbook and AI-Friendly Pitch

Purpose: assemble the approved facts, language and sources that humans and AI systems should consistently encounter.

Using only the approved artifacts in the Artifact Register, assemble a BRAND FACTBOOK OUTLINE.

Include:

- A. Identity essentials and disambiguation
- B. Approved descriptions: 25, 75 and 150 words
- C. Current products/services/programs and what must not be listed
- D. Priority audiences and situations
- E. Approved differentiators and proof points
- F. Claims requiring caution or prohibited wording
- G. Expert/founder/leadership profiles where relevant
- H. Source Library with owner, URL, date and refresh schedule
- I. Priority Money Questions and the best existing source for each
- J. Public-profile consistency checklist
- K. Gaps to verify

Then create an AI-FRIENDLY PITCH using this structure:

"For [ICP] who [situation/problem], [ENTITY] is a [CATEGORY] that [credible outcome]. Unlike [common alternative or approach], [ENTITY] [meaningful difference], supported by [specific proof]."

Provide 30-second, 75-word and 150-word versions in the approved Brand Voice. Do not add unsupported differentiation. Ask me to read the 30-second version aloud and identify anything I would not naturally say.

Pitch corrections after reading aloud

Save as

Artifact 6 - Brand Factbook + AI-Friendly Pitch. This becomes the approved fact and language source for later content.

Recipe 7 - AI answer-page brief

Purpose: create one useful public knowledge artifact that directly answers a priority Money Question and gives AI systems accurate entity references and corroborated detail.

Create an AI ANSWER-PAGE BRIEF for this approved Money Question: [INSERT ONE QUESTION].

Use the approved ICP, Brand Voice, Brand Factbook and Proof & Source Map. Do not write claims that lack proof.

Return:

1. Search/answer intent and intended audience
2. Recommended URL slug and page title
3. A direct answer for the top of the page in 2-4 sentences
4. A short Key Points section
5. A logical section outline with definitions, steps, examples, limitations and decision criteria
6. Where and how the entity should be referenced naturally
7. Exact proof points and sources to cite in each section
8. Questions the page must answer to be genuinely useful
9. Internal links and authoritative external sources
10. Appropriate author/expert byline and review owner
11. Suggested FAQPage, HowTo, Product or Organization schema only where appropriate
12. Freshness/review date
13. Claims and statements requiring human or legal/compliance review
14. A publication checklist

The page must answer the question before promoting the entity. Schema and links should amplify the knowledge artifact, not substitute for it.

Selected question, page owner and publication date

Save as

Artifact 7 - Answer-Page Brief. The next step after the workshop is human writing/review and publication.

Recipe 8 - 30-day GEO/AEO sprint

Purpose: translate the recipe into a realistic month of public corrections, content, credibility and measurement.

Build a practical 30-DAY AI VISIBILITY SPRINT using the approved artifacts and our likely AI Awareness Funnel stage: [INVISIBLE / IGNORED / MISALIGNED / ALIGNED / TRUSTED / UNKNOWN].

Constraints:

- Use existing people and resources where possible.
- Prioritize accuracy and high-value Money Questions over content volume.
- Separate tasks for owner/executive, marketing/content, PR/communications, web/SEO/developer and measurement.

Return:

- A. One measurable 30-day objective
- B. Week 1: fix identity, public profiles and factual inconsistencies
- C. Week 2: close top proof/source gaps and approve the Brand Factbook
- D. Week 3: publish or improve one priority answer artifact and supporting internal links
- E. Week 4: strengthen third-party/earned signals, measure and retest
- F. Task table with owner, due date, dependency, estimated effort and completion evidence
- G. Top three risks or blockers
- H. Baseline metrics and exact retest date
- I. A 48-hour action that creates immediate momentum
- J. A "do not do yet" list to protect focus

Finish with a one-page executive summary suitable for sharing with the team.

My 48-hour action, owner and due date

Save as

Artifact 8 - 30-Day Sprint. Put the 48-hour action on a calendar before leaving the room.

Final recipe review

Quality check	Score
Entity identity is accurate, current and unambiguous	/10
Voice sounds like us/me and removes generic AI language	/10
ICP is specific, evidence-aware and useful	/10
Money Questions are valuable, credible and natural	/10
Claims are mapped to public proof and sources	/10
Brand Factbook contains only approved facts and offerings	/10
Answer-page brief helps the audience before promoting us	/10
30-day plan has owners, dates, measures and a re-test	/10

Team handoff

- Share the approved Brand Factbook with marketing, PR, sales, web and leadership.
- Give the Answer-Page Brief and SEO/developer handoff to the content/web owner.
- Store source URLs and dates with every proof point.
- Review any legal, regulatory, privacy or sensitive claim with qualified professionals.
- Retest AI visibility after the 30-day sprint and update the Artifact Register.

Retest date and success measure

Final commitment

Within 48 hours I will: _____
Owner: _____ Due: _____