AI visibility check sheet

A one-page worksheet to go with LoftyBiz 159 — When Customers Ask AI: Get Your Business Recommended. Official examples only. Not a promise that an AI tool will name you.

Write down five questions your buyers ask before they choose a business like yours. Ask two or three AI assistants each question. Note which businesses and sources appear. Then fix one thing: an outdated fact, a missing exact-fit page, or a profile that does not match. Put this check sheet into Systex, so the whole team can follow the same steps.

1. Five buyer questions

Use the wording your buyers would actually type. In the official Thandiwe example, a bookkeeping firm in Raleigh wrote ten questions, including “bookkeeper for a small dental practice” and “how much does monthly bookkeeping cost for a dentist?”

#	Buyer question (write it in their words)	Asked?
1		
2		
3		
4		
5		

2. What the AI tools said

Ask two or three unbranded AI assistants each question. Note the businesses that were named and the sources the answers seemed to rely on (review sites, guides, forums, your own site, or none). In Thandiwe’s example, her firm was not mentioned once at the start.

Question #	AI tool (1, 2 or 3)	Businesses named (no need to list every one)	Sources you noticed	Were you named?
1	1 / 2 / 3			
2	1 / 2 / 3			
3	1 / 2 / 3			
4	1 / 2 / 3			

5	1 / 2 / 3			

3. Fix one thing this week

Pick one change only: an outdated fact, a missing exact-fit page, or a profile that does not match. In the official Mateus example, a furniture maker in Portland wrote one approved description and updated every profile to match, word for word. In Thandiwe's example, she created one specific page for each common question, drafted with AI and then edited by hand.

The one fix I will make this week	
Type (outdated fact / missing page / mismatched profile)	
Where it will be updated (site, directory, shop, reviews)	
Date I will re-check (first Monday of next month is a good habit)	

4. Official examples in this video (not promises)

Thandiwe, bookkeeping firm, Raleigh (USA): a typical client pays about 900 dollars a month; she wrote ten buyer questions; her firm was not mentioned once at the start; after about six months, in this example, two to three enquiries a month mentioned an AI tool. Your results will be different, and no one can guarantee an AI will name you.

Mateus, handmade standing desks, Portland (USA): desks cost between 1,100 and 1,900 dollars; he wrote one approved description and updated every profile to match; a buying guide used measurements from about three hundred of his own customers, shared without names; he re-checks on the first Monday of every month; after five months, in this example, the answers he checked gave the correct price and shipping area, and his desks appeared in some comparisons. That is an example, not a guarantee.

Example figures, not targets or forecasts. General education, not financial, legal or tax advice. Results vary.

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