TransformWire Media

CLIENT WORKBOOK / STAGE 1

# AI Visibility & Professional Positioning

A practical starting point for being easier to find and understand in ChatGPT and Google Gemini.

PART OF YOUR 7-STAGE SERVICE

Prepared by Transform Wire Media for clients of the AI Visibility & Professional Presence service.

# Welcome. Start with what you know.

You do not need to be an AI expert to complete this workbook.

You know your work, your clients, and the reasons people come to you. Our role is to take that knowledge and investigate how clearly it is represented online and in the AI responses we test.

This workbook is the starting point for Stage 1 of Transform Wire Media's AI Visibility & Professional Presence service. It combines a little practical guidance with questions about your business. Your answers will help us prepare a professional positioning brief and select 10 realistic questions your potential clients might ask ChatGPT or Gemini.

**WHAT TO EXPECT**

Allow about 25 to 35 minutes. Short, specific answers are more useful than polished marketing language. If something does not apply, write “not applicable.” You can save your progress and return to it.

**HOW TO USE THIS PDF**

Type directly into the answer boxes. Save a copy with your responses before sending it back using the instructions provided by your Transform Wire Media contact. Longer answers can be brief: two or three thoughtful sentences are often enough.

**AN IMPORTANT DISTINCTION**

This is not an exam, and you are not expected to write the 10 final AI discovery questions yourself. We will create them from your answers, test them, and review the results as part of your service.

Please avoid entering passwords, confidential client details, private health information, or anything you do not want included in a consulting intake document.

# How people discover professionals through AI

You are not always being searched for by name.

Someone who already knows your business might type your name into Google. Someone who has never heard of you may instead ask ChatGPT or Gemini to recommend a professional who can help with a particular need.

**EXAMPLE**

Instead of searching for “ABC Mindfulness Academy,” a person might ask: “Can you recommend a mindfulness teacher training program I can take online from Europe?” The question describes a need, not a brand.

Our first task is to understand which needs, services, locations, and specializations are genuinely relevant to your work. Then we can investigate how selected AI responses represent your business.

**THREE DIFFERENT THINGS WE LOOK FOR**

Mentioned: your name appears in a response. Cited: a page about your work is used or linked as a source. Recommended: the system actively suggests your business as an option for the person asking. Those outcomes are not interchangeable.

AI answers can vary with the question, model, available search tools, time, and other conditions. Our tests are a structured sample, not a universal ranking or a guarantee of future recommendations.

**OUR PRACTICAL FOCUS**

We cannot change the internal workings of ChatGPT or Gemini. We can evaluate the information available about your business, make appropriate improvements, and document what these systems say during our checks.

# First, tell us what you do.

Write as if you were speaking to an interested person over coffee.

### 01 Your professional or business name and main website

Include the name you want the public to recognize and your website address.

### 02 How would you describe your work in two or three sentences?

Use everyday language. What do you offer, and who is it for?

### 03 Which qualifications or experiences matter most to your work?

Mention relevant training, years of practice, teaching, publications, or other verifiable experience. There is no need to list everything.

**WHY WE ASK**

AI systems may encounter different descriptions of the same professional across websites. We first need to know which facts and descriptions are accurate and important.

# Who do you most want to reach?

A specific audience is easier to understand than “everyone.”

**04 Who are the clients or students you most want to work with?**

Describe the people, not just their age or profession. What situation are they usually in?

**05 What needs, challenges, or aspirations bring them to you?**

Use the words they might actually say. Think of two or three common reasons.

**06 Are there people or situations your services are not intended for?**

Optional. Note important boundaries or cases where another kind of professional would be more appropriate.

**THINK ABOUT THIS**

“Personal growth” may describe your field, but “I want to feel more confident speaking in meetings” tells us much more about what someone might ask an AI assistant.

# Which services matter most?

Help us identify what should be visible, not just everything you offer.

**07 Which one or two services should we prioritize?**

Give their names and briefly explain what someone receives.

**08 How do people work with you?**

Online or in person? Individual or group? Languages, countries, cities, or other practical limits?

**09 What would you most like these services to be known for?**

Think about a useful benefit or experience. Avoid claims you cannot support.

**WHY THIS MATTERS**

A business may offer many things. Our testing becomes more useful when we know which services you actually want future clients to discover.

# What makes your approach yours?

The aim is clarity, not trying to sound more impressive.

**10 How is your approach different from similar services?**

It may be your method, philosophy, client experience, specialist background, or combination of skills.

**11 What evidence helps people understand or trust your work?**

Examples: qualifications, publications, professional memberships, teaching experience, public testimonials you have permission to use.

**12 What do people commonly misunderstand about your work?**

Optional. Is there a term, assumption, or promise you would like to clarify?

**A USEFUL REMINDER**

Distinctive does not have to mean unique in the world. It means giving someone a concrete reason to understand what you do and how it fits their needs.

# Where can someone learn about you?

Your website is only one part of your public professional presence.

### 13 Which public pages best represent your work today?

Paste your most important website pages and public professional profile links. Add only those you would like us to review.

### 14 Which information online is outdated, inconsistent, or hard to find?

Think of old biographies, unclear service descriptions, missing credentials, or pages you have been meaning to update.

### 15 Have you appeared in public interviews, articles, podcasts, or professional directories?

Optional. Include a few links or examples if available.

**WE LOOK FOR CONSISTENCY**

More online mentions are not automatically better. Accurate, relevant, publicly accessible information is a more useful starting point than creating publicity for its own sake.

# What would success look like for you?

Your goals help us choose questions worth testing.

**16 Twelve months from now, what would you like to be known for?**

Complete this thought: “I would like people looking for ___ to consider me for ___.”

**17 Which locations, languages, or types of inquiries matter most?**

Be realistic about where you can work and whom you can serve.

**18 What would make this three-month project useful to you?**

Beyond AI mentions, consider clearer messaging, stronger professional profiles, or better explanations of your services.

**AN IMPORTANT EXPECTATION**

We can work on how your expertise is presented and test selected AI responses, but we cannot promise leads, bookings, rankings, or recommendations.

# Listen to the language your clients use.

You do not need marketing keywords to answer these questions.

**19 What questions do people ask before booking or joining?**

Recall actual emails, calls, or conversations. Paraphrase without including any identifying client details.

**20 What words do people use to describe the problem or goal?**

For example, a client may say “I freeze during presentations” rather than “I need somatic confidence coaching.”

**21 If they had never heard of you, what might they ask ChatGPT or Gemini?**

Optional. Suggest one or two natural questions. We will develop the final 10 ourselves.

**KEEP IT NATURAL**

The best starting point is often the question someone would ask a friend, not a list of marketing terms or the name of your proprietary method.

# From your answers to 10 discovery questions

This part of the work is done by Transform Wire Media.

We use your answers to create questions that reflect plausible ways a potential client might search for help. They are not advertisements written to include your name; the point is to investigate whether your business appears when someone describes a genuine need.

**EXAMPLES OF USEFUL STARTING POINTS**

**A TRAINING SCHOOL**

“What are some online mindfulness teacher training programs available to people in Europe?”

**AN INDIVIDUAL COACH**

“Can you recommend a coach who works online with adults struggling with public speaking confidence?”

**A YOGA PROFESSIONAL**

“Where could I find small-group restorative yoga sessions in English in my city?”

We may adjust the wording, choose different types of questions, or test variations. We document what we ask and the conditions we can observe, because AI responses are not fixed.

We also separate a name appearing in an answer from a source being cited or a business being actively recommended. That distinction will matter when we compare results later.

# Anything else we should know?

A few final details can help prevent avoidable misunderstandings.

**22 Are there upcoming changes to your services, brand, or website?**

Optional. Examples: a new program, a renamed business, a website redesign, or an upcoming launch.

**23 Are there claims or descriptions we should be especially careful about?**

Optional. Note words you avoid, credentials that need precise wording, or boundaries around health or other sensitive claims.

**24 Is there anything important we have not asked?**

Optional. Share context that would help us represent your work accurately.

**YOUR APPROVAL MATTERS**

We will ask for your approval before making agreed changes to your website, profiles, or other online assets. Completing this workbook does not authorize us to publish new claims on your behalf.

# You are ready for Stage 1.

Thank you for taking the time to describe your work.

Before you send the workbook back, check that your main website and profile links are correct, your priority services are clear, and your description reflects what you actually offer today. There is no need to make every answer perfect.

**SAVE AND RETURN**

Save this filled-in PDF under a name you recognize, such as “Your Business - AI Visibility Workbook.pdf”. Send it through the return method provided by your Transform Wire Media contact. Do not email confidential client records or passwords.

**WHAT HAPPENS AFTER WE RECEIVE IT?**

First, we review your answers and may contact you to clarify anything that needs more context. Then we prepare your AI Brand Positioning & Discovery Brief, including the professional priorities and 10 personalized AI discovery questions that will guide our testing.

Next, we begin Stage 2: checking selected responses in ChatGPT and Google Gemini. During the full service, we review your online presence, prepare agreed improvements, carry out appropriate media activities, and conduct follow-up checks over approximately three months.

**A FINAL WORD**

Your experience and professional judgment are the starting point. Our job is to help make information about that work easier to understand, find, and verify. We cannot guarantee AI recommendations, but we can carry out a thoughtful, documented process.

**RELATED SERVICE**

This workbook is supplied to clients of Transform Wire Media’s AI Visibility & Professional Presence service. It is not a general AI certification course or an independent guarantee of improved rankings.

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