



## The A.I. Visibility Shift™

### How Customers Find Businesses Today

The Old Way	The New A.I. Way
Typing keywords into Google	Asking A.I. assistants questions
Searching through pages of results	Receiving a few trusted recommendations
Comparing multiple websites	A.I. suggests the best options
SEO focused on rankings	A.I. evaluates authority & credibility

### Examples of What People Now Ask A.I.

- “Who is the best contractor near me?”
- “What marketing company should I hire?”
- “Who specializes in this service?”

Platforms driving this shift include:

**ChatGPT • Gemini • Claude • Perplexity**

## The A.I. Visibility Gap™

**The Businesses A.I. Recommends Are Winning More Clients**

A growing divide is emerging between companies that **A.I. recommends** and those that remain invisible.

Most businesses were never structured to be evaluated by A.I. systems.

This means A.I. may not:

- recognize their expertise
- trust their credibility signals
- recommend them to prospects

We call this:

**The A.I. Visibility Gap™**

**The Solution**

**The Dealey A.I. Visibility Playbook™**

A strategic framework designed to help businesses:

- become visible to A.I. recommendation systems
- generate demand from multiple lead sources
- capture more qualified prospects
- scale growth using A.I. automation

**The Dealey A.I. Visibility Playbook™**

**Phase 1**

**Dealey A.I. Visibility Blueprint™**

Everything begins with this step.

A comprehensive assessment that reveals:

- A.I. visibility analysis
- digital authority review
- conversion probability audit
- hidden revenue opportunities

## **Deliverable**

A 12-month A.I. growth roadmap

## **Assessment Investment**

\$500 one-time

## **Phase 2**

# **Foundation Fix Engine™**

Repair the gaps discovered during the assessment so marketing dollars perform effectively.

Examples include:

- website messaging clarity
- authority signals A.I. evaluates
- credibility indicators
- structural visibility improvements

## **Phase 3**

# **Dealey Demand Generation Growth Engines™**

Clients implement the engines that **best match their goals, budgets, and timelines.**

Because every business is different, there is **no one-size-fits-all marketing strategy.**

The Dealey A.I. Visibility Playbook™ provides multiple demand-generation engines so businesses can deploy the strategies most appropriate for their industry, resources, and growth objectives.

This flexible approach ensures each client has access to **all the resources needed to build a complete marketing system**, while focusing first on the engines that will produce the greatest impact.

## **Available Growth Engines Include**

- **Agnes A.I. Revival Engine™**

Reactivate dormant leads already in your database.

- **Client Acquisition Engine™**

LinkedIn A.I. prospect discovery and relationship outreach.

- **Direct Response Engine™**

Targeted postcards and direct mail campaigns.

- **Dealey A.I. Recommendation Engine™**

Become recommended by ChatGPT, Gemini, Claude, and Perplexity and capture real-time demand signals.

- **Dealey Social Authority Engine™**

Video-driven social media strategy with lead magnets and automated response systems.

- **Dealey Viral Reach Engine™**

A.I.-researched advertising campaigns that identify what is already performing in your niche and adapt those concepts to generate stronger engagement.

## **Phase 4**

# **Scale Engine™**

Once lead generation systems are producing opportunities, A.I. agents are implemented to automate growth.

Examples include:

- appointment scheduling
- customer service responses
- onboarding workflows
- automated follow-ups

## **Where to Start**

Everything inside the **Dealey A.I. Visibility Playbook™** begins with the:

## **Dealey A.I. Visibility Blueprint™**

Before you spend another dollar on marketing, find out if **A.I. would recommend your business.**

Start here:

**[NikiDealey.com](https://NikiDealey.com)**

**The businesses A.I. recommends are winning more clients.**

**MY NOTES to follow up on:**