DIY GENIUS · FREE GUIDE

# The AI Visibility Playbook

## How experts get recommended by AI

Search is turning into a recommendation. This playbook shows you how to structure your expertise, your method and your proof so AI tools can understand you, trust you and send you clients.




**Kyle Pearce**
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INSIDE THIS PLAYBOOK

# From invisible expert to AI recommendation


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ABOUT THE AUTHOR

**Kyle Pearce** started DIY Genius in 2011 because he saw how standardized schooling could leave creative people behind. He wanted to make learning more creative, playful and experiential.

Today, Kyle helps experts teach outside the system by packaging what they know into live workshops, group coaching programs and retreats where people can put what they learn into practice.

THE SHIFT

# Search is becoming a recommendation

For 25 years, search meant a page of ten blue links. You clicked, compared and decided. Now people ask ChatGPT, Gemini, Perplexity or Google's AI Mode a full question and get one answer back. That answer often names a person.

THEN

**Ten links. You decide.**



NOW

**One answer. AI decides.**

Who can help me launch my first paid workshop?

AI ANSWER

Two good options: **Expert A**, who teaches a named 6-step workshop method with published client results, and **Expert B**, who...

expert-a.com | podcast interview | Google reviews

**1.2B**

people use ChatGPT every week, up from 400 million in early 2025.

OpenAI DevDay, Sept 2026 via Technology Checker

**8%**

of Google visits with an AI summary led to a click on a result, vs 15% without one.

Pew Research Center, 2025

**1%**

of those visits led to a click on a source the AI summary cited. The answer is the destination.

Pew Research Center, 2025

## The old question was "Do I rank?" The new one: when someone asks AI for help with my specialty, does it name me, and describe me correctly?

THE FUTURE OF EXPERTISE

# Anyone can sound like an expert now

AI can write a thesis, a sales page, a polished bio and a hundred blog posts in an afternoon. That changes what a credential proves.

**88%**

of UK undergraduates used generative AI in their assessments in 2025, up from 53% a year earlier.

HEPI Student Generative AI Survey 2025

**53%**

of US and UK employers said they had dropped degree requirements for some roles and moved toward testing skills.

TestGorilla, State of Skills-Based Hiring 2025

Degrees still open doors, and some professions require them. But a degree no longer proves someone can do the work, and buyers know it. Plenty of people now get through university with ChatGPT doing a share of the thinking.

When information is free and polish is cheap, proof becomes the scarce thing. What have you done? Who have you helped? Can you teach it live, in a room, and answer hard questions without a script?

OLD SIGNALS

- A degree or title
- Years in the industry
- A polished website and bio
- Content volume

NEW SIGNALS

- A named method people can see you use
- Documented client results
- Live teaching anyone can watch or join
- Clients, peers and hosts who vouch for you
- The same story about you across the web

## Credentials are optional now. Proof is not.

HOW AI DECIDES

# What AI looks for before it recommends you

AI tools don't know you. They build a picture from your website, profiles, reviews, interviews and anything else they can read. The clearer and more consistent that picture, the more confidently they can name you.

1. **Clarity**
   Can it say who you help, what result you deliver and how you do it, in one sentence?

2. **Experience**
   Is there a real, verifiable person behind the advice? A timeline, credentials, projects, places, a face.

3. **Method**
   Do you have a named, repeatable way of doing the work, written down where it can be read and quoted?

4. **Proof**
   Are there case studies, reviews and testimonials with names, numbers and dates?

5. **Corroboration**
   Do other sites say the same thing about you? Podcasts, directories, partners, publications, communities.

**Structure helps AI read these signals. It can't fake them.** Schema markup on a site with no real results is a well-labelled empty box. This playbook helps you build the substance first, then make it easy for machines to read.

THE PLAYBOOK

# Nine steps to becoming the expert AI recommends

Three phases. Define what you're known for, prove it with structured evidence, then make it visible everywhere AI looks.

## Define your expertise

PHASE 1

**01**
**Claim one clear specialty**
One sentence, used everywhere

**02**
**Build your expert profile**
The source of truth about you

**03**
**Name your methodology**
Your most ownable signal

## Prove it

PHASE 2

**04**
**Structure your case studies**
Names, numbers, dates

**05**
**Structure your social proof**
Reviews AI can find and trust

**06**
**Answer buyer questions**
With insight only you have

## Make it visible

PHASE 3

**07**
**Get cited beyond your site**
Others confirming who you are

**08**
**Make your site machine-readable**
Schema, crawlers, speed

**09**
**Track what AI says about you**
Monthly prompt checks

# 01

PHASE 1 · DEFINE

## Claim one clear specialty

AI recommends specialists. "I help people transform their lives" gives it nothing to match against a real question. "I help first-time coaches launch a live workshop that sells a $3K program" matches a specific one.

**I help [who] get [result] through [method], [online or where].**

**BEFORE**

"Empowering you to unlock your full potential."

**AFTER**

"Workshop coaching for consultants who want consistent clients from one live workshop a month. Online, worldwide."

**ACTION**

Use the same specialty sentence on your homepage, About page, LinkedIn, Google Business Profile, podcast bios and community pages. Consistency is how AI learns all those pages describe the same person.

# 02

PHASE 1 · DEFINE

## Build your expert profile

Create one page that is the source of truth about you. AI tools look for a real, verifiable person behind the advice, especially on topics that affect health, money or careers.

- Full name, a real photo and your specialty sentence
- Years of experience and a short timeline of what you've done
- Credentials, training and memberships, linked where they can be verified
- Clients, talks, publications and podcast appearances
- Links to every profile you own: LinkedIn, YouTube, Instagram, Skool, podcast
- What you don't do. Clear boundaries build trust.

**ACTION**

Link every article byline to this page. Add Person schema with **sameAs** links to your profiles so AI can connect them (see step 08).

# 03

PHASE 1 · DEFINE

# Name your methodology

A named method is the strongest expertise signal you fully control. It turns "I help with marketing" into something AI can describe, quote and attach to your name. It's also what turns your expertise into a program you can sell.

ILLUSTRATIVE EXAMPLE

### The Calm Kitchen Method

A nutrition coach's five-step method for busy parents who want healthy family dinners without a nightly battle.

| 1 | 2 | 3 | 4 | 5 |
|---|---|---|---|---|
| **Diagnose** | **Design** | **Practise** | **Measure** | **Sustain** |
| Find the real blocker | Build a simple plan | Weekly reps with feedback | Track one number | Make it a habit |

## What your method page needs

- **A name** you use everywhere, word for word
- **The problem** it solves and who it's for
- **The steps**, numbered, each with a short explanation
- **What results look like** and how long they take
- **Where you teach it:** workshops, programs, community
- **Case studies** of people who used it

**ACTION**

Give your method its own page, with one H2 heading per step. Then say the name in podcast intros, slide decks, workshop titles and posts. When many sources connect the same method name to you, AI starts to as well.

**Information is everywhere. A proven path through it is what people pay for.**

04

PHASE 2 · PROVE

# Structure your case studies

"Clients love working with me" is a claim. A case study with a name, a starting point, the steps you took and a measured result is evidence. AI tools quote specifics, so give them specifics.

## The case study template

| | |
|---|---|
| **Client** | Name, role, business and location, with permission |
| **Starting point** | Where they were, in numbers if you can |
| **The challenge** | What wasn't working and what they'd tried |
| **What we did** | The steps of your method you applied |
| **The result** | The measured outcome and how long it took |
| **In their words** | One or two lines from the client |
| **Date** | When it happened, so AI knows it is current |

ILLUSTRATIVE EXAMPLE

### How a Dublin career coach filled her first paid program in six weeks

**Starting point:** 4 one-to-one clients, no group offer, inconsistent referrals.

**What we did:** named her method, built one 60-minute live workshop around it and ran it twice with a small ad budget.

**Result:** 41 live attendees, 7 enrolments in a $1,500 group program.

*"I stopped trading hours. Teaching live made people trust me before we ever spoke."*

Published March 2026

**ACTION**

Turn your three best client results into their own pages with a clear headline: "How [client] got [result] in [time]." Link each one to your method page and the service they bought. Add video where you can, with a transcript on the page.

# 05

PHASE 2 · PROVE

## Structure your social proof

Reviews and testimonials help most when they are specific, attributed and spread across platforms AI tools already read.

- **Google Business Profile and Bing Places:** complete every field, add photos and ask for honest reviews. Bing's index feeds several AI search tools, including ChatGPT search.
- **Testimonials on your site:** full name, role, photo and what changed. "Amazing!" tells AI nothing.
- **Video testimonials** with the transcript on the page, so the words are readable
- **Third-party platforms:** LinkedIn recommendations, Trustpilot, podcast reviews, community posts
- **Reply to reviews**, good and bad. It shows a real person is there.

**ACTION**

Ask your last 10 clients for a review that names the result they got. Send one link and two prompts: "Where were you before?" and "What changed?"

# 06

PHASE 2 · PROVE

## Answer the questions buyers ask

People ask AI the same questions they ask on discovery calls. If your site answers them plainly, AI can use your answers, and your name comes with them.

- What happens in the first session?
- How much does it cost?
- How is this different from a course?
- Can I join online, from anywhere?
- What results can I expect, and how fast?
- Who is this not right for?

Then add what only you can say: examples from your clients, mistakes you see repeatedly, opinions you'd defend. Content AI could have written itself gives AI no reason to cite you.

**ACTION**

Add 5 to 8 FAQs to each service page. Turn any question that needs more than a paragraph into its own article.

# 07

PHASE 3 · VISIBLE

## Get cited beyond your website

Your own site says you're an expert. Other sources saying the same thing is what makes it believable, to people and to AI.

- Podcast guesting. Show notes and transcripts get indexed.
- Speaking at conferences, meetups and online summits
- Guest articles and expert quotes in publications
- Professional directories and associations
- Partner and client pages that link back to you
- Helpful answers on Reddit, YouTube and communities, in your own name

**ACTION**

List 10 podcasts, publications or communities your clients pay attention to. Pitch one a week, using your specialty sentence and method name.

# 08

PHASE 3 · VISIBLE

## Make your site machine-readable

Structured data won't make AI recommend you on its own. It removes guesswork about who you are, what you offer and which profiles are yours.

```
<!-- On your About page -->
{
  "@context": "https://schema.org",
  "@type": "Person",
  "name": "Your Name",
  "jobTitle": "Workshop coach for consultants",
  "url": "https://yoursite.com/about",
  "knowsAbout": ["Live workshops", "Group coaching"],
  "sameAs": [
    "https://linkedin.com/in/yourname",
    "https://youtube.com/@yourname"
  ]
}
```

- **Person and Organization** schema on your About page
- **Service** schema on service pages, **Article** with author on posts
- **FAQ** markup that matches the FAQs people can see
- **robots.txt** allows the crawlers you want: Googlebot, Bingbot, OAI-SearchBot, PerplexityBot
- Sitemap submitted to Google Search Console and Bing Webmaster Tools
- Fast pages. Check Core Web Vitals at PageSpeed Insights.

**ACTION**

Test your markup with the Schema Validator. Every value should match what people can see on the page.

09

PHASE 3 · VISIBLE

# Track what AI says about you

Pick 10 to 15 questions a buyer would ask. Each month, ask them in ChatGPT, Gemini, Perplexity, Claude and Google's AI Mode. Record whether you appear, how you're described and which sources get cited.

| PROMPT | NAMED? | HOW YOU'RE DESCRIBED | SOURCES CITED |
|---|---|---|---|
| Best workshop coach for consultants | **Yes** | "Known for a 6-step live workshop method" | Your method page, a podcast |
| How do I sell a group program online? | **Partly** | Mentioned third, no method named | A directory listing |
| Who runs founder masterminds with retreats? | **No** | Not mentioned | Competitors' event pages |

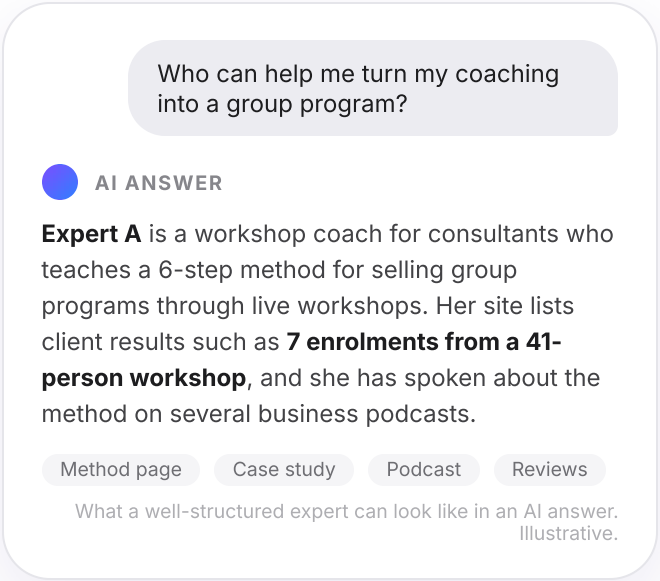
Illustrative tracking sheet

## Read the results as a trend

AI answers change from one run to the next, so treat each check as a sample. Watch the direction over three months.

If AI describes you wrongly, find the source it cites and fix the information there. If competitors' pages get cited, look at what those pages have that yours don't.

Ask every new client how they found you, and add "ChatGPT or another AI tool" as an option on your forms.




What a well-structured expert can look like in an AI answer. Illustrative.

**ACTION**

Save your prompt list today and run your first check before you change anything. That gives you a baseline to measure every improvement against.

THE HUMAN EDGE

# Let AI do the work. You do the human part.

AI can produce information at almost no cost. It can't stand in a room and read people, hold someone to their word or tell a story it lived. Buyers pay a premium for those things now, and they are also the strongest proof of expertise you can create.

LET AI HANDLE

### The production

- Research and first drafts
- Schema, FAQs and page structure
- Summarising client calls into case studies
- Turning one workshop into 20 posts and an article
- Follow-up emails and scheduling

KEEP FOR YOURSELF

### The presence

- Teaching live and answering the hard questions
- Stories from your own experience
- Judgment on one person's specific situation
- Building community and real relationships
- Holding people to their goals, week after week

This is the new expert business. It doesn't wait for an institution to approve you. You prove your expertise by teaching it in public, and you get paid for the transformation people get, not for the hours you spend.

Use AI to build faster than ever. Spend the time it gives back on the parts only you can do.

## The more content AI floods the internet with, the more people want to learn from someone they can see, question and trust.

PRODUCTIZE YOUR EXPERTISE

# Teach it, and turn it into offers

Experts don't need another credential to build a business on what they know. They need a clear method, proof that it works and a way to teach it to people who want the result.

| | | |
|---|---|---|
| LEVEL 1<br>**Live workshop** | Teach your method live, free or low cost, to a group that wants the result. | AI-VISIBLE PROOF<br>A recording, a transcript, an event page and attendee reviews |
| LEVEL 2<br>**Group coaching program** | Take people through your method over 6 to 12 weeks, together. | AI-VISIBLE PROOF<br>Case studies with names, numbers and dates |
| LEVEL 3<br>**Community** | A Skool or Kajabi space where members learn, share wins and help each other. | AI-VISIBLE PROOF<br>Daily member wins and word of mouth |
| LEVEL 4<br>**Mastermind** | A small, committed group with weekly planning and peer accountability. | AI-VISIBLE PROOF<br>Deep results, referrals and long-term stories |
| LEVEL 5<br>**Retreats and live events** | In-person experiences where the group meets, works and connects. | AI-VISIBLE PROOF<br>Photos, video and testimonials no one can fake |

### Every offer is also a visibility asset

Each workshop page, program page, member win and event recap is another public, crawlable piece of proof that you do what you say. Your business and your AI visibility grow from the same work.

### Start with the live workshop

It's the fastest way to prove your method in real time, fill a group program and collect the case studies the rest of this playbook depends on. One workshop a month is enough.

YOUR 30-DAY PLAN

# Put the playbook to work this month

Four weeks, a few hours each. Start with your homepage, your method page and your three best client results. Get those right before you add anything else.

WEEK 1

## Define

- [ ] Write your specialty sentence
- [ ] Update your homepage, About page and top three profiles with it
- [ ] Draft your expert profile page
- [ ] Run your baseline AI visibility check

WEEK 2

## Name and structure

- [ ] Name your method and publish its page
- [ ] Add Person, Organization and Service schema
- [ ] Check robots.txt, your sitemap and page speed
- [ ] Claim or update Google and Bing business profiles

WEEK 3

## Prove

- [ ] Publish three structured case studies
- [ ] Ask 10 past clients for specific reviews
- [ ] Add 5 to 8 FAQs to your main service page
- [ ] Link method, case studies and services together

WEEK 4

## Teach and get cited

- [ ] Run one live workshop on your method
- [ ] Pitch four podcasts or publications
- [ ] Turn the workshop into an article and posts
- [ ] Re-run your AI check and note what changed

**The simple version:** be specific about what you do, show your method, prove it with real results, teach it live, and make sure the rest of the internet tells the same story about you.

NEXT STEPS

# Get recommended for what you know

Three ways to put this playbook into action, depending on where you are.

FREE TOOL

### Run the AI Search Audit

Get a scored report on how clearly your site shows your expertise, structure and proof to AI, with your top fixes.

Run the free audit →

TEACH IT LIVE

### Signature Workshop Method

Turn your method into one live workshop a month that brings in consistent clients and the proof AI looks for.

See the method →

WORK WITH KYLE

### Book a strategy call

Map your specialty, method, proof and offers, and plan how to become the expert AI recommends in your niche.

Book a call →

## Be specific. Show your method. Prove it. Teach it live. Let AI tell the rest.

Sources: ChatGPT weekly users (OpenAI DevDay, Sept 2026) · Pew Research Center, AI summaries and clicks (2025) · HEPI Student Generative AI Survey 2025 · TestGorilla State of Skills-Based Hiring 2025 · Google: creating helpful, reliable content