



# Founder/CEO edition (one-page playbook)

Own the AI Answer Box in 90 days.

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Move into the **top-3 AI answers** for the 50 buying prompts that move revenue. Prove it with a simple scoreboard your CFO respects. No Fluff. No vanity metrics.



## 1: THE PROMISE

- **Visibility that converts:** Lift your Share-of-Answers across major AI engines for the 50 prompts that matter.
- **Evidence, not opinions:** Publish machine-readable facts and credible citations so AIs trust you.
- **Operational control:** A weekly shipping rhythm, clear service commitments, and an exec-level gate at Days 30/60/90.

## 2: THE 30/60/90 SCOREBOARD

Day	SoA (Top-3 %)	Credible Citations	Facts Coverage	Critical Issues Open	Answer Pages Shipped
0.	Baseline	Baseline	Baseline	Baseline	-----
30.	Baseline published	First wins visible	$\geq 60$	$\leq 20$	2
60.	+ $\Delta$	+ $\Delta$	$\geq 85$	$\leq 10$	5–20
90.	+ $\Delta$	+ $\Delta$	$\geq 90$	$\leq 5$	20–40

**Notes:** SoA = Share-of-Answers across engines for the top 50 buying prompts. "Facts Coverage" = % of priority pages with complete, machine-readable facts.

## 3: HOW WE WIN (STRAIGHTFORWARD)

- **Visibility Radar** — Weekly test of the 50 prompts across engines. We see where you show up, why, and what's missing.
- **Facts Engine** — Publish and structure the company, product, and leadership facts AIs need to cite you confidently.
- **Answer Engine** — Ship focused, high-signal pages that directly answer the buying prompts (comparisons, specs, pricing logic, proof).
- **Citation Engine** — Earn references from high-trust, topic-relevant sources AIs already prefer.
- **Pulse Tests** — Re-test weekly; track answer text, citations, and rank movement. If a change backfires, we revert fast.

## 4: SERVICE COMMITMENTS (WHAT WE CONTROL)

- **By Day 30:** Baseline, Radar live, governance in place, first fixes shipped.
- **By Day 60:**  $\geq 50\%$  facts coverage on priority pages; critical issues  $\leq 10$ .
- **By Day 90:**  $\geq 75\%$  facts coverage; 10+ answer pages; visible SoA lifts across multiple prompt clusters.

## 5: OPERATING RHYTHM

- **Bi-Monthly Sprints:** Ship fixes and answer pages. Run Pulse Tests. Update the scoreboard.
- **Monthly (Exec):** Review SoA deltas, citations earned, next-month bets.

## **6 : OPERATING RHYTHM**

- **Bi-Monthly Sprints:** Ship fixes and answer pages. Run Pulse Tests. Update the scoreboard.
- **Monthly (Exec):** Review SoA deltas, citations earned, next-month bets.

## **7 : OPTIONS (CLEAR WALLS)**

### **CORE — Speed to Signal (60–90 days)**

- Visibility Radar + baseline + roadmap.
- First 10 priority fixes; 10 answer pages.
- Facts coverage to  $\geq 85\%$  on priority pages.
- Credible citation program (targeted outreach and placements).
- Scoreboard + governance live.

### **CONTROL — Scale the Moat (90 days +)**

- Everything in Core.
- 20–40 answer pages; weekly Pulse Tests with visible lifts.
- Expanded citation program with category leaders.
- Monthly SoA lift targets; 6-month expansion plan.

## **8 : DECISION GATES & WHAT WE ASK**

- **Gates:** Day 30 (feasibility), Day 60 (trajectory), Day 90 (moat + plan).
- **We ask for:** A single exec sponsor, one technical contact, and timely approvals so we can ship weekly.