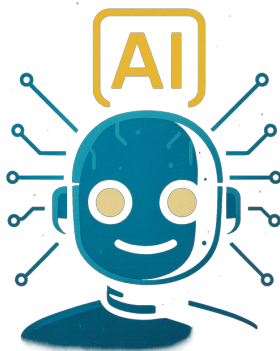


AI Advantages: How Small Businesses Can Outrank, Outsell, and Outlast the Competition

*Powered by Anspach Media x Napkin Marketing
Where Authority, Legacy, and Sarcasm Collide*



**By Rob Anspach
& Adina Zaiontz**

**AI Advantages:
How Small Businesses Can
Outrank, Outsell, and Outlast
the Competition**

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What People Are Saying...

*“If you’re a small business owner who’s still trying to figure out how to not get steamrolled by companies with ten times the marketing budget and twenty people just doing SEO... stop what you’re doing and read this book. *AI Advantages* by Rob Anspach and Adina Zaiontz isn’t some recycled “how to use ChatGPT” nonsense written by people who’ve never sold a thing in their lives. It’s a real-deal, tactical guide written by folks who’ve done the work, tested the systems, and figured out how to weaponize AI without losing your voice or your sanity. They get it. Most small business owners don’t have time to post five times a day on social, write three blogs a week, launch a podcast, AND run a company. This book shows you how to actually do those things—smarter, not louder—by plugging into tools that work behind the scenes so you can spend more time selling, building, and winning. Rob brings the sarcasm, Adina brings the precision, and together they deliver a step-by-step playbook you can implement in real time. It’s not a theory book. It’s a manual. You’ll learn how to rank in AI search (hello, GEO), create content that connects and converts, and use AI to stop burning out and start building authority. If you’re a road warrior like me—or even if you’re just trying to get your footing in this new digital arena—this book gives you the unfair advantage you’ve been looking for. Just don’t hand it to your competitors.”*

— **Randy Chaffee**, author of, *Asphalt and Algorithms: A Road Warrior’s Playbook for Winning Results in the Hybrid Sales Arena*

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FOREWORD:

More Than A Guide

I've had the privilege of knowing Rob Anspach for many years—as a colleague in the marketing trenches, a trusted friend, and a prolific author whose insights are as practical as they are entertaining. When Rob says he's writing a new book, I've learned to drop what I'm doing and pay attention. Not just because he's a prolific author (though he is), but because every book he puts out somehow manages to be exactly what the market needs—before the market even knows it.

When Rob and I started collaborating on *AI Advantages*, we knew we weren't interested in writing just another “how to use ChatGPT” manual. We wanted to create something far more actionable: a clear, step-by-step blueprint for how small businesses can finally compete with the big players—without a massive budget or a 10-person marketing team.

This book isn't about hype. It's about execution. It teaches you how to use AI tools—like ChatGPT, Perplexity, and Castmagic—to publish more content, create smarter campaigns, automate outreach, and build undeniable authority in your niche.

You'll learn why traditional SEO is being replaced by GEO (Generative Engine Optimization)—and how to make sure your business is the one AI tools recommend first. You'll get real-world examples of how local businesses are using AI to outperform national brands. And you'll walk away with concrete prompts, content

systems, and marketing workflows you can use immediately—even if you’re not “techy.”

I can vouch for the strategies inside this book because I’ve used them in my own marketing projects—from brainstorming and outlining content, to writing email funnels, to building brand narratives that connect. My ChatGPT history is full of prompts, drafts, and creative experiments that have saved me hours of work while producing better results. Many of the systems you’ll find in these pages are the very ones Rob and I use daily to help clients build visibility, trust, and growth.

Together, we wanted *AI Advantages* to be more than just a guide. We wanted it to be a practical weapon for small business owners who are ready to stop guessing and start winning.

If you’re serious about building a brand that lasts—and leveraging AI to do it faster and smarter—read this book, take notes, and then read it again. Just don’t give it to your competitors.

— Adina Zaiontz

Coauthor, *AI Advantages*

Director, Napkin Marketing

INTRODUCTION:

Welcome to the AI Trenches

Where Small Business Finally Gets the Advantage

So let's get one thing out of the way...

AI isn't coming. It's already here.

And while your competitors are still debating whether ChatGPT is “cheating” or worrying if a robot is going to steal their jobs, you're here doing what real entrepreneurs do...figuring out how to **use it** to get ahead.

Bravo. You're our kind of people.

See, most small businesses are stuck in the past...building static websites, blogging once a quarter (if that), and hoping word-of-mouth will magically grow their brand.

Hope is not a strategy. And neither is ignorance.

Meanwhile, Google, OpenAI, Meta, Microsoft, Amazon, and a dozen other trillion-dollar empires are changing the way people search, shop, and choose their next service provider.

If you're not showing up in those AI-powered results, you're invisible.

Not “kinda hard to find.”

Not “just need to run a little ad campaign.”

INVISIBLE.

Which is why we wrote this book.

Between the two of us...**Rob Anspach** of Anspach Media and **Adina Zaiontz** of Napkin Marketing...we’ve spent decades helping small businesses compete against industry giants. Rob’s known for his sarcasm, storytelling, and savage takedowns of overpriced gurus. Adina? She’s the Canadian powerhouse behind brand strategy, direct response, and digital campaigns that *actually* convert.

Together, we’re blending legacy marketing with future tech.

No fluff. No filler. Just results.

Here’s what this book is not:

- A hype-filled fantasy about how AI will do all your work while you sip mojitos in Bali.
- A “guru” playbook with vague advice and no real tactics.
- Another regurgitated manual on ChatGPT.

Here’s what this book is:

- A tactical, no-BS guide to *actually* using AI to outrank, outsell, and outlast your competition.
- A permission slip to stop doing things the hard way.

- A proven system built on **GEO** (Generative Engine Optimization), storytelling, smart automation, and tools even your intern can handle.

Because at Anspach Media and Napkin Marketing, we don't believe in throwing spaghetti at the wall.

We **engineer** authority.

We **optimize** for outcomes.

We **build marketing machines** that keep working even when you're not.

So buckle up.

Take notes.

Don't skip ahead.

And whatever you do, don't give this book to a competitor.

Seriously.

This isn't theory.

This is your **competitive edge**...and AI is your new secret weapon.

Let's go.

— Rob Anspach & Adina Zaiontz

Anspach Media & Napkin Marketing

Legacy Builders.

Authority Amplifiers.

Small Business Advocates.

P.S. We're adding the next pages filled with FAQs because let's face it... people have questions, and we'd rather answer them **upfront** than let them assume, overthink, or bounce.

These FAQs clear the air, crush objections, and explain exactly who this book is for, why it matters, and how to actually use it without needing a PhD in artificial intelligence.

Plus, we know some folks skip straight to the FAQ section before they read a single chapter (you know who you are), so we made it easy, punchy, and straight to the point—just like the rest of this book.

Frequently Asked Questions (FAQs)

1. Who is this book for?

Any small business owner, coach, consultant, or marketer who's tired of guessing, tired of wasting time on outdated tactics, and ready to leverage AI to finally *be seen, trusted, and paid*.

2. Do I need to be a tech genius to use this book?

Not even close. If you can copy, paste, and type "ChatGPT," you're good. This book is designed for real-world business owners, not coders.

3. Is this just another boring AI manual?

Nope. No jargon. No theory. No 500-page tutorials. Just strategies, prompts, case studies, and workflows that actually help you show up, stand out, and scale.

4. What kind of results can I expect?

Faster content creation. Better visibility. Smarter marketing. And a higher likelihood that AI will *recommend your business* instead of your competitor's. Results depend on implementation... but the roadmap is inside.

5. Will this replace my team or staff?

No. It will make your team more efficient, productive, and valuable — if you use it right (we cover that in Chapter 9). AI is a tool, not a threat.

6. Can I really compete with big brands using this?

Absolutely. That's the point. You can outmaneuver bloated corporations by being faster, smarter, and more consistent... and AI gives you the firepower to do it.

7. What if I've already been using AI?

Awesome. This book will help you refine, scale, and optimize what you're doing. And we'll bet money you haven't implemented GEO, AI-assisted repurposing, or strategic visibility the way we show you.

8. Does this work for service businesses *and* product-based businesses?

Yes. Whether you're a coach, lawyer, chiropractor, agency, retailer, or e-comm brand, the principles apply. This is about visibility, trust, and authority... and every business needs that.

9. Is this based on theory or real-world experience?

Real clients. Real businesses. Real results. Rob and Adina have over 40 years combined in marketing and consulting. This book isn't fluff... it's built on what works.

10. What if I still have questions after reading it?

Reach out. Seriously. Rob's at AnspachMedia.com and Adina's at NapkinMarketing.com. We don't ghost our readers. We help them win.

PART 1:
AI 101,
Without the BS

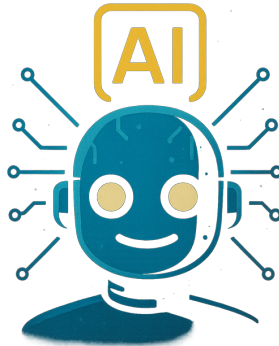
MYTH

MYTH #1: “AI Can Run My Business For Me”

It’s a tool, not a CEO. You still need strategy, voice, and direction... or you’ll get robot garbage with no results.

Truth:

You lead. AI follows.



CHAPTER 1:

AI Is Not Magic.

It's a Tool.

Use It.

Let's clear something up right now...

AI is not going to save your business.
You will.

But only *if* you stop treating artificial intelligence like it's some mythical force that only big brands or Silicon Valley nerds can use.

AI is just a tool.

Like a calculator.

Or a hammer.

Or that smartphone you're using to post cat memes instead of building your authority brand.

It can be brilliant... or completely useless.

It all depends on the person using it.

Why Most Businesses Will Screw This Up

We've both seen it firsthand.

- Business owners thinking AI will write all their content so they never have to think again.

- Coaches believing an AI chatbot can replace relationship-building.
- Marketers who copy and paste ChatGPT results directly into their blog... complete with the phrase: “*As an AI language model...*” (Yes, we’ve seen that on live websites. Yikes.)

Rob-ism Alert:

“If your marketing sucks before AI, AI will only help you suck faster.”

The problem isn’t the tech.
It’s lazy thinking.

You can’t automate clarity.
You can’t outsource strategy.
You can’t scale something that never worked in the first place.

What AI *Actually* Is (and Isn’t)

AI isn’t a robot with a headset.
It’s not your overnight CEO.
And it’s not replacing human connection any time soon.

Here’s what it *is*:

- A powerful assistant that can write first drafts, generate ideas, optimize search terms, answer customer questions, and streamline your operations.

- A time-saver that works 24/7 without complaining, calling off, or asking for a raise.
- A data-driven tool that can analyze patterns faster than any human...and give you actionable insights if you know where to look.

Here's what it's *not*:

- A plug-and-play miracle.
- A replacement for your voice, story, or brand.
- A reason to stop thinking.

If you treat AI like a get-rich-quick scheme, you'll be out of business quicker than you can say "prompt engineering."

How Small Businesses Can Win with AI (While Big Brands Stall)

Here's the good news...and this is where things get exciting.

Big companies? They're slow.

They have legal teams, PR departments, multiple stakeholders, and way too many meetings.

You?

You can move fast, test quickly, and start using AI to outmaneuver your bloated competitors.

Adina's Marketing Insight:

Small businesses that embrace AI now will **own the next evolution of search, sales, and storytelling**. Not by being louder—but by being *smarter*.

This is your chance to:

- Publish more content than your entire industry combined
- Create smarter ads that convert better for less money
- Train bots to answer questions faster than your competitors even know they were asked
- Dominate search engines *and* AI-generated results (hello, Generative Engine Optimization - GEO)

Action Step: **Get Clear on Your AI Role**

Let's not overcomplicate this.

You don't have to be an AI expert.

You just have to **know what role AI plays in your business.**

Ask yourself:

- What tasks drain my time and energy but could be streamlined with AI?
- What questions do prospects ask me over and over again?
- Where am I invisible online—and how could AI help me show up?

(And if your answer is “I don't know,” don't worry—Chapters 3 through 10 will hand you the playbook.)

Rob & Adina's Final Word for Chapter 1:

Stop worshipping AI.
Start **wielding** it.

Rob-ism: *“AI is your intern, not your identity.”*

Adina-ism: *“Marketing isn’t magic. It’s momentum. AI just makes it faster.”*

So take a breath.
Let go of the overwhelm.
And get ready to discover how to use AI to build
authority, attract better clients, and outrank your
competition.

We’re just getting started.

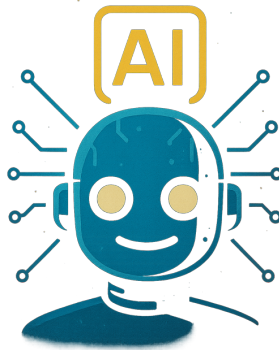
MYTH

MYTH #2: “I Can Copy-Paste Whatever AI Gives Me”

Nope. Publishing raw AI content is a shortcut to mediocrity. It’s your job to polish it, personalize it, and make it sound like *you*.

👉 Rob-ism:

“Unedited AI content is like serving raw dough and calling it pizza.”



CHAPTER 2: Search Is Dead. Long Live GEO.

Let's rip off the Band-Aid...
SEO isn't what it used to be.

We're not saying it's dead-dead.
But it's coughing, wheezing, and holding onto its walker
while AI-powered search engines sprint right past.

You've spent years optimizing for Google. Keywords.
Meta tags. Backlinks. Maybe even hired some guy on
Fiverr who promised "page one rankings overnight."

And now?
Google's no longer the only game in town.
**ChatGPT, Perplexity, Gemini, and Claude are the
new gatekeepers.**

They don't care about your backlinks.
They don't crawl your site like Googlebot.
They **generate answers** using sources they trust.

If you're not one of those sources...
**You don't get mentioned. You don't get found. You
don't get paid.**

Welcome to the era of **GEO: Generative Engine
Optimization.**

What the Heck is GEO?

GEO is the strategy of optimizing your content, brand presence, and authority to show up inside **AI-generated answers**—not just traditional search results.

Let's break that down:

- Old SEO:

"How do I get Google to rank my blog post about fixing leaky faucets?"

- GEO:

"How do I get ChatGPT to recommend *my* plumbing company when someone asks, 'Who's the best plumber in Toronto, Canada?'"

See the difference?

GEO isn't about stuffing keywords.

It's about creating *trustworthy content* that AI models pull from when generating responses to real-world questions.

Rob-ism:

"If you're not part of the answer, you're not in the conversation."

Why This Matters *Right Now*

ChatGPT alone has over **180 million users** and counting. AI search tools are replacing traditional Google searches faster than you think.

Here's what people are now doing:

- Asking ChatGPT who to hire.
- Asking Perplexity where to eat.
- Asking Claude how to fix their website.

They're not seeing a list of 10 blue links. They're getting a summary... often with **one business named**.

(Guess what? That business could be **you**.)

But only if you feed the machine **strategic content**.

How to Start Showing Up in AI Search

Let's not overcomplicate this. You don't need to learn prompt engineering or become a coder. You just need to do **three things better** than your competition:

1. Publish Frequently

If you're blogging once a month, don't expect AI to trust you. You're not active enough.

Aim for **hyper blogging**—2 to 4 times a week.

Why? Because AI values **fresh, consistent, topical content**.

Adina Tip:

Think of every blog post as feeding the AI a breadcrumb trail back to you.

2. Be Everywhere (Without Losing Your Mind)

AI looks across **multiple platforms**—your blog, podcast, LinkedIn, YouTube, Google Business Profile. If you're only active on one, your authority looks weak.

Use AI tools to **repurpose your best content** across multiple platforms:

- Blog → Video script → Social carousel → Email newsletter
- Podcast → Transcript → Quote graphics → Blog recap

Toolstack: Castmagic, Repurpose.io, Zapier, Canva AI

3. Build Authority with Your Name + Brand

When someone Googles (or chats) your name, what do they find?

If it's nothing... you're invisible.

If it's 10+ articles, podcasts, reviews, and expert roundups?

AI sees you as a trusted source.

Rob-ism:

“If AI doesn’t know who you are, it won’t recommend you. Period.”

Action Step: Audit Your Current Visibility

Answer these right now:

- Do I have at least 20 blog posts live on my site?
- Am I posting consistently on social?
- Have I been quoted, interviewed, or featured in the past year?
- Do AI tools like ChatGPT mention me when asked about my niche?

If you answered "no" to more than two... it's time to change that.

We'll show you how in the chapters ahead.

**Rob & Adina's Final Word
for Chapter 2:**

Traditional SEO isn't dead.

But **if it's your only strategy—you're toast.**

GEO is the new game.

And the good news?

Most of your competitors haven't figured that out yet.

So let's help you leapfrog over them with smart, fast,
consistent visibility.
And yes—AI is going to be your co-pilot the whole way.

On to Chapter 3...

**PART 2:
BEATING THE
COMPETITION,
ONE AI-ASSISTED MOVE
AT A TIME**

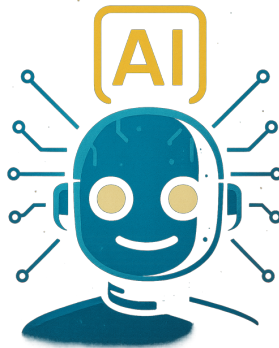
MYTH

MYTH #3: “AI Will Replace My Team”

No. But it *will* replace lazy, inefficient, or untrained teams. AI makes good teams great — and exposes the ones just coasting.

👉 Truth:

Train your people to use the tools... or the tools will use them.



CHAPTER 3:

Content That Ranks & Converts

Because Being Seen Without a CTA is Just Digital Window Dressing

Let's say this again for the folks in the back...

If you're not creating content, you don't exist.

And if you are creating content... but no one reads it, shares it, buys from it, or remembers it?

You're just wasting pixels.

Here's what most business owners get wrong:

- They write one blog post and expect it to go viral.
- They obsess over hashtags, not headlines.
- They post a LinkedIn article once a quarter and call it "strategy."

Nope. That's not how this works.

Not in today's AI-driven world.

Not if you want to show up in GEO search.

And certainly not if you want your phone to actually ring.

What Does "Content That Ranks" Really Mean?

Let's start with a quick definition:

Ranking used to mean showing up on Page 1 of Google.
Today, it means **being the business AI recommends** when someone types:

"Best [insert your service] in [your city]"

If you're lucky, you're mentioned in a sentence.
If you're smart, you're the *only* one mentioned.

And if you're Rob or Adina's client, well...
You own the whole answer.

Enter: Hyper Blogging

You've heard the phrase "content is king," right?

Wrong.

Content is *currency*.
And most businesses are broke.

Blogging once a month in 2025 is like handing out one business card at a stadium event and expecting to land a contract.

Not gonna happen.

Here's the new rule:

Minimum 2 blogs per week.

Why?

Because AI craves *fresh, relevant, authority-based* content.

It doesn't want fluff.

It wants answers.

And if you're not feeding it regularly, someone else will.

Adina's Note:

Think of every blog post as a digital handshake with AI.
The more value you give, the more trust you build.

What Makes a Blog Post AI-Friendly?

This isn't about regurgitating Wikipedia.

Here's what your content needs to do:

1. **Answer specific questions** your ideal customer is typing into ChatGPT.
2. **Mention your name, business, city, and niche** naturally.
3. **Link to other useful content** (especially your own).
4. **Sound like a human.** Sarcasm welcome. Jargon is not.

Rob-ism:

“Don’t write like a professor. Write like someone your customer would actually listen to on a podcast.”

Use AI To Draft, Not To Phone It In

Here’s where AI shines:

- Generating blog outlines
- Researching talking points
- Spitting out keyword ideas
- Suggesting headlines that aren’t complete snoozefests

Here’s where YOU come in:

- Injecting your voice
- Adding your story
- Including your experience, results, and client examples

Don’t hand the whole job to AI and expect a bestseller. It’s an assistant—not a miracle worker.

Rob & Adina’s Favorite Prompt for Blog Writing

“Write a blog post outline for a [TYPE OF BUSINESS] that answers the question: ‘[INSERT CUSTOMER QUESTION]’. The tone should be conversational, authoritative, and written in the voice of [YOUR NAME/BUSINESS BRAND]. Include an intro, 3-5 key points, and a call to action.”

Boom.

You've got a structure.

Now make it sound like *you*.

From Ranking to Converting: Don't Skip the CTA

It still amazes us how many small business owners forget the most basic thing:

ASK FOR THE NEXT STEP.

Don't just "educate."

Don't just "inspire."

Don't write 800 words and then... *nothing*.

Every piece of content needs a **clear CTA** (Call To Action), like:

- "Book a free consultation"
- "Download our guide"
- "Get your first session free"
- "Call us now before your competitor does"

Rob-ism:

"If there's no CTA, you just gave away a freebie and walked out the door. Congrats, you played yourself."

Action Step: Create Your First GEO Blog

Use this formula:

Title: The specific question your customers are asking.

Intro: Why the question matters, who it's for, and how you're about to help.

Body: Answer the question in plain English. Use 3-5 main points or steps.

Local Authority Anchors: Mention your name, city, business, industry, and any credibility nuggets.

CTA:

Tell them exactly what to do next.

Write it. Post it. Share it. Repurpose it.
Repeat it 100 more times.

Rob & Adina's Final Word for Chapter 3:

Content isn't optional anymore.

Not if you want to rank.

Not if you want to be recommended by AI.

And definitely not if you want to be remembered.

So stop procrastinating. Start publishing.

Because invisible businesses don't get paid

CHAPTER 4:

Smarter Social Media, Less Burnout

*Because If You're Going to Be Online Every Day, It
Might As Well Work*

Let's talk about something that's draining your energy
faster than a phone on 3% battery:

Social media.

You know the drill:

- You're told to "be consistent."
- You spend 45 minutes creating a graphic in Canva that 3 people like—two of whom are your mom and your VA.
- Then you try to post every day... for a week... before ghosting your audience for a month and wondering why no one buys from you.

We get it.

It's exhausting. It's overwhelming.

And most of it feels like shouting into the void.

But it doesn't have to.

What you need is a system.

*A smart, AI-enhanced, authority-driven social strategy
that **gets results without eating your life.***

That's what this chapter is all about.

The Social Media Lie We've All Been Sold

Some "experts" will tell you:

"You have to post 3x a day, go viral on TikTok, master Reels, livestream weekly, and respond to every comment within 2 seconds."

Yeah. No.

That's a recipe for burnout and zero ROI.

Here's what actually works:

- **Posting with purpose**
- **Consistency over chaos**
- **Using AI to reduce the workload**
- **Focusing only on platforms where your clients actually hang out**

Rob-ism:

"You don't need to be everywhere. You need to be where it matters...and show up like you belong there."

Start With the "Core Four"

Unless you have a team of 10 (or are part vampire), limit your focus to what we call the **Core Four**:

1. **LinkedIn** – For B2B, consulting, authority-building
2. **Facebook** – Still great for storytelling, groups, and community
3. **YouTube** – Long-form content with SEO longevity
4. **Google Business Profile** – Not sexy, but ridiculously powerful for local visibility

Everything else?

Optional.

If you want to dance on TikTok, great.

But don't call that a strategy unless it converts.

Where AI Fits In (And Where It Doesn't)

AI is not your brand voice.

It *is* your **content assistant**...

and a damn good one when used right.

What AI *can* do for you:

- ✓ Generate post ideas
- ✓ Write first drafts
- ✓ Repurpose blog content into social bites
- ✓ Suggest hashtags (that aren't generic garbage)
- ✓ Turn video transcripts into carousels, quotes, and captions

What AI *shouldn't* do:

- ✗ Replace your opinions
- ✗ Write your personal stories
- ✗ Sound like every other vanilla marketer out there

Adina's Note:

You still need *your voice, your perspective, and your experience*.

Otherwise, your feed will feel like it was written by an intern who just discovered ChatGPT.

Rob & Adina's AI Social Post Formula

Here's a template that works across platforms:

Prompt:

“Write a [platform-specific] post for a [type of business] that educates the audience on [insert topic]. The tone should be conversational, authoritative, and a bit sarcastic. End with a call to action.”

Then tweak it to sound like you...
not like ChatGPT.

How to Batch Like a Boss

If you're doing social media one post at a time, you're doing it wrong.

The better way:

1. **Pick a core theme for the week** (e.g., pricing myths, AI tools, client success)
2. **Use AI to generate 5 post outlines**
3. **Add your voice, stories, and CTAs**
4. **Schedule everything in advance** (Buffer, Publer, Metricool—pick your poison)

Done. No more last-minute panic-posting.
No more “What should I post today?” anxiety.

Rob-ism:

“Social media should feel like a megaphone, not a muzzle.”

Action Step: Build Your 30-Day AI Social Calendar

Here’s a quick challenge:



Choose 4 weekly themes



Use AI to generate 5 post ideas per theme



Tweak them with your voice



Schedule 20 posts over the next 30 days



Layer in 5 personal behind-the-scenes posts manually



Bonus: Turn 2 blog posts into 8 additional repurposed posts

You now have more content than 98% of your industry.
And it didn’t require sacrificing your sanity.

Rob & Adina's Final Word for Chapter 4:

Social media should build trust.

Not resentment.

Not burnout.

And definitely not “influencer envy.”

When done right—with AI assisting and YOU directing—social becomes your lead machine, brand amplifier, and authority engine.

You don't need to post more.

You just need to post *smarter*.

And now you know how.

CHAPTER 5:

Customer Intelligence at Your Fingertips

Because Guessing Is Not a Marketing Strategy

Let's be honest...

Most business owners are **flying blind** when it comes to what their customers actually want.

They “think” they know.

They guess what content to post.

They guess what offer will convert.

They guess which email subject line will get opened.

And they wonder why things aren't working.

Here's the hard truth:

If you're still marketing based on gut feelings instead of data, you're leaving money on the table.

Rob-ism:

“Hope is not a business model. Neither is winging it.”

But here's the good news:

With the right AI tools, you can **know more about your customers than they know about themselves.**

Let's dig in.

What Is Customer Intelligence?

It's not about being creepy (though it might feel that way at first).

Customer intelligence is about collecting and using data to understand:

- What your ideal customer is searching for
- What questions they're asking
- What objections they have
- What they actually care about (spoiler alert: it's not your logo)

And here's the kicker:

AI makes all of this easy, affordable, and accessible—even for solo entrepreneurs.

The Tools That Know Your Customers Better Than You Do

Here are some of our favorite ways to spy—er, *gather insights*—like a pro:

1. AI Chat Transcript Review (from bots, emails, DMs)

If you have a chatbot on your website or even automated DMs on social, feed those transcripts into ChatGPT with a prompt like:

“Analyze these messages and tell me what the top 5 concerns, questions, and objections are from potential customers.”

Boom. Instant gold.

2. Heatmap Tools + AI Behavior Tracking

Tools like Hotjar or Microsoft Clarity + AI summaries will show you:

- Where users click
- Where they drop off
- What they ignore completely (usually your fancy banner)

Adina’s Tip:

Pair heatmaps with AI-generated insights to fix your website experience without hiring a UX team.

3. AI-Powered Surveys and Polls

Want real-time data? Use Typeform or Tally, then feed responses into Claude or ChatGPT to summarize common answers and emotional keywords.

Now you’re not guessing what your clients feel. You *know*.

Use AI to Segment Smarter, Sell Better

Most small business owners send **the same email to everyone** and wonder why no one buys.

Stop doing that.

With AI tools built into CRMs like ActiveCampaign or HubSpot, you can segment your list based on:

- Behavior (clicked vs. ignored)
- Past purchases
- Demographic data
- Quiz or form responses

Then use AI to tailor each message so it actually lands.

Rob-ism:

“Talk to your prospects like a human, not like a robot who just discovered Mailchimp.”

Create Buyer Personas That Don’t Suck

Tired of those “Marketing Mary” and “Sales Steve” personas that feel like they were made in 2011?

Here’s how to do it better—with AI.

AI Prompt:

“Create 3 detailed customer personas for [your business] based on the following real customer data and common behaviors. Include pain points, buying triggers, preferred content formats, and emotional objections.”

You now have more clarity than your competition.

And guess what? You didn't spend \$5,000 on a marketing agency to figure it out.

Action Step: Run an AI Intelligence Sweep

This week, do the following:

1. Export all recent chatbot or contact form convos
2. Feed them into AI with a prompt to extract patterns
3. Use ChatGPT to write your updated buyer personas
4. Segment your list using one key behavior
5. Write one personalized email per segment using AI draft → human voice edit

You now have a smarter system than 95% of businesses online.

Rob & Adina's Final Word for Chapter 5:

You can't create great content, offers, or customer experiences without first **understanding** the people you're trying to serve.

And in 2025, there's no excuse not to. AI doesn't just level the playing field—it gives you **x-ray vision**.

So stop guessing.
Start listening.

Start analyzing.
Start optimizing.

Because the more you *know*, the easier it is to sell.

Adina-ism:

“When you understand the conversation in their head, you don’t need to sell. You just need to show up with the right offer.”

PART 3:
OUTRANKING BIGGER,
DUMBER COMPETITORS

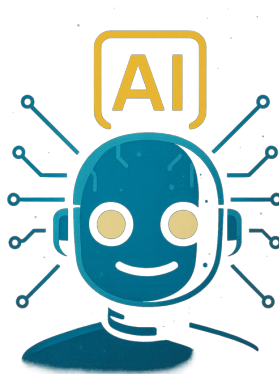
MYTH

MYTH #4: “AI Is Just for Tech Companies”

Wrong again. Local florists, plumbers, dentists, and realtors are using AI to crush SEO, build trust, and stay top of mind.

👉 Truth:

Small businesses with smart tools beat big businesses with bloated teams.



CHAPTER 6:

The GEO Playbook

How to Dominate in AI Search Results Without Playing by Google's Old Rules

Let's have a moment of silence for traditional SEO.

...Okay, that's enough.

Google is no longer the only gatekeeper.

And the days of ranking because you crammed “best [your city] [your service]” into a blog post 15 times are over.

Search has evolved.

AI assistants now curate, synthesize, and *generate* answers.

Welcome to the new frontier: GEO.

Generative Engine Optimization isn't just a buzzword we made up (okay, we did... but it's real now).

It's how businesses like yours get chosen *by AI* when customers ask:

“Who's the top family lawyer in Austin?”

“Which podcast marketing agency is best for consultants?”

“What company should I hire to optimize my local business for AI search?”

If the answer isn't **you**, you're invisible.

Let's change that.

What Makes GEO Different from SEO?

Let's break it down like we're explaining it to your uncle who still uses AOL:

SEO (Search Engine Optimization)	GEO (Generative Engine Optimization)
Optimizes for Google/Bing rankings	Optimizes for ChatGPT, Claude, Gemini, Perplexity
Relies on keywords, backlinks, meta	Relies on authority, relevance, and recency
Shows up in 10 blue links	Shows up in summarized answers (often ONE brand mentioned)
Can take months to rank	Can show results fast with the right content + trust factors
Static search	Conversational, question-driven search

Rob-ism:

“SEO is like yelling ‘pick me!’ GEO is like being the obvious choice without saying a word.”

The 5 Core GEO Moves That Put You in the Answer

If you want AI to pull your business into its recommendations, **you need to feed it the right signals.**

Here's the GEO Playbook:

1. Publish Topical, Trust-Based Content Weekly

AI engines don't just "search"—they *synthesize*. They look for the clearest, most recent, most referenced content.

- ✓ Use blog posts that answer specific user questions
- ✓ Include your location, niche, name, and links to your site
- ✓ Layer in storytelling, stats, and results (AI loves substance)

Adina's Note:

Treat every blog post like a direct answer to a prospect's question—not a keyword dump.

2. Own Your Name + Niche in Authority Platforms

Want AI to trust you? Get your name out there.

- ✓ Appear on podcasts (your own and others)
- ✓ Be quoted in articles and industry blogs
- ✓ Create YouTube content around common Q&A
- ✓ List your business on directories that AI scrapes (like Crunchbase, Clutch, Google Business Profile, etc.)

Rob-ism:

"If the algorithm can't find you, how the hell is your customer supposed to?"

3. Use Structured Content (Even If You Don't Know Code)

You don't need to be a developer to help AI find your info.

- ✓ Use H1-H3 tags properly
- ✓ Include FAQs at the bottom of each post
- ✓ Embed your city and service naturally
- ✓ Add schema markup via plugins like Rank Math or Yoast (if on WordPress)

Bonus tip:

Link internally to other blogs/pages on your site.

AI rewards **depth**.

4. Answer Like a Human, Not a Brochure

Stop writing like a college thesis.

GEO loves **conversational, clear, relatable** content.

- ✓ Write like you talk
- ✓ Use contractions, anecdotes, and personality
- ✓ Avoid jargon unless your audience expects it

Adina-ism:

"If a 5th grader can't understand it, AI probably can't summarize it well either."

5. Test Yourself in Real AI Engines

Want to know if your GEO work is paying off?

Go ask the engines.

- 🧠 Ask ChatGPT: “Who are some top [your niche] in [your city]?”
- 🧠 Use Perplexity.ai: “Best [your service] providers near me”
- 🧠 Ask Claude or Gemini about industry leaders, specialists, or advisors

If you don’t show up, go back and check:

- Are you posting enough?
- Is your content recent and specific?
- Have you named your city/niche/company clearly?

Action Step: GEO Content Sprint

Here’s how to start your GEO domination this week:

1. Pick **3 common questions** your clients always ask
2. Write **3 blog posts** answering those, using the tips above
3. Include your full name, company name, niche, and city
4. Link internally to your service page or booking page
5. Share it across Google Business, LinkedIn, Facebook, and your email list

Bonus move:

Turn each blog post into a **1-minute video** explaining the answer. Post to YouTube Shorts, Instagram, and embed it in your blog.

Rob & Adina's Final Word for Chapter 6:

GEO isn't some "maybe" trend.

It's already deciding **who gets clients** and who gets ignored.

The best part?

Most of your competitors have no clue.

They're still paying for SEO audits from 2017.

You?

You're building a **content engine** that AI trusts, recommends, and rewards.

So feed the machine.

Guide the conversation.

Be the answer.

Because visibility doesn't belong to the loudest anymore—it belongs to the most strategic.

CHAPTER 7:

Be Seen Everywhere (Without Losing Your Mind)

Because If You're Not Ubiquitous, You're Obsolete

Let's be blunt...

If you're only showing up **in one place**, you're not building a brand — you're **leaving money on the table**.

Your ideal client doesn't live in a vacuum.

They don't just read blogs. Or just scroll LinkedIn. Or just check their inbox once a week.

They move across platforms. They bounce between devices.

And more than ever, **they listen to AI assistants** that pull from multiple sources to answer their questions.

So your content better be everywhere.

But here's the kicker:

You don't need to burn out or hire a 5-person content team to do it.

You just need a **system** — one that combines *smart creation*, *AI-powered repurposing*, and *strategic visibility*.

Let's build it.

The Myth of “More Content”

Let’s destroy this idea first:

“You need to post 12 times a day across 8 platforms to stay relevant.”

That’s the advice burned-out gurus give when they don’t know what else to say.

The truth?

You don’t need more content.

You need **more leverage**.

Take one great idea and **repurpose the hell out of it**.

Rob-ism:

“Don’t create more. Multiply what you already have.”

**One Idea.
Ten Places.
Infinite Impact.**

Here’s a real example.

Let’s say you write a blog post called:

“The Top 5 Mistakes Small Businesses Make When Using AI”

Here’s how to repurpose it across platforms *without starting from scratch each time*:

1. **LinkedIn Post:**

Break down one mistake per post. You just got 5 posts.

2. **YouTube Video:**

Turn it into a short explainer video. Use ChatGPT to write your script.

3. **Instagram Carousel:**

Each slide = one mistake. Add a tip on the last slide and a CTA.

4. **Facebook Group Post:**

Make it a conversation starter: “What’s one mistake YOU made using AI in your business?”

5. **Podcast Episode:**

Discuss the post as an episode topic, share examples, drop a CTA.

6. **Email Newsletter:**

Tease 2 of the 5 mistakes, link to the full blog. Boom. Traffic.

7. **Google Business Profile Post:**

Yes, you can add updates here too. Repurpose intro paragraph + link.

8. **Pinterest Pin or Infographic:**

Visual thinkers will love this. Use Canva’s AI to generate it fast.

9. **TikTok/Shorts:**

Film yourself sharing the #1 mistake. Post and let the bots do their thing.

10. **AI Engines:**

Make sure this content is formatted for GEO (see Chapter 6) so it shows up in AI-generated answers.

The Repurposing Workflow (That Won't Break You)

Here's the **Anspach-Zaiontz Hybrid Method** for staying visible without losing your mind:

1. **Create one Core Content Piece per week**
 - Blog, podcast, or long-form video
2. **Feed it into your AI toolset**
 - Use Castmagic for podcasts
 - Use ChatGPT or Claude for blog breakdowns
 - Use Repurpose.io to slice video/audio
3. **Extract 5-10 micro-content assets**
 - Pull quotes, FAQs, step-by-step tips, stats, short stories
4. **Use a scheduling platform to publish across your Core Four**
 - Facebook, LinkedIn, Google Business, YouTube (or your top 4)
5. **Track which pieces perform best**
 - Then *boost* those with ads or repost again next quarter

Adina's Tip:

Your best-performing content isn't one-and-done. If it worked, repost it in 90 days. Add a new hook. Change the image. Done.

What Platforms Actually Matter?

Let's simplify.

If you're a **B2B** business:

- LinkedIn (primary)
- YouTube or your podcast (secondary)

- Email list
- Google Business Profile (for credibility)

If you're **local or B2C**:

- Facebook and Google Business Profile (primary)
- Instagram for trust-building
- Email or SMS list (nurture)

And if you're wondering whether TikTok is right for you...

Ask yourself:

“Is my audience *buying* or just *scrolling*?”

Rob-ism:

“Don't chase views from people who'll never pay you.”

Action Step:

Build Your Repurpose Engine

This week, try this:

1. Choose one blog or podcast episode
2. Use AI to break it into:
 - 3 social posts
 - 1 email
 - 1 short video script
3. Schedule it out using Buffer, Metricool, or Publer
4. Post it on Google Business Profile too
5. Check analytics in 7 days and repeat what worked

That's how you stay seen without burning out.

That's **authority at scale**.

Rob & Adina's Final Word for Chapter 7:

Showing up consistently doesn't mean **doing more**.
It means **working smarter** and showing
up *strategically* across platforms that matter.

Use AI.

Build systems.

Own the conversation.

Because people don't buy from ghosts.

They buy from the people who show up.

PART 4:
FUTURE-PROOFING WITH
LEGACY-LEVEL
STRATEGIES

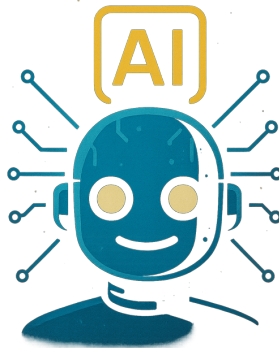
MYTH

MYTH #5: “AI Is a Trend That’ll Pass”

You mean like the internet? Or smartphones? AI is here, evolving, and changing how customers *search, choose, and buy*.

👉 Rob-ism:

“Ignore it now, and you’ll be learning from your competitors later.”



CHAPTER 8:

How Small Businesses Beat Giants

David Brought a Sling. You've Got AI.

Let's make something crystal clear:

You don't need a massive budget to win.

You don't need a Fortune 500 logo.

You don't need a viral TikTok or a Super Bowl ad.

What you need is:

- **Strategy**
- **Consistency**
- **AI-fueled visibility**
- And the guts to do what your competitors are too slow, lazy, or bloated to execute.

This chapter isn't theory.

It's proof.

Let's show you how small business owners... just like you... used the tools, mindset, and tactics we've outlined to **outrank, outsell, and outmaneuver industry giants.**

Case Study #1:

The Local Carpet Cleaner Who Buried Stanley Steemer

The Problem:

John owned a small carpet cleaning company in Ohio. His competition? A nationally franchised behemoth with a fleet of trucks and an ad budget bigger than John's annual revenue.

The Strategy:

We helped him implement hyper blogging, optimized his Google Business Profile, launched a customer review campaign, and used ChatGPT to create geo-specific landing pages.

The Result:

Within 90 days, John was showing up as the **top recommendation in ChatGPT, Perplexity, and Google** for multiple service-based searches like “best carpet cleaner in Akron.”

Rob-ism:

“He didn’t outspend ‘em. He outsmarted ‘em.”

Case Study #2:

The Niche Consultant Who Dominated LinkedIn

The Problem:

Amy was a consultant helping accounting firms go

digital. She had no following, no podcast, and wasn't sure anyone would care about what she posted.

The Strategy:

She started with one blog post per week, used AI to create 3 LinkedIn posts from each one, and built a simple lead magnet that AI helped structure.

The Result:

Within 6 months, she had 8,000 new LinkedIn followers, was invited onto 12 podcasts, and started closing **\$20K retainers** — all without running a single ad.

Adina's Insight:

“Authority is earned through presence. Amy showed up consistently and became the go-to voice for her niche.”

Case Study #3: The Coach Who Didn't Want to Dance on Reels

The Problem:

Frank was a leadership coach. He hated video, despised trends, and wasn't about to lip-sync his way to credibility.

The Strategy:

We helped Frank launch a weekly podcast. AI transcribed it, wrote blogs from it, created social posts, and even summarized episodes for his newsletter.

The Result:

Frank now has a **year's worth of content in the bank**, is

featured in AI-generated answers as a top leadership coach in his region, and books discovery calls weekly — without ever posting a single dance move.

Rob-ism:

“You don’t need to go viral. You need to go valuable.”

Why These Underdogs Win

Let’s break down what they had in common — and what you can apply starting today:

 **They didn’t try to be everywhere — just where it mattered**

They picked a lane: blogs, podcasts, or LinkedIn. Then dominated it.

 **They used AI to multiply output, not to avoid the work**

AI gave them momentum, but their voice and value did the heavy lifting.

 **They leaned into GEO strategies, not just old-school SEO**

They wrote with AI in mind. They showed up in answers, not just searches.

 **They acted before they felt “ready”**

They didn’t overthink branding or logos. They shipped content. Repeatedly.

Action Step: Start Your Own Underdog Campaign

Here's your playbook:

1. Pick ONE cornerstone content format (blog, podcast, video)
2. Commit to weekly publishing — use AI to speed the process
3. Repurpose each piece across your top platforms (see Chapter 7)
4. Build GEO into your strategy (mention your name, city, niche in every post)
5. Track where you're showing up in AI tools like ChatGPT or Perplexity
6. Adjust, improve, and keep showing up

Do this for 90 days and you'll **outpace 95% of your competition.**

Not because you're louder.

But because you're smarter, faster, and visible.

Rob & Adina's Final Word for Chapter 8:

Big businesses have money.

Small businesses have **speed**.

And AI just leveled the playing field.

This isn't about being a unicorn.

It's about being **relentless with strategy, clear on your voice, and willing to be found.**

Remember this:

If you keep showing up in the right places with the right message... the giants won't even see you until you've already taken their clients.

CHAPTER 9:

Training Your Team to Work With (Not Fear) AI

Because “We’ve Always Done It This Way” Is the Fastest Route to Irrelevance

So, you’ve bought into AI.
You’re ready to implement the strategies.
You’re even starting to see results.

But then it happens...

“Rob, do I still have a job if the bot can write?”

“Adina, is this replacing my role?”

“Wait... what’s ChatGPT again?”

Let’s face it.

Change freaks people out.

Especially when that change involves something they don’t understand, like artificial intelligence.

But here’s the truth:

AI isn’t here to replace your team. It’s here to *enhance* your team.

And if you roll it out without fear-mongering, without dumping it on their laps, and without sounding like a

Skynet salesman... you'll build a smarter, faster, more empowered workforce.

Let's show you how.

Why Your Team Resists AI (Even If They Don't Say It)

Here's what's really going on under the surface:

- **Fear of being replaced**
- **Confusion about how it works**
- **Assumption it means “do more with less” (a.k.a. layoffs)**
- **Previous experiences with tech rollouts that made things worse, not better**

Rob-ism:

“People don't hate change. They hate feeling stupid during change.”

So your job isn't to shove AI down their throats.
It's to lead them through it.

Start With the Right Mindset (for You *and* Them)

Here's what you need to communicate to your team, early and often:

- **AI is your assistant, not your replacement**
- **This tool will make your job easier, not irrelevant**

- **We’re using AI to *enhance* creativity, not eliminate it**
- **You don’t need to know everything — you just need to explore it**

Adina’s Insight:

The best teams are the ones who feel like *partners in innovation*, not casualties of disruption.

Step-by-Step: Rolling Out AI Without Chaos

Step 1: Choose the First Use Case Carefully

Start with a low-stakes, high-impact task:

- Drafting social posts
- Writing email subject lines
- Summarizing meeting notes
- Brainstorming blog ideas

These are fast wins. No one’s job is threatened. Everyone sees immediate time saved.

Step 2: Use “Side-by-Side Training”

Instead of saying “*Here’s a tool — figure it out*”, do this:

- Run the task manually
- Then run it with AI
- Compare the two
- Ask: “How can we blend this into your workflow?”

This removes fear and **shows** value, instead of preaching it.

Step 3: Create an Internal AI SOP

Make it dead simple. No jargon. No fluff.

Your AI Standard Operating Procedure should include:

- What tools you're using (and why)
- What tasks AI should assist with (and which it shouldn't)
- Prompts or workflows to copy and paste
- Who to ask for help

Bonus: Give it a fun name like *The Smart Work Shortcut System* so it doesn't feel corporate and cold.

Prompts Your Team Can Use on Day One

Here are some beginner-friendly prompts any team member can start with:

- **“Write 5 email subject lines for a campaign about [topic] in a friendly, persuasive tone.”**
- **“Summarize this transcript into a list of action steps.”**
- **“Create a draft social post using this paragraph: [paste text].”**
- **“Give me 3 headline variations for this blog post idea: [insert idea].”**
- **“Turn this list of FAQs into a chatbot script.”**

Let your team test, tweak, and experiment. Once they see results, they'll start inventing their own prompts.

Handling “But I Don’t Get It” and Other Roadblocks

Expect a few team members to resist.

Here’s how to handle it:

- Don’t force. Invite.
- Don’t overwhelm. Start small.
- Don’t judge. Encourage exploration.
- Don’t say “this will save us money.” Say “this will save you *time*.”

Rob-ism:

“If you position AI as a layoff tool, don’t be surprised when people sabotage it.”

You’re training a culture. Not just a task.

Action Step: Create Your First Team AI Workshop

Here’s how to run it:

1. Schedule a 30-minute internal Zoom or lunch-and-learn
2. Pick one task your team does weekly (writing emails, posting blogs, writing proposals)
3. Demo how AI assists with it
4. Share 3 prompts they can try immediately

5. Assign a “test drive” task to try AI that week
6. Recap wins, ask what worked, what didn’t
7. Celebrate the first person who found a new use case

Rinse and repeat every month.

Within 90 days, your team will be AI-enabled and **fearless**.

Rob & Adina’s Final Word for Chapter 9:

AI isn’t just a tool.

It’s a *team multiplier*.

But only if your team **trusts it**, understands it, and sees it as **their ally, not their enemy**.

Lead with clarity.

Start small.

Celebrate progress.

And remember this:

“The businesses that win with AI aren’t the ones with the most tools. They’re the ones with the most *buy-in*.”

CHAPTER 10:

Build an AI-Powered Authority Brand

Because Tools Change. Authority Doesn't.

Let's bring it home.

Everything we've talked about... hyper blogging, GEO, content repurposing, customer intelligence, and team enablement... has one ultimate goal:

To make your business the obvious choice.

Not just for a week.
Not just for the next trend.
But for the **long haul**.

That's what *authority* is.

Authority isn't about being the loudest.
Or the cheapest.
Or the flashiest.

**It's about being trusted. Remembered. Respected.
Recommended.**

AI makes that easier than ever... *if* you know how to use it right.

So let's talk about how to go beyond visibility and create an **AI-powered authority brand** that turns browsers into buyers... and buyers into lifelong believers.

What Is an “Authority Brand” Anyway?

Let's keep it simple:

An authority brand is one that consistently answers the right questions, earns trust at scale, and shows up before competitors even know there's a race.

It's not built overnight. But with AI, it can be built **faster and more strategically** than ever before.

Rob-ism:

“Real authority doesn't chase. It attracts. It magnetizes. It commands.”

The 5 Pillars of an AI-Powered Authority Brand

If you want to play the long game and win, your business needs to stand on five foundational pillars:

1. Content That Speaks to Humans AND AI

You're not just writing for your audience... you're writing for **their AI assistant** too.

- ✅ Weekly content that answers real questions
- ✅ Structured to feed both readers and generative engines
- ✅ Repurposed for reach, without losing authenticity

Adina's Note:

Every blog, podcast, post, or video you create is another *beacon* signaling to AI and your audience:

“I know what I’m talking about. You can trust me.”

2. Visibility Across Platforms (GEO-Enhanced)

Your ideal client might find you:

- In a blog
- In an AI-generated answer
- On LinkedIn
- In a podcast
- On Google Business

Be **everywhere that matters**, even if you start with just two or three.

Pro tip: Always tie visibility back to your main website or call to action. AI notices those loops.

3. Clear Story + Consistent Message

If your messaging shifts weekly, AI doesn’t know what to trust... and neither do your leads.

Your story, tone, positioning, and voice should be recognizable whether someone finds you via Google, Gemini, or your homepage.

Rob-ism:

“Branding is just storytelling on repeat, with receipts.”

4. Trust Signals Embedded Everywhere

You want to be the “yes” in a world of “maybe.”

- ✓ Client reviews
- ✓ Case studies
- ✓ Social proof
- ✓ Featured logos
- ✓ Podcasts and interviews
- ✓ Mentioned by name in AI tools

If you’re not building trust on-page and off-page, AI won’t elevate you — and neither will your prospects.

5. Systems That Scale Without You

This is where AI becomes your legacy tool.

Build automations.

Set up workflows.

Create an evergreen content library.

Let AI handle:

- Repurposing
- Response prompts
- Onboarding sequences
- Weekly newsletters
- Client FAQs

Free your time to lead, innovate, and grow.

Adina-ism:

“If you’re doing manually what AI can do consistently... you’re bottlenecking your brand.”

Your Next 90 Days: Legacy in Action

Here's your *Authority Brand Blueprint*:

1. **Publish one cornerstone content piece per week** (blog, video, podcast)
2. **Repurpose it into at least 5 content pieces** using AI
3. **Update your online bios + brand voice across all platforms**
4. **Ask ChatGPT/Perplexity if it recognizes you in your niche**
5. **Build one lead-generating funnel with AI-enhanced messaging**
6. **Automate one business process** (onboarding, email nurture, or content scheduling)
7. **Launch one credibility play** (podcast guest spot, case study, review campaign)

That's how you build a business people trust.

That's how you **own your lane**.

Rob & Adina's Final Word: Legacy Over Likes

AI is not a fad.

It's not the enemy.

And it's not some secret weapon only for tech bros and coders.

It's a tool.

And like any great tool, it works best in the hands of a focused, driven entrepreneur who knows what the hell they're building.

If you're reading this book, that's you.

So remember:

Visibility is the short game.

Authority is the long game.

Legacy is the real win.

Use AI to show up.

Use it to serve.

Use it to amplify what makes *you* different.

Because tools will change. Trends will shift.

But authority? That lasts.

Thank you for reading.

Now go build something worth being found for.

— Rob Anspach & Adina Zaiontz

Anspach Media + Napkin Marketing

Helping small businesses outrank, outsell & outlast

BONUS:

The Anspach-Zaiontz AI Toolkit

*Prompts, Tools, and Templates to Help You Outrank,
Outsell & Outlast*

Congrats — you made it through all 10 chapters.
You've got the mindset, the playbook, and the strategy.

Now here's the **unfair advantage**:

The actual tools, templates, and prompts we use — and
that our clients use — to dominate.

This section exists for one reason:
Execution.

Because *reading* a book doesn't change your business.
Implementing what's inside it does.

So take these. Use them.
Tweak them. Own them.
And let AI go to work *for* you.

SECTION 1:

PROMPT LIBRARY

These copy-and-paste prompts are designed to give you
structure, speed, and clarity — whether you're creating
content, handling clients, or optimizing your site.

◆ **Blog Writing Prompt**

“Write a blog post for a [type of business] answering the question: ‘[insert real client question]’. Use a conversational tone, include 3-5 key points, and close with a CTA.”

◆ **LinkedIn Authority Post**

“Create a 3-paragraph LinkedIn post for a [niche] professional. Topic: [insert]. Tone: confident, direct, slightly sarcastic. Include a lesson and a soft CTA.”

◆ **Podcast Episode Summary**

“Summarize this podcast transcript into a blog post and 3 social posts. Tone: smart and actionable. Use quotes from the speaker.”

◆ **Email Subject Line Generator**

“Write 10 subject lines for a small business email campaign promoting [offer/product/service]. Make them curiosity-driven, short, and non-spammy.”

◆ **GEO Boosting Prompt**

“Rewrite this paragraph to include the name of the business, owner, service niche, and city in a natural way to improve visibility in AI search results.”



SECTION 2: TOOL STACK RECOMMENDATIONS

Here's what we (and our smartest clients) actually use to build authority and automation with AI:



Content Creation

- **ChatGPT** – Writing, summarizing, repurposing
- **Claude** – Long-form content summarization + ideation
- **Castmagic** – Turn podcast episodes into content
- **Canva AI** – Smart visual content, quote cards, infographics



AI + GEO Optimization

- **Perplexity.ai** – Research, AI search monitoring
- **RankMath or Yoast** – SEO/GEO schema structure (WordPress)
- **SurferSEO** – AI-informed on-page optimization



Social Scheduling + Repurposing

- **Repurpose.io** – Automate video/audio slicing
- **Publer, Metricool, or Buffer** – Smart scheduling across platforms
- **Zapier** – Automate distribution across tools



Client & Team Operations

- **Otter.ai or Fathom** – Meeting transcription + summarization

- **Typeform + ChatGPT** – Surveys + persona generation
- **Trello or Notion + AI** – Project management with embedded content assistance



SECTION 3: TEMPLATES THAT GET RESULTS

You asked for it... here are the done-for-you structures you can customize and use today.



Weekly Blog Template (GEO Optimized)

Title: [Question your customers ask]

Intro: Why this matters

Main Points (3–5): List + explain

Authority Anchors: Mention business name, niche, city, etc.

CTA: What to do next (book call, download guide, etc.)



Email Nurture Sequence (3-Part)

Email 1 – Intro/Problem:

Subject: “Why most [niche] businesses get this wrong...”

Body: Story + common mistake + tease solution

CTA: Click to read blog/listen to episode

Email 2 – Value/Proof:

Subject: “How we helped a [type of client] boost results with AI”

Body: Case study + lesson

CTA: Book a free call / download guide

Email 3 – Action/Offer:

Subject: “Are you ready to [desired result] faster?”

Body: Recap value + remove objections

CTA: Direct offer + urgency

Customer Persona Builder Prompt

“Based on the following customer data, create 3 unique buyer personas with name, role, pain points, objections, preferred content type, and decision triggers.”

Paste in actual email replies, chatbot messages, or survey responses.

Podcast Guest Intro Script

“Welcome to [Podcast Name], where we explore [niche/industry topic]. Today I’m joined by [Guest Name], an expert in [industry] who’s been [quick credibility line]. We’re diving into [topic] and showing you how to [outcome your audience wants].”

Use it. Riff it. Make it your own.

Amplify AI

The tools in this section?

They don’t replace your expertise.

They amplify it.

So stop overthinking. Start implementing.

Because when you show up consistently, strategically, and confidently — with AI working behind the scenes — you're no longer playing catch-up.

You're building an unstoppable authority brand.

Let others play small.

You're here to outrank, outsell, and outlast.

Let's go.

FINAL THOUGHTS: AI Is Just the Beginning

But What You Build With It... That's the Legacy.

If you made it this far, let us say this plainly:
You're not average.

The average business owner doesn't read books like this.
They skim headlines. They chase hacks. They wait until
"everyone's doing it."
By then, the real opportunity is gone.

But you? You took the time to learn, understand, and
prepare for what's next.

Here's the truth:

**AI isn't replacing people. It's replacing people who
don't know how to adapt.**

It's replacing bad habits.
It's replacing lazy content.
It's replacing guesswork and generic marketing
strategies.

And in its place, it's creating an opportunity for
businesses like yours... the ones who are agile, driven,
and unafraid to show up with real value... to lead the
conversation.

Don't Just Use AI Leverage It

AI can give you speed, scale, and clarity.

But it still needs **your voice**.

Your story.

Your strategy.

This book wasn't about becoming a robot.

It was about becoming the business your competitors **can't ignore**, your audience **can't stop talking about**, and your legacy **can be built on**.

Rob-ism:

"Generic help gets generic results. Customized help builds empires."

Adina's Parting Advice

Build authority, not noise.

Build systems, not chaos.

And above all — build trust.

Because the businesses that win with AI won't just be the loudest.

They'll be the ones that show up **consistently**,
strategically,
and **authentically**.

If you remember nothing else from this book, remember this:

AI is the vehicle.

YOU are the driver.

Where you go from here?
That's entirely up to you.

Now go dominate your niche.

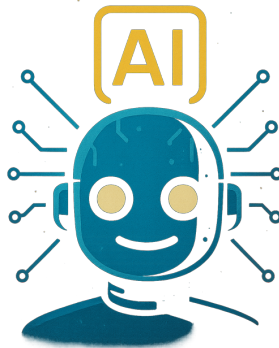
MYTH

MYTH #6: “I Can’t Compete With Big Brands”

That’s fear talking. AI gives you the same creative horsepower without the red tape. Speed, voice, and visibility are your edge.

👉 Truth:

Agility beats size. Always has. AI just levels the field faster.



APPENDIX A:

AI TOOL

COMPARISON MATRIX

Tool Name	Best Use Case	Pricing	Great For	Rob & Adina's Take
ChatGPT (Plus)	Blog writing, email drafts, ideas	\$20/month (GPT-4)	Most small businesses	"Your digital sidekick. If you only pick one, start here."
Perplexity.ai	Research, citation-backed answers	Free / Pro \$20/month	SEO, content planning	"Google's smarter cousin. Great for topic mining."
Claude	Long content, summaries, docs	Free / Pro \$20/month	Proposals, long content	"The quiet genius. Handles long stuff beautifully."
Castmagic	Podcast to blog/social/email	~\$39/month+	Podcasters, repurposing	"Turn one episode into a month of content. Magic indeed."
Jasper AI	Templates & workflows	\$39-\$99/month	Agencies, content teams	"Polished, scalable, but pricey. Not for AI newbies."
SurferSEO	SEO optimization	\$59+/month	Writers, SEO pros	"If ranking matters, this is your on-page secret weapon."
GrammarlyGO	Grammar + tone suggestions	Free / Pro \$12/month	Clear, clean writing	"Great for cleanup. Not your strategist, but helpful."

APPENDIX B: AI MYTHS & MISTAKES

Top 5 AI Myths That Hurt Small Businesses

1. **"AI can run my business for me."**
Wrong. It can support, not replace you.
2. **"I can use it as-is and hit publish."**
Nope. Edit. Always. AI is a co-pilot, not a closer.
3. **"It'll replace my team."**
Actually, it will free them to do higher-level work.
4. **"I only need SEO or only need AI."**
False. You need both working together in harmony.
5. **"It's only for tech companies."**
Tell that to the chiropractor ranking #1 in Perplexity.

Rob & Adina's AI Mistake Hall of Fame

- **Rob:** "Forgot to tell ChatGPT to write a post in my voice... it sounded like a motivational fortune cookie."
- **Adina:** "Told AI to write a 1,200-word blog. Based on client notes, without edits. The client hated it. We rewrote the whole thing."

Moral of the Story: Prompt smart. Edit smarter. Use your voice. Own the results.

APPENDIX C: AI IMPLEMENTATION ROADMAP (90 DAYS)

Weeks 1–4: Test & Tune

- Try 3 blog prompts.
- Summarize a meeting transcript with AI.
- Ask ChatGPT to repurpose content into 5 formats.
- Use Perplexity for niche research.
- Build a prompt swipe file.

Tool Focus: ChatGPT, Perplexity

Goal: Build confidence and start integrating.

Weeks 5–8: Create & Optimize

- Publish 1 blog and repurpose into video, email, LinkedIn, Instagram, and a Reel.
- Add GEO-enhanced content to your website.
- Use AI to automate 1 email or onboarding sequence.
- Draft a downloadable guide using AI + editing.

Tool Focus: SurferSEO, Castmagic

Goal: Publish with purpose and optimize reach.

Weeks 9–12: Scale & Automate

- Run a 30-minute AI training for your team.

- Build one Zapier automation for internal workflows.
- Use Repurpose.io to scale podcast or video content.
- Schedule social and email for 30+ days using AI.

Tool Focus: Otter.ai, Repurpose.io, Zapier

Goal: Reduce friction, increase visibility, scale output.

REMEMBER: Tools will evolve. Authority lasts. Use AI to amplify your expertise, not replace it.

APPENDIX D:

AI-POWERED MARKETING PROMPTS:

A Tactical Swipe File for Smart Marketers

This collection of prompts has been compiled and refined based on real marketing project use across campaigns, content development, and branding initiatives.

Each prompt includes a label, explanation, and anonymized example with fictitious business names inspired by actual use cases.

These are proven, versatile tools any marketer can plug into their workflow.

Content Strategy Prompt

Purpose: Plan high-impact content tailored to target audience pain points.

Prompt: Create a 6-month content strategy for a [type of business] targeting [audience], focused on solving [specific problem]. Include blog post titles, social media themes, and lead magnet ideas.

Example: Create a 6-month content strategy for a wellness coach targeting corporate professionals

experiencing burnout, focused on solving stress and work-life imbalance.

Fictional Business Example:

Develop a content plan for Elevate MindBody, a corporate wellness coach helping tech employees manage stress and improve focus.

Blog Draft Generator

Purpose: Kickstart first drafts that can be customized with your brand voice.

Prompt: Write a blog post for a [type of business] answering the question: '[customer question]'. Use a conversational, expert tone with 3-5 key points and a CTA.

Example: Write a blog post for a digital marketing agency answering the question: 'How do I get more leads without spending more on ads?'

Fictional Business Example:

Write a blog post for BrightLead Media answering: 'What are low-cost ways to grow my service-based business online?'

About Adina Zaiontz

Adina Zaiontz is the founder and creative force behind **Napkin Marketing**, a boutique digital agency based in Toronto known for turning sketch-on-a-napkin ideas into polished, high-performing marketing campaigns.

With a background in corporate communications and over two decades of experience in marketing, branding, and digital strategy, Adina has worked with organizations of all sizes—from bootstrapped startups and non-profits to Fortune 500 giants and government agencies.

What sets Adina apart is her ability to blend strategy with execution. She doesn't just brainstorm ideas—she builds them. Whether it's designing a brand from scratch, crafting an SEO-optimized content funnel, or developing an AI-enhanced marketing workflow, Adina delivers results without the fluff.

Her clients know her as the marketer who “just gets it”—someone who can cut through the noise, ask the right questions, and bring order to the chaos that overwhelms so many business owners.

Through Napkin Marketing, Adina has helped hundreds of small business owners grow their visibility, leads, and impact. As a speaker and trainer, she's taught countless entrepreneurs how to build sustainable authority using smart tools like ChatGPT, Jasper, Perplexity.ai, and SurferSEO—tools she doesn't just recommend, but personally uses daily.

She's led AI-for-marketing bootcamps, trained in-house teams on content repurposing, and created full-service funnels that run on strategy and automation.

In addition to her hands-on work, Adina is a trusted advisor and mentor to other women in business, particularly those navigating the challenges of solopreneurship, consulting, and scaling without burnout.

Her sharp instincts, creative thinking, and calm confidence have earned her a reputation as a go-to expert in an increasingly complex digital landscape.

When she's not writing high-converting copy or decoding the latest marketing algorithm update, you'll probably find her leading a workshop, sipping a strong espresso, or guiding a new entrepreneur through their next big pivot.



About Rob Anspach

Rob Anspach is a dynamic entrepreneur, marketing consultant, author, and podcast host who has dedicated over three decades to helping businesses build authority, craft legacies, and achieve long-term success.



Rob is known for his no-nonsense, direct approach to marketing, often sharing his philosophies through what he calls "Rob-isms"—succinct, memorable principles that guide his clients in attracting high-value customers while avoiding low-hanging, problem-prone clients. His principles, like “The cheaper the client, the more hassles involved,” have become well-known in entrepreneurial circles. Rob is particularly passionate about helping entrepreneurs realize their worth, encouraging them to charge what they’re truly worth and create businesses that can stand the test of time.

In addition to his work with **Anspach Media**, Rob is the host of E-Heroes Podcast, where he interviews successful entrepreneurs and delves into topics like legacy, storytelling, and business authority. He is also the author of dozens of books, including the Rob Versus series, with the most popular title being *Rob Versus The Scammers*, where he humorously chronicles his efforts to waste the time of phone scammers. The series reflects Rob's sharp wit and penchant for storytelling, which he uses to connect with audiences both in writing and in person.

A key theme in Rob’s work is legacy. He believes that most entrepreneurs fail to plan for the future, and his mission is to help businesses create lasting impacts that go beyond mere financial success. He frequently writes and speaks about the importance of legacy, noting that his own success stems from constantly thinking about how to ensure long-term value for his clients.

Rob’s approach is rooted in relationship-building, as evidenced by his “friends first, client second” policy. This unique philosophy drives him to maintain strong connections with his clients even during difficult times, a value he feels is often lost in the competitive business world. Through Anspach Media, Rob has helped countless businesses refine their messaging, establish authority, and leave a lasting mark on their industries.

His dedication to both his craft and his clients has made him a sought-after consultant and trusted advisor for high-level businesses looking to scale while maintaining authenticity and a focus on legacy.



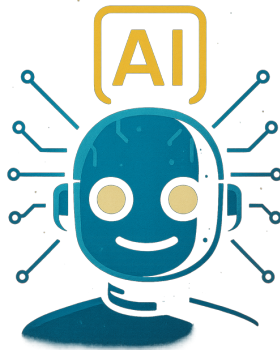
MYTH

MYTH #7: “AI Makes Everything Easier”

Easier? Sometimes. Better? Only when used correctly. AI can speed up the wrong process just as fast as the right one.

👉 Rob-ism:

“Efficiency without strategy is just faster failure.”



WORK WITH ROB & ADINA

So you've read the book, taken notes, and started exploring the power of AI for your small business. But maybe you're thinking: *"This is great, but I'd rather just hire the people who wrote the book to help me do it right."*

We thought you might.

Whether you want hands-on help building your AI-powered marketing engine, a custom workshop for your team, or a full-blown done-for-you implementation strategy...we've got you covered.

Here's how we can help:

1. Private Workshops (Virtual or In-Person):

Bring Rob or Adina in to train your team. We tailor each session to your industry, your goals, and your existing tech stack. You'll walk away with real prompts, real workflows, and a roadmap your team can actually use.

2. Strategic Consulting:

Let's map out your entire authority-building system with AI, GEO, and automation baked in. From content strategy to podcast leverage to search dominance, we help you create systems that scale.

3. Done-For-You Implementation:

Want everything built for you? Rob's team at Anspach Media and Adina's at Napkin Marketing can handle it.

From blog publishing and podcast repurposing to GEO optimization and AI automation, we do the heavy lifting while you get the spotlight.

Reach out:

- **Rob Anspach:** www.AnspachMedia.com
- **Adina Zaiontz:** www.NapkinMarketing.com

Let's build something bigger than just content. Let's build your legacy.

AI is the tool.

You are the brand.

We're here to help you scale it.

-- Rob & Adina

