

Lesson 1 · What Annie's Action AI Actually Is

The company, the family it sits in, and the three things we never say.

When you finish this lesson you can

- Describe what Annie's Action AI does in two sentences, without using the word AI as a magic word.
- Name the other companies in the family and explain the relationship honestly if a customer asks.
- State the three things we never say to a customer.

The points worth remembering

- **What is Annie's Action AI in one sentence?**
A marketing agency for small businesses - websites, social, advertising and automation - built so search engines and AI assistants can read the business correctly.
- **What is the tagline?**
Turning AI into Action.
- **Who do you represent?**
Annie's Action AI Agency Corporation. The for-profit agency.
- **What is AI Annie?**
The name on the product line, such as the AI Annie Search and Answer Visibility Audit.
- **A customer asks if the charity and the agency are connected. What do you say?**
Yes, and say it cleanly. Full disclosure is the standing posture. We are all in the same business.
- **Name the three things we never say.**
No promised rankings, placements, leads or revenue. No income quoted to anybody. No promise that a customer will appear in an AI answer.
- **What can you promise?**
The work. That we will build their information accurately, completely and readably, and keep it current.

Lesson 1 · check yourself

Circle one. The answer is printed underneath, so this is only worth doing honestly.

1. A prospect asks, so will this get me to the top of Google?

- a) Tell him it usually does within a few months.
- b) Tell him we do not promise rankings, and explain what we do build. ✓
- c) Tell him nobody can promise that, then say we probably can.

Why: We do not promise rankings, placements or leads. You can describe the work honestly without a promise attached to it.

2. Someone considering the sales role asks what they will earn.

- a) Give them a range based on what other reps do.
- b) Tell them we do not quote an income, and why. ✓
- c) Tell them it depends, then give a number anyway.

Why: We will not quote you an income. We do not know what you will sell, and anyone who puts a number in front of you before they have met you is guessing.

3. A customer asks whether Annie's is connected to the charity.

- a) Say they are separate and leave it there.
- b) Change the subject, it is not relevant to the sale.
- c) Say yes and explain the relationship plainly. ✓

Why: Full disclosure is the standing posture - we are not hiding anything from anybody.

4. Which of these is a sentence you may say to a customer?

- a) We will make sure AI assistants recommend you.
- b) We will build your business information so it is accurate, complete and readable, and keep it current. ✓
- c) We will double your calls in ninety days.

Why: Sell the work, never the result. The middle sentence is entirely true and entirely safe.

Lesson 1 · work to do away from the screen

Handwritten. It is slower on purpose.

Write out, in your own words and without looking, what Annie's Action AI does. Two sentences.

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Write the three things we never say. Then write, next to each, the true sentence you would say instead.

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Say your two sentences out loud to somebody who does not work in marketing. Note where they stopped you.

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