

Lesson 2 · Why This Sells Now

People ask now, they do not search. What that changed, and why almost nobody is selling it.

When you finish this lesson you can

- Explain the shift from searching to asking to someone who has never thought about it.
- Explain what makes a business readable to an assistant, without jargon.
- Say why the timing is unusual, and mean it.

The points worth remembering

- **What is the shift in one line?**
People ask now, they do not search. Search is not the only front door anymore.
- **Why is one answer different from ten links?**
With ten links, sixth place still got business. With one answer, being described wrongly is the same as not existing.
- **What are we actually selling?**
Accuracy, completeness, structure and currency of a business's information.
- **How does an assistant decide what to say about a business?**
It assembles an answer from whatever information it can find and trust - it is not reading a ranking.
- **Why is almost nobody selling this?**
Most agencies are still selling the website-and-SEO package from five years ago because it still sells.
- **What is the opening question?**
Have you ever asked one of those chat assistants about your own business?
- **What do you never say about assistants?**
That the customer will appear in an answer, or be recommended. We build the information; we do not promise the output.

Lesson 2 · check yourself

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

1. Why does inconsistent business information hurt more now than it used to?

- a) Search engines penalise it more heavily than before.
- b) An assistant giving one answer will either get it wrong or skip a business it cannot read confidently. ✓
- c) Customers check three sources before calling.

Why: The mechanism is assembly, not ranking. Hard to read means wrong or left out.

2. What is the best way to open with an owner?

- a) Explain answer engine optimisation and how it differs from SEO.
- b) Ask whether he has ever asked a chat assistant about his own business. ✓
- c) Show him a competitor outranking him.

Why: Lead with a question he can answer. The technology explanation lands better after he is curious, and often is not needed at all.

3. An owner says his nephew already does his SEO.

- a) Explain that SEO is dead.
- b) Agree that is fine, and ask what the nephew has done about how assistants describe the business. ✓
- c) Offer to beat the nephew's price.

Why: Do not attack the incumbent, and do not declare SEO dead - it is not. Open the gap that is genuinely not being covered.

4. Which is a safe, true thing to tell a prospect?

- a) If your information is clean, assistants will recommend you.
- b) If your information is wrong or missing, an assistant has nothing accurate to work with. ✓
- c) We can get you into ChatGPT's answers.

Why: State the problem truthfully. The moment you describe the output as something we control, you have made a promise you cannot keep.

Lesson 2 · work to do away from the screen

Handwritten. It is slower on purpose.

Ask an assistant about a business you know well. Write down what it got wrong.

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Write your opening question and the two follow-ups you would use after a yes and after a no.

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Explain the shift to somebody in under sixty seconds without using the words optimisation, algorithm or platform.

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