

Lesson 5 · The Products - The Specialist Work

AI Visibility, Annie's Analytics and the Property Management Assistant. Higher-value work for businesses that already have something to protect.

When you finish this lesson you can

- Explain what a visibility audit measures and what it deliberately does not promise.
- Explain the difference between visibility and analytics in one line.
- Identify the businesses these are actually for.

The points worth remembering

- **Audit prices?**
\$750 one time for one location, thirty prompts, three engines. \$1,500 competitive, up to three locations, sixty prompts, eight competitors.
- **Monitoring tiers?**
\$250 a month for thirty prompts; \$450 for sixty plus competitor tracking and a quarterly call; \$850 for a hundred prompts, multi-location, work included.
- **What do you never promise on visibility?**
A permanent standing or ranking in any assistant's answers. We report repeated observations, trends and share of voice.
- **What is in the audit deliverable?**
A scorecard with four subscores, the real prompts and answers with dates, competitor comparison, factual errors, priority fixes and a ninety-day plan.
- **Annie's Analytics pricing?**
\$350 setup, waived if we built the site. \$150 one site, \$350 up to three, \$650 multi-site and multi-location.
- **The bundle?**
Visibility monitoring and Annie's Analytics bought together - the combined monthly price drops by \$100.
- **Visibility versus analytics in one line?**
Visibility is are they finding you. Analytics is what happened after the click.
- **Who is the Property Management Assistant for?**
Property managers and owners of income-producing rentals. One-time setup plus a monthly retainer, quoted to scope.
- **Who are the specialist products for?**
A business with something to protect - customers, a site, and somebody who already looks at numbers.

Lesson 5 · check yourself

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

1. A prospect asks you to guarantee he will be recommended by ChatGPT in six months.

- a) Agree, with the monitoring tier that includes the work.
- b) Explain that no such guarantee exists, and describe what we do report. ✓
- c) Say it is likely but not guaranteed.

Why: Never promise a permanent standing. Report repeated observations, trends, mentions and share of voice. Likely is a promise wearing a hat.

2. How do you explain visibility versus analytics?

- a) One is for AI, the other is for Google.
- b) Visibility is are they finding you; analytics is what happened after the click. ✓
- c) They are the same data presented differently.

Why: They answer different questions, which is why they are sold side by side.

3. A one-man landscaping business with no website asks about the \$750 audit.

- a) Sell it - he asked for it.
- b) Tell him to build something worth measuring first, and sell him that. ✓
- c) Sell the \$1,500 competitive audit since he is interested.

Why: The specialist products are for a business with something to protect. Selling an audit to a business with nothing to audit is a refund waiting to happen.

4. What should you say early about audit pricing?

- a) That the price is fixed regardless of scope.
- b) That these are starting prices and he gets a written quote before anything is billed. ✓
- c) Nothing until he asks.

Why: It is on the page, it is true, and saying it unprompted builds trust at no cost.

Lesson 5 · work to do away from the screen

Handwritten. It is slower on purpose.

Write the visibility-versus-analytics line in your own words and say it until it is natural.

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Write how you would answer a guarantee request, word for word.

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Name two businesses in your area that already have something worth protecting.

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