EVERYONE IN MARKETING RIGHT NOW IS ASKING THE SAME QUESTION:

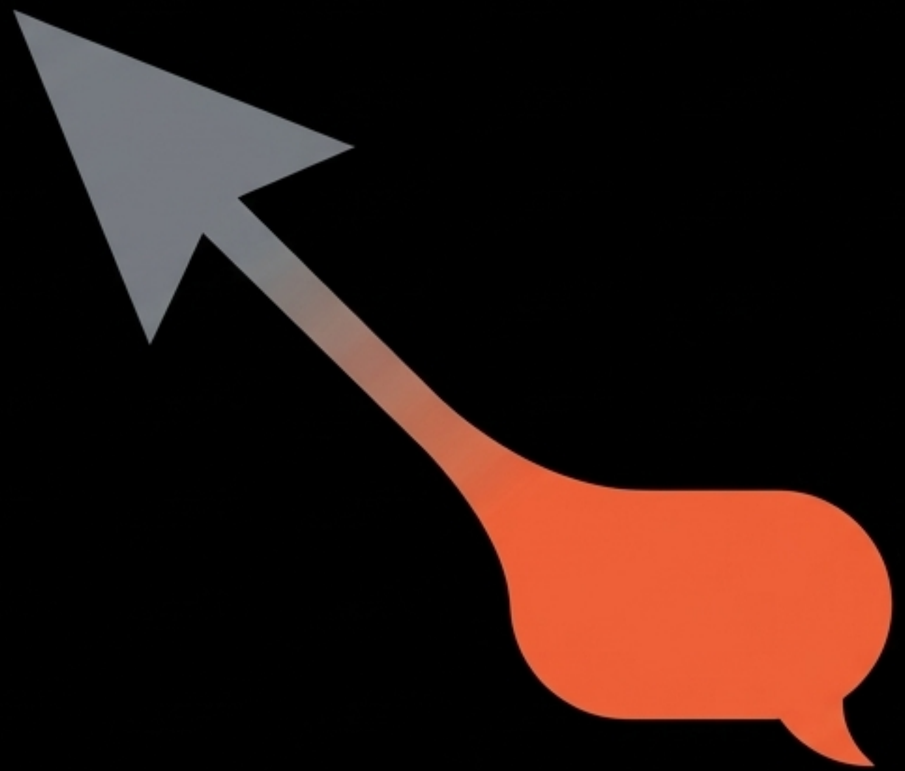
HOW DO WE RANK IN AI?

NotebookLM

That’s the wrong question.

NotebookLM

AI doesn't buy.



People do.

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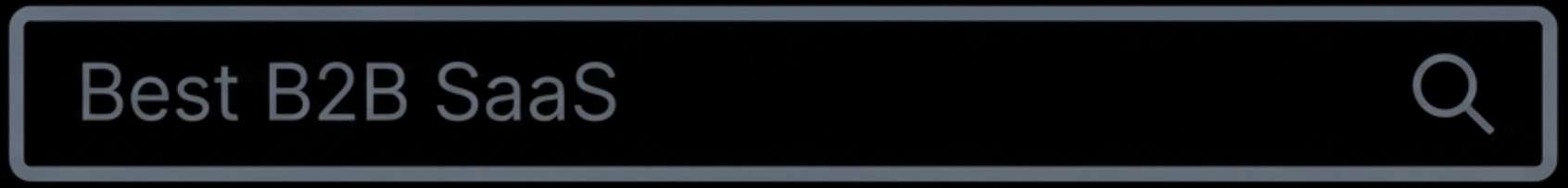
You’re optimizing for the wrong moment.

COLD DISCOVERY



HUMAN VALIDATION

Purchases aren’t decided during discovery. They are decided during validation.

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77%

...of B2B purchases start with a network recommendation.

Source: Gartner B2B Buying Research

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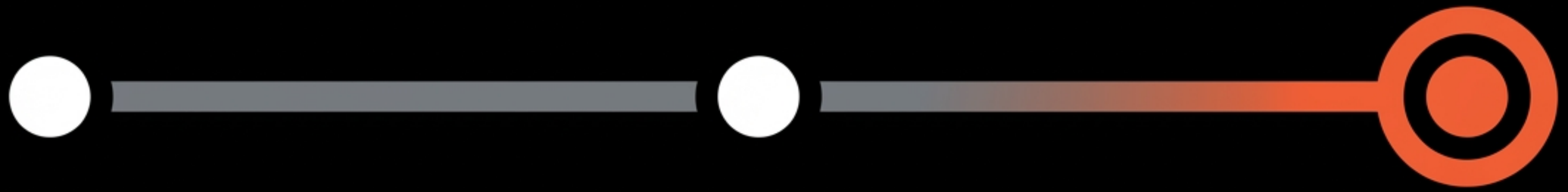
The decision happens during the verification moment.



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My colleague recommended [Brand]. We’re a mid-size SaaS company looking to expand into enterprise. Is this the right fit for us?

The prompt that actually converts.

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When they type that prompt, AI does one of two things:

The AI Answer

CONFIRMATION

- Mirrors colleague’s positioning.
- Matches use cases.
- Builds trust.

FRICTION

- Surfaces generic category fluff.
- Contradicts narrative.
- Creates doubt.

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Stop optimizing for ~~discovery.~~

Start optimizing for the verification moment.

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SPECIFIC > FREQUENT

Generic volume gives AI more material to construct a generic description.

INSTEAD OF:

- Chasing viral hooks
- Trend surfing
- Generic industry topics

CREATE:

- Honest capability comparisons
- Process & methodology docs
- Exact, named use-cases

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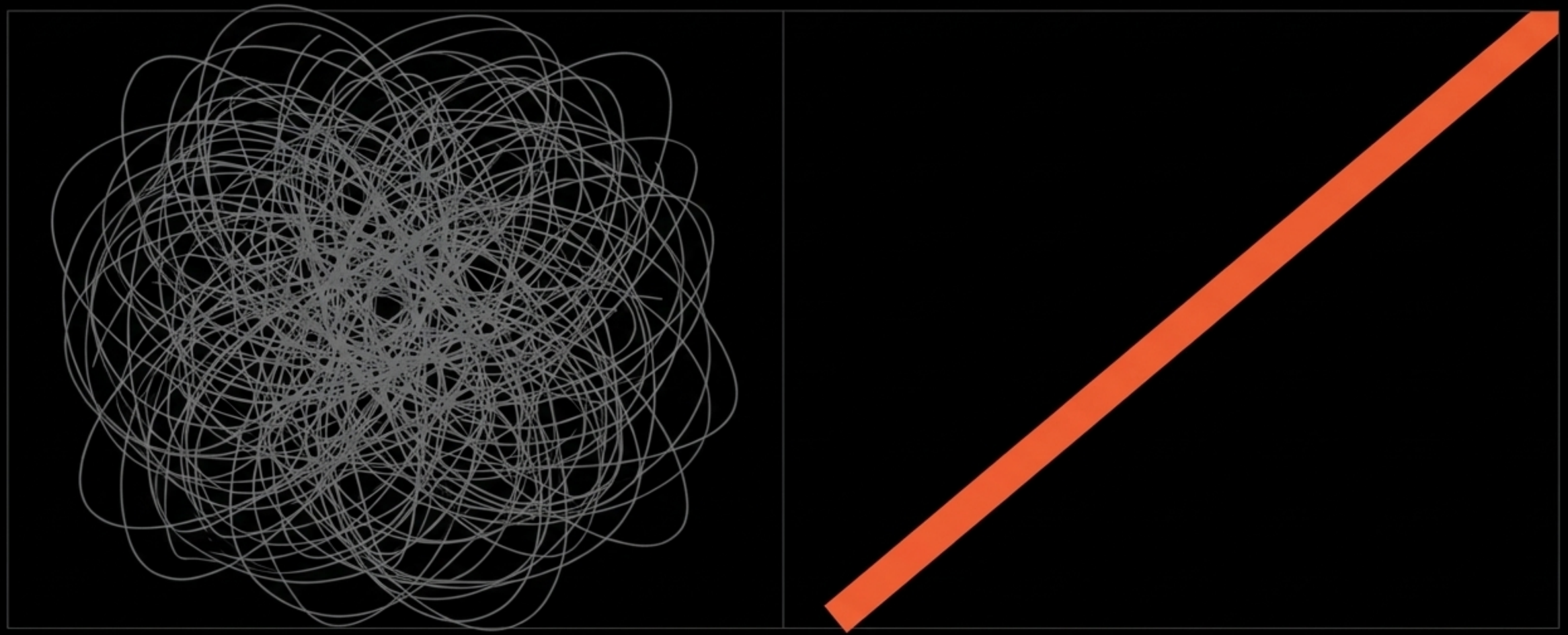
Clarity compounds. Volume confuses.



AI mirrors your LinkedIn content with 0.60 semantic similarity.
Your framing becomes its framing. Ambiguity creates friction.

Source: Semrush AI Visibility Study

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Build a brand AI can explain.

Read the full playbook:

→ thinkdmg.com

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