

What does AI say about your business?

The 12 questions your customers are asking AI assistants, and how to measure the answers.

1 · Fill in your brackets

My trade: _____

My town: _____

My main service: _____

My business name: _____

2 · Run the protocol

1. Pick one assistant (ChatGPT, Google, Claude) and start a fresh chat for every run, so your history does not tilt the answers.
2. Run all 12 questions once a day, three days in a row. About 15 minutes a day.
3. Tally after every run on page 2: named, recommended, and who was recommended instead.

Example: Mike's Plumbing, Boise

Main service: water heater installation.

Q2: "I need a plumber in Boise. Who do you recommend?"

Q5: "How much does water heater installation cost in Boise?"

Q11: "What do you know about Mike's Plumbing in Boise?"

The 12 questions

1. **RECOMMENDATION**
Who is the best [your trade] in [your town]?
2. **RECOMMENDATION**
I need a [your trade] in [your town]. Who do you recommend?
3. **RECOMMENDATION**
What are the top-rated [your trade] companies in [your town]?
4. **FINDING A PROVIDER**
Who offers [your main service] in [your town]?
5. **COST**
How much does [your main service] cost in [your town]?
6. **FINDING A PROVIDER**
Which [your trade] in [your town] is best for [a common job in your trade]?
7. **TRUST**
Who is the most trusted [your trade] in [your town]?
8. **TRUST**
Which [your trade] in [your town] has the best reviews?
9. **COMPARING OPTIONS**
I'm comparing [your trade] options in [your town]. Who should I avoid, and who stands out?
10. **FINDING A PROVIDER**
Is there a [your trade] in [your town] that specializes in [your specialty]?
11. **ABOUT YOUR BUSINESS**
What do you know about [your business name] in [your town]?
12. **ABOUT YOUR BUSINESS**
Is [your business name] a good choice for [your main service] in [your town]?

One sheet per assistant. Three days, same questions.

Named: you appear anywhere in the answer. Recommended: the assistant puts you forward as a choice.

Instead: write who got the recommendation when it was not you.

Assistant used: _____ Business: _____

Day 1				Day 2				Day 3			
Question	Named Rec.		Recommended instead	Question	Named Rec.		Recommended instead	Question	Named Rec.		Recommended instead
1. Best in town				1. Best in town				1. Best in town			
2. Who do you recommend				2. Who do you recommend				2. Who do you recommend			
3. Top-rated companies				3. Top-rated companies				3. Top-rated companies			
4. Who offers your service				4. Who offers your service				4. Who offers your service			
5. What your service costs				5. What your service costs				5. What your service costs			
6. Best for a common job				6. Best for a common job				6. Best for a common job			
7. Most trusted				7. Most trusted				7. Most trusted			
8. Best reviews				8. Best reviews				8. Best reviews			
9. Avoid / stands out				9. Avoid / stands out				9. Avoid / stands out			
10. A specialist like you				10. A specialist like you				10. A specialist like you			
11. What AI knows about you				11. What AI knows about you				11. What AI knows about you			
12. Are you a good choice				12. Are you a good choice				12. Are you a good choice			

Your recommendation rate

Count every Rec. mark across all three days. Divide by 36 (12 questions, 3 days). Multiply by 100. That percentage is your recommendation rate.

0%

AI does not know you exist for these questions.

Up to 25%

You surface occasionally, when a source that knows you gets used.

25 to 60%

You are in the mix, but someone else is the safer answer more often.

60% +

You are close to the default answer in your market.