

Sales & Marketing Co-Lab Workbook

 **SIMPATICO.COM**

AI Search Content Strategy Workshop



Date:

Time:

What You Need:

- Active ChatGPT Plus subscription (recommended)
- AI Search Content Creator:
<https://chatgpt.com/g/g-69836255c64881919a0b74e6ab400bc7-simpatico-ai-search-content-strategy-coach>
- Your website URL (ex. <https://www.simpatico.com>)
- Your website's Sitemap (ex. <https://www.simpatico.com/sitemap.xml>)
Need help finding your sitemap?
We're here to help, reach out and ask support@simpatico.com
- Document for note-taking

My Business Profile:

Name:

Website URL:

Target Industries:

Client Size:

Location:

My Differentiators:

Pricing Range: \$ to & per month/project/engagement



Lab Session 1: Find Your Content Gaps

Duration: 20 mins

Copy this prompt into AI Marketing Coach (use 3 times):

"Analyze content gaps for **[my website URL]**. Use the sitemap at **[Sitemap URL]** to scan all the pages of my site. I serve **[target market]**. Give me top 10 questions my prospects might ask AI that I'm NOT answering. Rate by buying intent (H/M/L)."

My Top 10 Content Gaps:

- | | | | |
|----------|--|-----------|--|
| 1. _____ | <input type="checkbox"/> H <input type="checkbox"/> M <input type="checkbox"/> L | 6. _____ | <input type="checkbox"/> H <input type="checkbox"/> M <input type="checkbox"/> L |
| 2. _____ | <input type="checkbox"/> H <input type="checkbox"/> M <input type="checkbox"/> L | 7. _____ | <input type="checkbox"/> H <input type="checkbox"/> M <input type="checkbox"/> L |
| 3. _____ | <input type="checkbox"/> H <input type="checkbox"/> M <input type="checkbox"/> L | 8. _____ | <input type="checkbox"/> H <input type="checkbox"/> M <input type="checkbox"/> L |
| 4. _____ | <input type="checkbox"/> H <input type="checkbox"/> M <input type="checkbox"/> L | 9. _____ | <input type="checkbox"/> H <input type="checkbox"/> M <input type="checkbox"/> L |
| 5. _____ | <input type="checkbox"/> H <input type="checkbox"/> M <input type="checkbox"/> L | 10. _____ | <input type="checkbox"/> H <input type="checkbox"/> M <input type="checkbox"/> L |

Quick Competitive Test (Regular ChatGPT)

"I'm a **[client type]** looking for **[product/service]**. Can you recommend companies?"

Was I mentioned? Yes No

Who was mentioned? _____

My Top 3 Priority Topics:

1. _____
2. _____
3. _____



Lab Session 2: Create Content Outlines

Duration: 20 mins

Copy this prompt into AI Search Content Creator:

"Create AI-friendly outline for: [my priority topic]. My market: [target].

Include:

- H1 question title
- Opening with numbers (100 words)
- 4-5 H2 framework sections
- Real example section
- Trust signals

Add placeholders for specifics."

AI-Friendly Formula Checklist (Use for Each Piece):

- Title:** Complete question format
- Opening:** Direct answer with numbers in first 100 words
- Body:** 4-5 H2 sections with framework/process
- Example:** Real client scenario with results
- Closing:** Credentials and trust signals

My 3 Outlines (Paste Headlines Here):

Outline 1:

Numbers to include:

Example to use:

Outline 2:

Numbers to include:

Example to use:

Outline 3:

Numbers to include:

Example to use:



Lab Session 3: 30-Day Content Calendar

Duration: 20 mins

Copy this prompt into AI Search Content Creator:

"I've done these 3 topics: [list]. Give me 9 more for maximum AI visibility. Target: [market]. Prioritize by buying intent and competitive advantage. Topics 4-12 with reasoning."

My 12 Topics for 30 Days:

- | | | |
|----|----|-----|
| 1. | 5. | 9. |
| 2. | 6. | 10. |
| 3. | 7. | 11. |
| 4. | 8. | 12. |

My Content Schedule:

	Dates	Create Outlines	Write & Publish	Test Results
Week 1	_____	Done in workshop	Mon/Wed/Fri	Friday
Week 2	_____	Monday 1hr	Tue/Wed/Thu	Friday
Week 3	_____	Monday 1hr	Tue/Wed/Thu	Friday
Week 4	_____	Monday 1hr	Tue/Wed/Thu	Friday and Retest Score

My Content Team:

Writer:

Tech Expert:

Publisher:

Weekly Check-in: _____ at _____ (15-30 minutes)



Quick Copy & Paste Prompts

For Marketing Coaching (Ongoing Use)

Content Gap Analysis

"Analyze [my URL]. Use the sitemap at [Sitemap XML URL] to scan all the pages of my site. I serve [market]. Top 10 questions I'm NOT answering. Rate by buying intent."

Create Outline

"Outline for: [question]. Market: [target]. Use AI-Friendly Formula. Include number placeholders."

Enhance Existing Content

"Review this draft - how to make more AI-friendly: [paste content]"

Monthly Check

"AI readiness score for [my URL]. Use the sitemap at [Sitemap XML URL] to scan all the pages of my site. What improved? What to optimize next?"

For Regular ChatGPT (Weekly Testing)

Basic Test

"I'm a [client type] researching [product/service]. What should I ask? Any recommendations?"

Pricing Test

"Budget for [product/service] for [size] [industry] company? What's included?"

Competitor Test

"How to choose between [providers/service companies]? What separates good from average?"

30-Day Fast-Track Checklist



Week 1

- Write pieces 1-3 using workshop outlines (Mon/Wed/Fri)
- Publish with proper URL structure & headers
- Test with ChatGPT & Perplexity (Friday)
- Document: Was I mentioned?

Week 2

- Outline pieces 4-6 Monday
- Write & publish #4, #5, #6
- Weekly test Friday
- AI mentions this week:

Week 3

- Outline pieces 7-9 Monday
- Write & publish #7, #8, #9
- Weekly test Friday
- AI mentions this week:

Week 4

- Outline pieces 10-12 Monday
- Write & publish #10, #11, #12
- Retest AI Readiness Score
- Score: Before _____ After _____ (Goal: 8+)

Weekly Tracking (One-Liner)

Week 1: Published:	AI Mentions:	Competitors mentioned:
Week 2: Published:	AI Mentions:	Competitors mentioned:
Week 3: Published:	AI Mentions:	Competitors mentioned:
Week 4: Published:	AI Mentions:	Competitors mentioned:

Publishing Checklist (Every Piece)



- H1 title = complete question
- Opening 100 words = direct answers + numbers
- 4-5 H2 sections = framework breakdown
- Real examples with results
- Trust signals & credentials
- URL: /resources/[topic] NOT /blog/post123
- Proper HTML headers (H1 > H2 > H3)
- Public page (not gated/PDF)
- Mobile-friendly

Red Flags & Quick Fixes

Problem	Fix
Not blocking calendar time	Treat like client meetings—non-negotiable
Content too vague	Add actual numbers, ranges, examples
Not getting AI mentions	Review formula; add specifics & trust signals
Team not participating	Escalate to leadership—impacts revenue
Skipping weekly testing	15-minute calendar reminder Friday afternoons

The 40–Minute Content Sprint



Min 1-10: Review outline, gather numbers/examples

Min 11-25: Write first draft (don't edit yet)

Min 26-35: Add specifics, examples, trust signals

Min 36-40: Quick edit – check structure & clarity

THEN: Publish immediately. Done > Perfect.

My 30–Day Commitment

"By _____ , I will publish 12 AI-optimized content pieces and improve my AI Readiness Score to_____."

Accountability Partner:

First Check-in:_____ at _____

Signature:

Date:

Essential Links

AI Search Content Creator:

<https://chatgpt.com/g/g-69836255c64881919a0b74e6ab400bc7-simpatico-ai-search-content-strategy-coach>

Success Metrics (Track These)



Before Workshop:

AI Readiness Score: ____/10

AI mentions per week: ____/10

Qualified leads/month: _____

After 30 Days (Goal):

AI Readiness Score: 8+/10

AI Mentions per week: 5+

Qualified leads: +25%

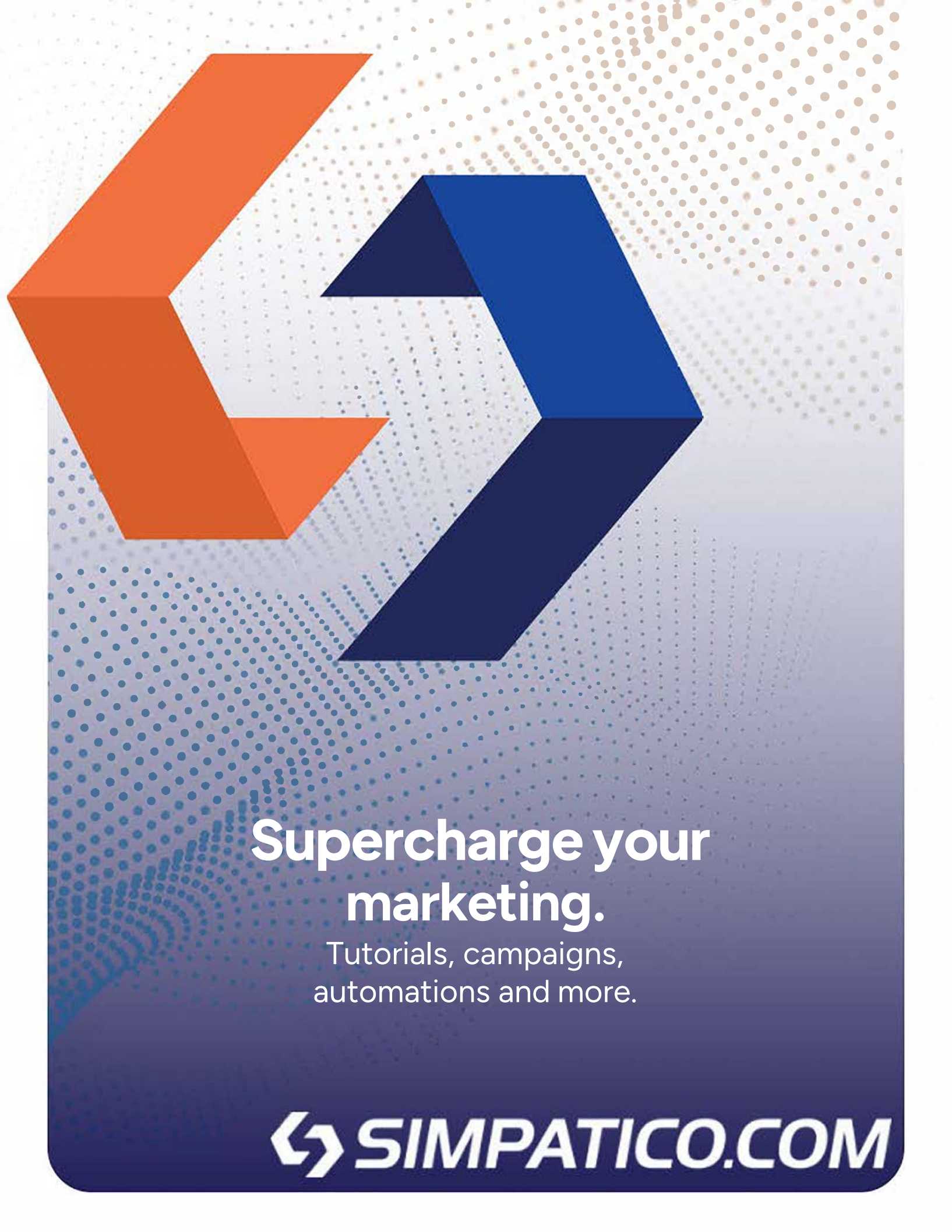
Prospects arriving more educated

Remember:

- ✓ **Consistency > Perfection** - Publish weekly
- ✓ **Specificity Wins** - Numbers, frameworks, examples
- ✓ **Test Weekly** - ChatGPT + Perplexity every Friday
- ✓ **Calendar First** - Block time NOW, not later

AI rewards genuinely helpful content.
Be specific. Be useful. Get recommended.

NOW: Write your first piece. Starting now.



Supercharge your marketing.

Tutorials, campaigns, automations and more.

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