

LUNCH & LEARN | VIRTUAL WEBINAR

# AI Search Content Strategy Workshop

How to Get Found and Recommended When Prospects Use AI to Research

Cory Ruthardt, CEO | Simpatico

Thursday, June 11, 2026 | 12:00 – 1:30 PM CT | In-Person & Virtual

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# What You'll Leave With Today

1

## Your Top 10 Content Gaps

The questions your prospects already ask AI that you are not answering.

2

## 3 Content Outlines, Ready to Write

AI-formatted, buyer-intent driven, structured to get you recommended.

3

## A 30-Day Publishing Calendar

Week-by-week plan: topics, schedule, and team assignments.

4

## The AI-Friendly Formula

A repeatable structure so every piece you publish works harder for your business.

*“Most attendees walk out with more progress made in 90 minutes than they’ve made in months on their own.”*

**This isn't a lecture. This is a working session.**

# AI Search Is Changing How Buyers Find You

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**57%**

of B2B buyers now use AI tools to research vendors before their first call

**#1**

position on Google no longer guarantees you appear in the AI answer

**90 min**

is all it takes today to build a system that gets you recommended

**If your business isn't in the AI answer, you're invisible to a growing segment of your market.**

# Today's Agenda

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LAB 1

## Find Your Content Gaps

Identify the top 10 questions your prospects ask AI that you're not answering

20 min

LAB 2

## Create Content Outlines

Build 3 AI-optimized outlines using the AI-Friendly Formula

20 min

LAB 3

## 30-Day Content Calendar

Map 12 topics, your publishing schedule, and your content team

20 min

WRAP

## Commit & Next Steps

Publishing checklist, 40-min sprint method, your 30-day commitment

10 min

# Get Set Up Before We Start

## Open These Now:

- Active ChatGPT Plus subscription (recommended)
- AI Search Content Creator (link in your workbook) (p.2)
- Your website URL ready to paste
- Your sitemap URL (e.g. [yoursite.com/sitemap.xml](https://yoursite.com/sitemap.xml))  
Need help? Email [support@simpatico.com](mailto:support@simpatico.com)
- A doc for note-taking

## My Business Profile (Workbook p.2)

Business Name:

Website URL:

Target Industries:

Client Size:

Location:

My Differentiators:

Pricing Range:

LAB SESSION 1

# Find Your Content Gaps

Where are your prospects looking, and not finding you?

20 MINUTES

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# Lab 1 | Step 1: Run This Prompt (3 Times)

Copy into: [Simpatico AI Search Content Creator \(link in workbook\)](#)

*“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).”*

Run this 3 times for the most comprehensive results. Record your Top 10 Content Gaps in your workbook (p.3).

## Buying Intent Guide:

H

High — Prospect is actively comparing and ready to buy

M

Medium: Researching solutions, not yet vendor-shopping

L

Low — Early awareness, educational only

# Lab 1 | Step 2: Quick Competitive Test

*Use regular ChatGPT — NOT the custom GPT*

*“I’m a [client type] looking for [product/service]. Can you recommend companies?”*

## Was I mentioned?

- Yes — great! Note who else appeared.
- No — this is your baseline. It’s why we’re here.

## Who WAS mentioned?

Write down every company AI recommended. These are your real competitors for AI visibility — not just for SEO.

**This test takes 2 minutes. It’s the most clarifying moment for most business owners in this room.**

# Lab 1 | Step 3: Choose Your Top 3 Priority Topics

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From your 10 gaps, select the 3 rated H (High buying intent). These become your Lab 2 outlines.

1

**Priority Topic:**

*Write your topic here*

2

**Priority Topic:**

*Write your topic here*

3

**Priority Topic:**

*Write your topic here*

LAB SESSION 2

# Create Content Outlines

Turn your priority topics into AI-formatted content ready to write.

20 MINUTES

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# Lab 2 | The AI-Friendly Formula

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Every piece of content needs this structure to be picked up and cited by AI.

<b>Title</b>	<b>Complete question format</b> <i>"How Much Does Managed IT Cost for a 50-Person Company?"</i>
<b>Opening</b>	<b>Direct answer + numbers in first 100 words</b> <i>Lead with the answer. AI skims openings first.</i>
<b>Body</b>	<b>4-5 H2 framework sections</b> <i>Give AI something structured to cite and attribute.</i>
<b>Example</b>	<b>Real client scenario with measurable results</b> <i>Specificity is what separates recommended from ignored.</i>
<b>Closing</b>	<b>Credentials and trust signals</b> <i>Certifications, years in business, client outcomes.</i>

## Lab 2 | Build Your 3 Outlines

*Copy 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.”*

### Outline 1

Title (question format):

Numbers to include:

Example to use:

Trust signal:

### Outline 2

Title (question format):

Numbers to include:

Example to use:

Trust signal:

### Outline 3

Title (question format):

Numbers to include:

Example to use:

Trust signal:

LAB SESSION 3

# 30-Day Content Calendar

Plan 12 topics, your publishing schedule, and your content team.

20 MINUTES

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# Lab 3 | Your 12 Topics for 30 Days

*"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."*

**1** Done in workshop

**2** Done in workshop

**3** Done in workshop

**4** Add topic here

**5** Add topic here

**6** Add topic here

**7** Add topic here

**8** Add topic here

**9** Add topic here

**10** Add topic here

**11** Add topic here

**12** Add topic here

# Lab 3 | Your Publishing Schedule & Content Team

	Dates	Create Outlines	Write & Publish	Test Results
Week 1	Jun 11-13	Done in workshop	Mon / Wed / Fri	Friday
Week 2	Jun 16-20	Monday (1 hr)	Tue / Wed / Thu	Friday
Week 3	Jun 23-27	Monday (1 hr)	Tue / Wed / Thu	Friday
Week 4	Jun 30-Jul 4	Monday (1 hr)	Tue / Wed / Thu	Friday + Retest Score

## My Content Team:

Writer:

Tech Expert:

Publisher:

Weekly Check-in:

# Quick Copy & Paste Prompts — Your Ongoing System

Prompt (Workbook p.6)	When to Use It
Content Gap Analysis	Re-run once a Month— find new questions you're not answering
Create Outline	Every Monday — turn next week's topics into ready-to-write outlines
Enhance Existing Content	Paste an old blog post — upgrade what you already have to AI-friendly
Monthly Check	Once a month — AI readiness score, what improved, what's next
Weekly Tests (regular ChatGPT)	Every Friday — basic, pricing, and competitor tests. Are you in the answer?

# 30-Day Fast-Track Checklist

Week	Check These Off
Week 1 (Jun 11–13)	Write & publish pieces 1–3 (Mon/Wed/Fri) • Friday test: was I mentioned?
Week 2 (Jun 16–20)	Outline 4–6 Monday • write & publish • Friday test • log AI mentions
Week 3 (Jun 23–27)	Outline 7–9 Monday • write & publish • Friday test • log AI mentions
Week 4 (Jun 30–Jul 4)	Outline & publish 10–12 • retest AI Readiness Score (goal: 8+)
Every Week — Track It	One line per week: published • AI mentions • competitors mentioned

# Publishing Checklist — Every Piece

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H1 title = complete question format

Opening 100 words = direct answer + numbers

4-5 H2 sections with framework breakdown

Real example with client scenario and results

Trust signals and credentials in closing

URL structure: /resources/[topic] not /blog/post123

Proper HTML headers (H1 > H2 > H3)

Public page — not gated or PDF-only

Mobile-friendly layout

# Red Flags & Quick Fixes

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Problem	Fix
Not blocking calendar time	Treat like client meetings — non-negotiable
Content too vague or generic	Add actual numbers, ranges, and real examples
Not getting AI mentions	Review the formula; add specifics and trust signals
Team not participating	Escalate to leadership — this impacts revenue
Skipping weekly testing	Set a 15-min calendar reminder every Friday afternoon

# The 40-Minute Content Sprint

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*Use this to write and publish each content piece, starting this week.*

**MIN 1-10**

Review outline, gather your numbers and examples

**MIN 11-25**

Write first draft, no editing yet, just get it down

**MIN 26-35**

Add specifics, real examples, and trust signals

**MIN 36-40**

Quick edit — check structure and clarity only

**THEN: Publish immediately. Done > Perfect.**

# Success Metrics — Track These Weekly

## Before Workshop (Baseline)

AI Readiness Score:

\_\_\_ /10

AI mentions per week:

\_\_\_ /week

Qualified leads/month:

Record baseline

Prospect education level:

Arriving cold

## After 30 Days (Target)

AI Readiness Score:

**8+ /10**

AI mentions per week:

**5+ /week**

Qualified leads/month:

**+25% growth**

Prospect education level:

**Arriving pre-sold**

Consistency > Perfection

Specificity Wins

Test Every Friday

Calendar First

# Your 30-Day Commitment

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*“By \_\_\_\_\_, I will publish 12 AI-optimized content pieces and improve my AI Readiness Score to \_\_\_\_.”*

Accountability Partner: \_\_\_\_\_ First Check-in: \_\_\_\_\_

## Before you leave today:

- 1 Block your Week 1 writing time on your calendar right now
- 2 Save the AI Search Content Creator link to your bookmarks
- 3 Name your accountability partner and text them today

**AI rewards genuinely helpful content.**

**Be specific. Be useful. Get recommended.**

*Questions? Let's talk.*

**Cory Ruthardt, CEO**

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