

Are you in the answer?

Four questions your buyers really ask, put to the assistants they use. It takes about ten minutes. Most firms find they are not named at all.

01 Ask these in ChatGPT (search on) and Perplexity

Ask them the way your buyer would, not by your firm's name.

1. Best [what you do] in [city] for [your ideal client].
2. Most trusted [your category] in [city]? Who do people recommend?
3. I'm a [client type] trying to [outcome]. Who should I contact?
4. Compare the top [category] in [city] for [what they care about].

02 Count the answers

Four questions on two assistants make eight answers. Count how many name your firm. **0** means you are not in the answer yet. **1 or 2** is luck. **3 or more** across both means you are part of the conversation.

03 Read the pattern

The same few names keep coming up because **their sites are easy to read and other sources mention them**. Size is not what decides it. That gap is where the work is.

An honest note: these answers shift from day to day. One good answer means little; being named again and again is what counts. Nobody can promise you a place in the answer. The work is moving the number.