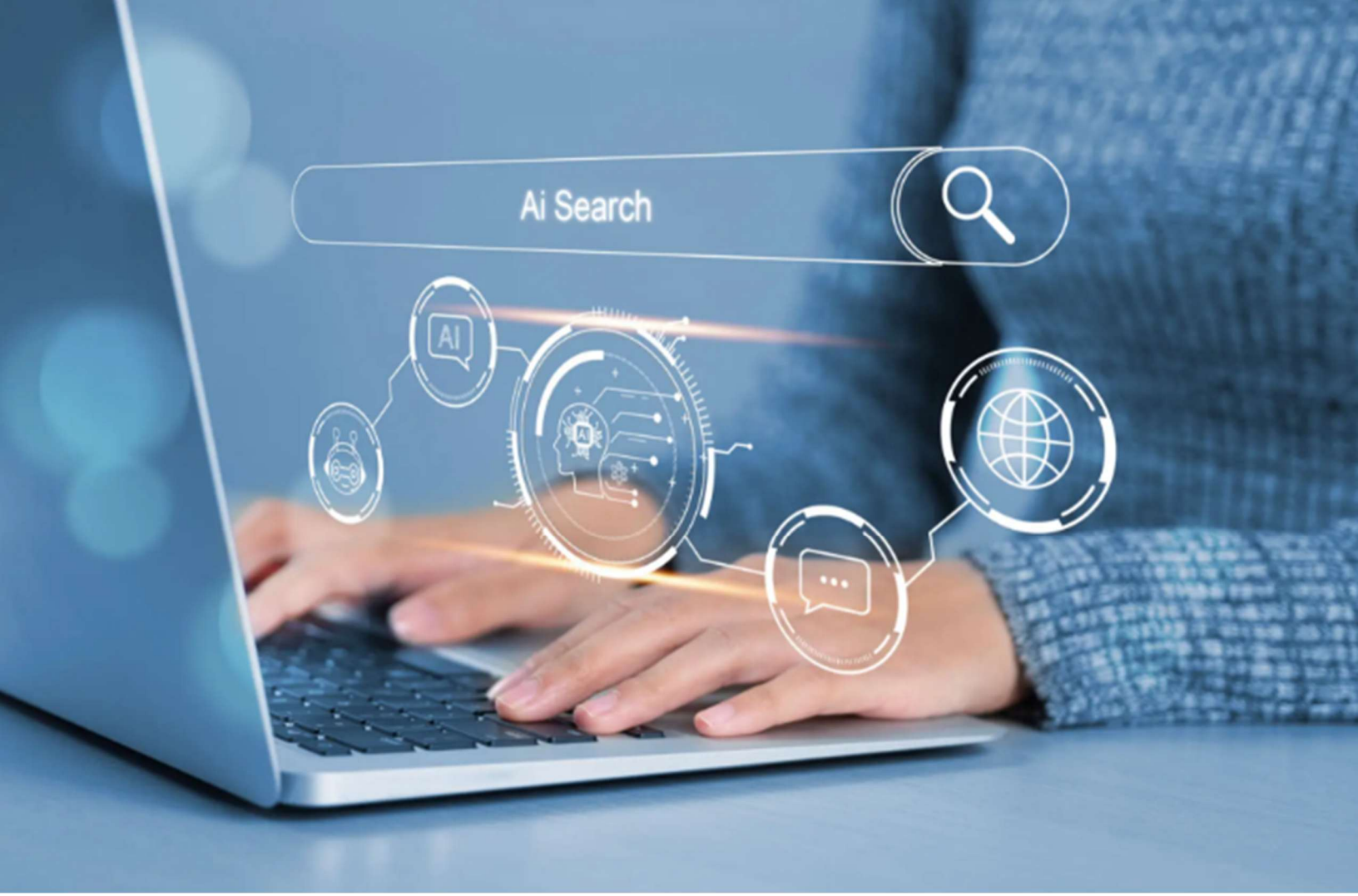

The AI Answer Marketing Framework™

☑ AI Visibility Checklist ☑

AI MARKETING EDU
LEARN AI FOR DIGITAL MARKETING

COMING SOON: The AI Marketing Edu Community & AI Answer Marketing Course on Skool! To be notified of the community launch, please submit the contact form on AImarketingEdu.com.

AiMarketingEdu.com

Overview:

A quick-reference cheat sheet based on the AI Answer Marketing Framework™ by Heather Teague, Certified AI Marketer & Founder of AI Marketing Edu.

Follow this formula to create AI-readable "answer-based" content for AI search. The goal is to increase your AI visibility on platforms like ChatGPT, Google AI mode, Gemini and Perplexity.

1. QUESTION LAYER: Identify What People Actually Ask

Before creating content, confirm you know the real questions your audience types into AI tools like ChatGPT or Google AI.

Check:

- ☐ Have I listed the top questions customers ask me?
- ☐ Am I using phrasing *exactly* like my audience would ask ChatGPT or Perplexity?
- ☐ Does this question represent a real struggle, confusion, or goal?
- ☐ Is this a question that shows up repeatedly in conversations, emails, comments, DMs, or sales calls?

2. ANSWER LAYER: Give a Clear, AI-Friendly Answer

Your answer must directly match the question and be easy for AI to summarize.

Check:

- ☐ Did I start with "**Here's the short answer:**" at the top?
- ☐ Is my opening explanation only 1–3 sentences?
- ☐ Did I add an example, comparison, or quick list?
- ☐ Is the tone conversational and human?
- ☐ Would AI easily understand, summarize, or cite this?

3. AUTHORITY LAYER: Show Why You're Credible

Add trust signals that help humans and AI see your experience.

Check:

- ☐ Did I use an authority phrase ("In my experience…")?
- ☐ Did I correct a common misconception ("Here's what most people get wrong…")
- ☐ Did I reference relevant experience, client examples, or results?
- ☐ Did I include a short story or mini case study?
- ☐ Did I share a point of view that sets me apart?

4. VISIBILITY LAYER: Format for AI Readability

Make the structure AI-friendly so tools like ChatGPT can find and parse your answer.

Check:

- ☐ Is the H1/H2 heading written in the form of your question?
- ☐ Did I include a short summary block or "short answer" at the top?
- ☐ Is everything formatted with bullets, lists, or short paragraphs?
- ☐ Did I include key takeaways?
- ☐ Is each section easy to skim?
- ☐ Does this piece answer *one question* (and not drift)?

5. CONVERSION LAYER: Give a Next Step

Once people trust your answer, make the next action simple and frictionless.

Check:

- ☐ Is the call-to-action (CTA) clear and related to the question they asked?
- ☐ Does the landing page or offer match their goal or struggle?
- ☐ Is the step easy (quick signup, simple offer, low friction)?
- ☐ Is there a small "micro-offer" for people who want more?

About AI Marketing Edu

Hello! I'm Heather Teague, a certified AI digital marketer and professor. I started AI Marketing Edu to help small businesses owners, solopreneurs and marketers learn practical, results-driven AI visibility strategies and tactics for digital marketing. It is my goal to help you understand, adapt and benefit from the AI revolution.

AI is changing the world of marketing. Are you ready?

COMING SOON:

The AI Marketing Edu Community & AI Answer Marketing Course on Skool. To be notified of the community launch, please fill out the contact form on the AImarketingEdu.com home page.

AI MARKETING EDU

LEARN AI FOR DIGITAL MARKETING

Copyright © 2025/2026 AI Marketing Edu, LLC

http://www.AImarketingEdu.com

YouTube: https://www.youtube.com/@AImarketingEDU

X/Twitter: https://x.com/AIMarketingEdu

Disclaimer:

The content provided by AI Marketing Edu, LLC within this workbook/worksheet is designed to provide general knowledge and insights about AI marketing and podcasting based on current trends, tools, and strategies. The information is not intended to serve as professional, financial, legal, or technical advice, nor is it a substitute for paid consulting with qualified professionals in those fields.

At AI Marketing Edu, LLC, we strive to provide accurate, up-to-date, and actionable content. However, AI Marketing Edu, LLC makes no representations or warranties regarding the outcomes or results you may achieve by applying the information, strategies, or techniques presented in our educational materials. Success in AI marketing and podcasting depends on numerous factors, including but not limited to your skills, effort, resources, market conditions, and execution. We do not guarantee specific results, such as increased revenue, leads, conversions, or any other business outcomes.

AI Marketing Edu, LLC makes every effort to ensure the accuracy and relevance of the information provided. However, the field of AI marketing is rapidly evolving, and tools, platforms, algorithms, and best practices may change over time. AI Marketing Edu, LLC does not warrant that the content is completely error-free, complete, or up-to-date at all times. We are not responsible for any inaccuracies, omissions, or outdated information in our materials.