



THE AEO STRATEGY PLAYBOOK · BY PITCHKITCHEN

Before they ask you, they ask **AI**.

AI now describes your company the way the web describes it.
Here's how to change the story before a buyer ever talks to
sales.



PitchKitchen

A playbook for B2B founders, CEOs, and leadership teams.

Your buyers found a new way in. **It doesn't start with you.**

A few weeks ago, a founder told us how he found PitchKitchen. He didn't Google "B2B messaging firm." He didn't ask a colleague. He asked ChatGPT which firm could help fix his AI marketing, and it named us. He booked a call. That's a real buyer and a real deal, through a front door that didn't exist a few years ago.

Your buyers are doing the same thing right now. They're asking ChatGPT, Gemini, Claude, and Perplexity to explain their problem, compare the options, and recommend who to trust, long before they land on your website or fill out a form. Gartner found that 51% of consumers say generative AI has already changed how they research. Your buyers are no exception.

Here's what that means for you. The first version of your pitch is no longer written by you. It's written by a machine, assembled from everything the internet says about your company, your category, and your competitors. If you're not in that answer, you're not in the deal. And if you're in it described the wrong way, you're fighting uphill before a rep ever picks up the phone.

- Why AI describes you the way it does, and why generic gets you ignored
- The two questions to ask AI about your own company today
- Why this is a CEO decision, not a marketing task
- The five moves that earn AI visibility
- What to do when AI-driven buyers start showing up at your door



THE UNCOMFORTABLE TRUTH

AI describes you the way **the web** describes you.

Models don't invent your story. They synthesize it. They read your website, your reviews, your LinkedIn, the Reddit threads, the analyst notes, and your competitors' pages, then compress all of it into one confident paragraph. That paragraph is the new homepage. You just don't control it.

The quality of that answer depends on the quality of the story the web already tells about you. And most B2B companies tell a generic one. "AI-powered platform for modern teams." "End-to-end solution that drives efficiency." Sprinkle "AI" on a weak narrative and you get what we call **AI-Parmesan**. It smells like flavor, but there's nothing underneath. Feed that to a model and it hands the buyer mush.

There's a name for the trap underneath it: the **Context Vacuum**. When you haven't defined who you're for, what problem you end, and the point of view only you hold, AI fills the vacuum with the most generic, most repeated language in your category. It makes you sound like everyone else, because everyone else wrote the same words.

This is just truth: garbage in, garbage out. A generic narrative produces a generic answer. The fix isn't a clever prompt or an SEO trick. The fix is upstream. You have to give the machines a story worth repeating.

DO THIS TODAY

Two questions. Five minutes. **A wake-up call.**

Before you change anything, see what the machines already say. Open ChatGPT and ask:

"What companies should I consider for [the problem you solve]?"

Are you named at all? If not, you're invisible at the exact moment buyers build their shortlist.

"Tell me about [your company]. Who is it for, and how is it different?"

Is the answer accurate? Does it sound like you, or like a competitor wrote it?

This is the **Three Questions Test**, run by a machine. Who are you for? What problem do you end? What's the point of view only you hold? If AI can't answer those in a sentence, neither can your buyer.

We measure the gap with **NarcScore**: how much your story is about the customer versus how much it's about you. The "we're the leading provider of" pages confuse models and bore buyers. Customer-anchored stories get repeated. Now run the same two questions on your top competitor. The gap between their answer and yours is the gap in your pipeline.



WHOSE JOB IS THIS?

This isn't a marketing task. **It's a pipeline decision.**

It's tempting to forward this to marketing and move on. Don't. AEO sits at the convergence of positioning, brand, content, and demand. It's where your company's story meets the buyer's research, and right now a machine sits in the middle. Three reasons it lands on your desk:

Pipeline protection

If buyers start their search in AI and you're not in the answer, your competitor is. You lose deals you never knew existed. This is leakage at the top of the funnel, before any rep can save it.

Competitive displacement

When a buyer asks AI to compare options, you want to be named and named accurately. That comparison happens with no rep in the room. The narrative AI repeats is the only one the buyer hears.

Narrative control

Without a deliberate story, AI describes you with whatever's most accessible on the web. That could be a three-year-old review or a competitor's framing. Your brand gets narrated by strangers.

These are CEO metrics, not marketing vanity. That's why it starts with you.

Give the machines a **story worth repeating.**

Every tactic in this playbook fails on a weak narrative. You can win the technical SEO, flood the review sites, and post every day, and AI will still describe you generically if the underlying story is generic. Take the lipstick off the pig first.

We build that story as a **Magnetic Messaging Framework**: a documented, single source of truth for who you serve, the problem you end, your point of view, and the language that's uniquely yours. Think of it as a business bible written for both humans and machines. Then we train an **AI Brand Twin** on it, so every answer about you draws from your real narrative instead of the web's guesswork.

Two principles make a story machine-repeatable:

Consistency is a drum-beat

Models converge on what they see repeated across many sources. Say the same clear thing about who you are, everywhere, until it becomes the obvious answer. Mixed messages give you a mixed answer.

Connect your concepts

Link your brand to the ideas you want to own. When the same names, problems, and points of view keep appearing together, AI learns the association and cites you as the authority on them.

Five moves that **earn AI visibility**.

Once the story is solid, here's where the work goes. None of it is hacking an algorithm. All of it makes it easy for AI to find you, understand you, and describe you accurately.

1

Make your narrative legible to machines

Write in clear, direct, question-and-answer form. Give models extractable answers, clean headings, and real FAQ structure. Clarity beats cleverness.

2

Build a foundation AI can read

Models can't cite what they can't see. Fast, crawlable, well-structured pages with clean schema and metadata are the price of entry.

3

Show up where AI looks

Your site is only part of it. AI trusts review sites, communities, and publications. Cultivate the whole ecosystem, not just your homepage.

4

Don't abandon SEO

AI still leans on traditional search for fresh, credible sources. A strong organic presence raises your odds of being cited. SEO and AEO compound together.

5

Control your controllables

AI visibility swings day to day. Don't chase the noise. Aim your roadmap at what you can control: clarity, structure, distribution, and consistency.

Where AI learns about you.

AEO isn't content on your site. It's cultivating every surface a model reads. Split them into what you own and what you influence.

Owned surfaces

You control these directly.

Website & blog. Clear headings, FAQ structure, direct answers to the questions buyers actually ask AI.

Docs & resources. Concise, factual, well-organized for machine ingestion.

Owned channels. Distributed content shows up in AI answers more every quarter.

Unowned surfaces

Third-party sources AI trusts.

Review sites. G2, Capterra, TrustRadius. AI cites these heavily for product questions.

Communities. Reddit and Quora rank high in what AI retrieves. Engage like a human, not a billboard.

Publications & partners. Placement across the ecosystem you operate in.

The brands that win cover the whole map. The ones that lose optimize a homepage and wonder why AI never mentions them.



FROM VISIBLE TO PREFERRED

Getting mentioned is half the job. **Getting described right is the other half.**

Visibility puts you in the answer. Narrative sculpting decides how you're described once you're there. You need both, in order.

PHASE 1 · VISIBILITY

Earn your place in the answer

Create content that positions you in the category. Target the high-intent questions buyers ask. Build presence on the review sites and communities AI reads. The goal is simple: when a buyer asks about your category, you get named.

PHASE 2 · NARRATIVE SCULPTING

Shape how you're described

Now influence how you're positioned against competitors. Publish honest head-to-head comparisons. Break down the complex parts of your category into content models want to cite. Beat the same drum on your differentiators until the association sticks.

Visibility gets you in the room. Narrative sculpting wins it. When a buyer asks AI to compare, you want the machine repeating your framing, not your competitor's.

AI buyers arrive informed. **Don't make them start over.**

Getting cited is half the battle. The real test starts when that buyer lands on your site. AI-driven buyers show up further along, more opinionated, and more impatient. They've already had AI summarize your category, list your alternatives, and explain your differentiation. They don't need an introduction. They need you to confirm what they already believe and help them build the internal case.

This is where most B2B sites break. A buyer who just read the executive summary lands on a generic homepage, a gated PDF, or a "Book a Demo" form that drags them backward. That's like making someone who finished the book sit through the table of contents. Meet them where they are:

Lead with proof, not introductions

They came for validation. Give it fast, before the momentum cools.

Let them self-serve the answer

Interactive product experiences and clear comparisons beat "contact us to learn more."

Make the next step move them forward

Every click should advance the decision, never restart the journey.

AI compressed the research. Your job is to convert that compressed attention before it cools.



THE 60-SECOND CHECK

Is your company **ready for AI search**?

Answer honestly. Every "no" is a place a competitor can get in front of you.

- When you ask ChatGPT about your category, your company gets named.
- When you ask AI to describe your company, the answer is accurate and sounds like you.
- You can state who you're for, the problem you end, and your point of view in one sentence, and so could a stranger reading your homepage.
- Your positioning says the same clear thing everywhere it appears.
- Your pages are fast, crawlable, and structured with clean headings and schema.
- You show up on the review sites and in the communities your buyers trust.
- You have honest comparison content for the questions buyers ask AI about alternatives.
- Your site validates an informed buyer quickly, instead of forcing them to start over.

6 or more yes: you're ahead of most of your category. **3 to 5:** you're leaking deals you can't see. **0 to 2:** AI is telling your story without you.

AEO is downstream of your narrative.

AI didn't change the fundamentals. It raised the stakes on them. The same clear positioning that wins human buyers is what makes a model describe you well. Clarity, consistency, a real point of view, and presence across the ecosystem. That's durable market leadership, and now it's also AI visibility.

The companies that win won't treat this as a one-off optimization or a scramble to hack rankings. They'll build the muscle: a story worth repeating, made legible to machines, and reinforced everywhere buyers and models look.

AI brought the cost of content to zero. Volume is no longer the moat. Perspective is. Lived truth is.

If a machine is now the first to describe your company, your job is to make sure it tells the truth. Your truth, stated clearly enough that it can't say it any other way.



YOUR NEXT MOVE

See exactly what **AI** says about you.

We'll run a free AEO audit of your company. You'll see how AI describes you today, where you're invisible, how your top competitor is positioned in the answer, and the highest-leverage moves to fix it. No pitch deck. Just the truth about your AI front door, and a clear path to changing it.

[Book your free AEO audit](#)

A focused 30-minute working session. pitchkitchen.com/aeo-audit

ABOUT PITCHKITCHEN

PitchKitchen is a B2B messaging consultancy. We help founders and leadership teams build a Magnetic Messaging Framework, the single source of truth for your story, and train an AI Brand Twin on it, so every channel and every machine describes you the way you'd describe yourself. We turn generic into magnetic, so the answer engines repeat a story buyers believe.

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