EPISODE 8 WORKSHEET

Pre-Contact Questions Map

ANSWER ASCENT
Be part of the answer.

List the questions customers ask **before** they contact you, not only "Who provides this service?" Write each one the way your customers would phrase it, then check whether your website answers it clearly.

Business · service _____ Completed by · date _____

Question type	Our customers' version of the question	Does our site answer it clearly?	Where (page or URL) · gap
Criteria What should I look for?		☐ Yes ☐ Partly ☐ No	
Comparison How do I compare my options?		☐ Yes ☐ Partly ☐ No	
Qualifications Which qualifications matter?		☐ Yes ☐ Partly ☐ No	
Verification What should I verify before deciding?		☐ Yes ☐ Partly ☐ No	
Provider Who provides this service?		☐ Yes ☐ Partly ☐ No	
Our own		☐ Yes ☐ Partly ☐ No	
Our own		☐ Yes ☐ Partly ☐ No	

Look at your wider digital presence too: business profiles, biographies and directories can answer some of these questions for a customer before they ever reach your site.

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Test & Compare

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Test the same questions in AI-assisted research

Question (from page 1)	Platform	Date	What the response showed	Notes
			☐ Mentioned us ☐ Cited our site ☐ Not present ☐ Inaccurate	
			☐ Mentioned us ☐ Cited our site ☐ Not present ☐ Inaccurate	
			☐ Mentioned us ☐ Cited our site ☐ Not present ☐ Inaccurate	
			☐ Mentioned us ☐ Cited our site ☐ Not present ☐ Inaccurate	
			☐ Mentioned us ☐ Cited our site ☐ Not present ☐ Inaccurate	
			☐ Mentioned us ☐ Cited our site ☐ Not present ☐ Inaccurate	

A mention is not a recommendation, and a recommendation is not a qualified lead. Repeat each question more than once; responses vary.

Compare with real inquiries

Questions customers actually asked us (calls, emails, intake forms)	On page 1?	Follow-up
	☐ Yes ☐ No	
	☐ Yes ☐ No	
	☐ Yes ☐ No	

One screenshot doesn't represent the market, and appearing in a response doesn't prove commercial value. Look for patterns across repeated tests, then compare them with real inquiries and customer conversations.