WinflowAI

What does ChatGPT say about your business?

Your customers now ask ChatGPT who to hire. These are the questions they ask right before they choose. Ask them yourself, see who gets recommended, and you'll know exactly what to fix.

How to run it

1. Open ChatGPT in a Temporary Chat, so your own history doesn't change the answer.
2. Replace everything in [brackets] with your details, then ask each question.
3. If the answer doesn't show sources, add "search the web and show your sources" to the end.
4. For each answer, write down the four checks at the end. Ask the same questions again next month.

When they're picking who to hire

The most important set. If you're missing here, you're missing the customer.

1. Who is the best [your service] in [your city]?
2. I need [a specific job] done in [your city] this week. Who should I call?
   Example: I need a water heater replaced in Concord this week.
3. What are the top 3 [your service] companies near [your neighborhood or zip code]?
4. Which [your service] in [your city] is best for [your ideal customer]?
   Example: Which bookkeeper in Walnut Creek is best for restaurants?

When they're comparing options

This is where AI decides between you and the business down the street.

5. [Your business name] or [a competitor's name]: which is better for [a specific job]?
6. What are the best alternatives to [a competitor's name] in [your city]?
7. Is [your business name] a good choice for [a specific job]?
8. Which [your service] in [your city] offers [something you offer]?
   Example: same-day service, financing, weekend hours, a free estimate.

When they're checking price and trust

The last questions before they call. Wrong answers here cost you the job.

9. How much does [a specific job] cost in [your city]?
10. What do reviews say about [your business name]?
11. Are there any complaints about [your business name]?
12. What should I look for when hiring a [your service] in [your city]?

About you directly

Check that what AI knows about you is right.

13. What does **[your business name]** in **[your city]** do, and who is it for?
14. What are the hours, phone number and service area for **[your business name]**?

What to check in every answer

Four things. Write them down for each question.

Check	Why it matters
Are you named?	If not, a customer asking this question never hears about you.
Who is named instead?	These are the businesses AI trusts more than you right now. Look at what their websites say that yours doesn't.
Which sites does it cite?	Google reviews, Yelp, Reddit threads, directories, local articles. These are the places you need to show up.
Is your information right?	Wrong hours, old services or a wrong price send customers somewhere else.

What to do with what you find

1. **Fix your own website first.** If a question has no clear answer on your site, add it: your services, prices, the area you cover, and how you compare to the alternatives.
2. **Get onto the sites AI already cites.** Claim your listings, ask happy customers for reviews, and keep your name, address and phone the same everywhere.
3. **Ask again every month.** Use the same questions, so you can see what changed.

Keith Uy · WinflowAI

Want help fixing what you find? Send me a DM on Instagram.