

KILL YOUR FOUNDER EGO

THE AI VISIBILITY FRAMEWORK FOR HIGH-GROWTH INDUSTRIES

JASON TODD WADE

ROLL-UPS

PE-BACKED

REALTORS

SMBs

THE IDENTITY POLISH CHECKLIST

Before moving to industry-specific strategy, these core signals must be absolute.

Eliminate Non-Authority Imagery: Removing the "truck selfie" and casual photos.

Entity-Definition Rewrite: Rebuilding the "About" page as a structured data asset.

Visual Pattern Match: Cross-platform cohesion (LinkedIn, Web, Directories).

Schema Integrity: Validating FAQ and Organization markup.

PHASE 1: DISMANTLE (DAYS 1–10)

1. Run 10 visibility prompts. Record the AI's current perception of your brand vs. reality:

2. Identify the market leader the AI is currently citing. What narrative patterns are they using that you aren't?

3. List the "Ego-Assets" (casual photos, diary-style copy) that must be deleted immediately:

PHASE 2: REBUILD (DAYS 11–20)

1. Extract the specific language of your high-intent customers (Roll-ups, PE, Realtors):

2. Draft your new Entity Definition (Professional summary for the algorithm):

3. Inventory of Schema targets (FAQ, Review, Person, Org):

PHASE 3: DOMINATE (DAYS 21–30)

1. Mapping high-intent touchpoints (Reddit, YouTube, LinkedIn strategy):

2. Forensic evaluation of the new "Clean Signal": Does the machine recommend you now?

3. Future Industry Expansion Notes (PE-Backed, Realtors, SMBs):
