

# *The AI Visibility System*

How To Get ChatGPT  
And The Other AI Tools To  
Recognise **You** As The  
Expert In Your Niche...

***...Even If Nobody Knows  
Who You Are Yet***

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# Introduction



OK, let's talk about something that most people haven't figured out yet...

**AI is becoming the new gatekeeper for who gets discovered and who doesn't.**

You can be brilliant at what you do.

You can have years of experience and you can genuinely help people.

But if ChatGPT, Perplexity, Google's AI, or any of the other systems don't know who you are... you're pretty much invisible.

So when someone asks AI for an expert on your topic, your name *won't* come up.

When someone searches for information in your field, you *won't* be mentioned.

Worse, when people are looking for help with exactly what you do, AI will point them to someone else.

Not because you're not good enough...

**But because the AI simply doesn't know you exist.**

Here's the good news: you can change that.

You can actually teach AI who you are and what you're an expert in.

It's not complicated or expensive, and you don't need to be famous to make it work.

You just need to understand how AI decides who's credible and who isn't - and then you just need to give it the signals it's looking for.

That's what this publication is about.

I'm going to walk you through exactly how to build your *AI authority trail*.

It sounds fancy, but it's really just a series of breadcrumbs you leave across the internet that all point to the same thing: *that you know your stuff*.

By the end of this, you'll know how to make AI recognise you as a trusted expert in your field - even if right now you're a complete nobody 😊

Let's get started...

# Why This Actually Matters



Ten years ago, if you wanted to be known as an expert, you needed to get on TV or write for major newspapers or publish a book with a big publisher.

Five years ago, you needed a massive social media following or a popular podcast.

Now?

You need **AI** to know who you are.

Because that's where people are going for answers.

Think about it...

When someone has a question, where do they go first?

Not Google anymore.

Well, not *just* Google anyway...

The AI results come out at the top of the page even when you do a Google search, right?

They're talking to AI

**Even if they don't realise it!**

And if they do, where are they going?

They're asking ChatGPT or Perplexity, they're talking to Claude or Gemini.

*And those systems are deciding which experts to recommend.*

If your name isn't in their database of trusted sources, you're not getting recommended.

Simple as that.

Here's what's happening behind the scenes:

AI systems don't just randomly pick people to mention.

They're trained on massive amounts of data from across the internet.

And they're looking for patterns.

They're looking for names that appear repeatedly in credible contexts, they're looking for people who are consistently associated with specific topics.

They're looking for external validation, links, mentions, citations, all the signals that say this person actually knows what they're talking about.

When AI sees those patterns over and over, it starts to recognise you as an *entity*.

Not just a name, but a trusted source.

And once that happens, everything changes.

People who've never heard of you start finding you through AI searches.

Journalists and podcasters looking for experts start reaching out.

Your credibility goes up because AI itself is validating you.

It's a snowball effect.

But you have to get the snowball rolling first.

And that's what most people don't know how to do:

*They're creating content.*

*They're posting on social media.*

*They're doing all the things they think they should be doing.*

But if they're not building the kind of authority trail that AI actually recognises, they're staying invisible.

And that's what we are going to fix.

# How AI Decides Who to Trust



Here's the thing...

AI doesn't trust people.

It's not sitting there reading your bio and thinking, *"Oh, this person seems credible."*

It's a machine.

It recognises patterns.

And the pattern it's looking for is this: *does the internet consistently say this person is an expert on this topic?*

That's it.

If your name keeps appearing in connection with a specific subject, especially on sites that AI considers authoritative, the algorithm starts tagging you as a reliable source for that subject.



Let me give you an example.

Say your name is Sarah and you help small businesses with Facebook ads.

If the web repeatedly says "Sarah is a Facebook ads expert," and that information appears on multiple credible sites, and other people reference Sarah when talking about Facebook ads, then over time AI learns to connect Sarah with Facebook ads expertise.

It's not magic or some weird AI thing, it's just pattern recognition.

The more consistent the pattern, the stronger the connection.

The more authoritative the sources, the more weight it carries.

Think of it like this.

If you look at AI as a giant filing system... every time it sees your name mentioned in connection with your topic, it adds a note to your file.

*One mention?*

That's interesting but not significant.

*Five mentions from different sources?*

Now you're getting somewhere.

*Twenty mentions, including some from recognised authorities?*

Now AI REALLY starts to think you might actually be important.

*Fifty mentions across multiple platforms, with consistent messaging about what you do? Congratulations, you're now an *entity* in AI's eyes.*

But here's the **really** important part:

*Those mentions have to be consistent.*



If half the internet says you're a Facebook ads expert and the other half says you're a yoga instructor, AI gets confused.

It doesn't know what you're actually *known for*.

So the pattern has to be clear and repeated.

‘Sarah does Facebook ads for small businesses’

(Not a great promo title 😊)

That's the message though, that's who Sarah is as far as AI is concerned.

Over and over, in multiple places, from multiple sources, with external validation.

That's how you teach AI who you are.

**Now here's how to actually DO it...**

# The Six Steps to AI Recognition



Enough theory, let's get practical.

Here's exactly what you need to do to make AI recognise you as an expert in your field.

I'm breaking this down into six steps - do them in order, and don't skip any of them if you can help it because each step builds on the last one.

By the time you're done, AI should have a clear picture of who you are and what you're known for.

*Remember, if you got a copy of [The AI Visibility System Accelerator](#), my custom GPTs will make these steps much easier and quicker (but even if you did, you should still read through the steps below first, it's important that you know **why** you're doing what you're doing).*

# Step One: Define Your Identity



Before you do anything else, you need to get crystal clear on who you are and what you want to be known for.

Or rather what you want AI to associate with your name, so if you like cats that doesn't matter (unless you're in the cat niche)

Think business.

This is your AI bio - three sentences is all you need.

Sentence one: Your name and what you do.

Sentence two: Who you help and how.

Sentence three: Your approach or what makes you different.

Here's an example using 'Sarah' again...

*"I'm Sarah Mitchell, a Facebook ads strategist for small businesses. I help local shops and service providers get customers without wasting money on*

*ads that don't work. My approach focuses on simple campaigns that actually convert, not complicated funnels that confuse everyone."*

That's it - three sentences that are clear, specific and consistent.

Now here's the important bit.

**You're going to use this exact bio everywhere!**

LinkedIn.

Your website.

Substack.

Medium.

Every platform where you have a presence.

Word for word - the same three sentences.

Why?

*Because AI is looking for consistency.*

If your bio says one thing on LinkedIn and something completely different on your website, AI doesn't know which one to believe.

But if it sees the same message everywhere, it thinks, "Right, this is definitely what this person does."

So write your three sentences - make them clear and specific.

And then copy them *everywhere*. This is your foundation, and everything else builds on this.

*If you got a copy of [The AI Visibility System Accelerator](#), use my **AI Identity Builder** custom GPT to write this bio for you now.*

# Step Two: Build an 'About' Page That Speaks to Machines



So now you need a proper 'About' page on your website.

Not a blog post or a services or TOS page.

An actual About page that's **specifically designed to tell AI who you are.**

Most *About* pages are written for humans.

Lots of storytelling, personality, maybe a photo of you on a beach somewhere.

That's fine, humans like that stuff.

But AI doesn't - AI wants facts.

Clear, structured, *machine-readable* facts.

Personally I like to have both - and it's fine to do this. So my blog has a 'human' About page that tells my story, and where I send new subscribers to.

But it also has an 'AI' About page, specifically for the bots, so that AI knows what I'm about too.

So here's what your *AI About* page needs to have.

Start with the basics.

*Your name.*

*Your location.*

*What you do.*

*Who you help.*

Keep it factual and straightforward.

Then add a bit more detail.

*Your background.*

*Your qualifications if you have any.*

*Links to your main platforms.*

Nothing fancy, just clear information that establishes who you are and what you're known for.

And crucially, it should mirror your AI identity that you created in Step 1 above - consistency is key.

And here's the secret weapon that most people don't know about:

You're going to add something called **schema markup** to your About page.

*This sounds technical but it's actually dead simple if you just copy my template.*

Schema markup is just a bit of code that you add to your page that tells search engines and AI exactly what kind of information they're looking at.

It's like labelling your content in a way that machines can understand.

For a person, the schema markup tells AI things like your name, your job title, your website, your social media profiles, all in a format that's easy for algorithms to read and index.

Here's what it looks like. Again, don't panic, you don't have to write this from scratch - just copy this into a text file and use it as a template.

```
<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@type": "Person",
  "name": "Sarah Mitchell",
  "jobTitle": "Facebook Ads Strategist",
  "url": "https://www.sarahmitchell.com",
  "sameAs": [
    "https://www.linkedin.com/in/sarahmitchell",
    "https://twitter.com/sarahmitchell"
  ],
  "knowsAbout": "Facebook advertising, small business marketing, local advertising"
}
</script>
```

Then you just fill in **your own information**.

*Your name.*

*Your job title.*

*Your website URL.*

*Links to your social profiles.*

It's pretty easy to see where those go in the code above, right?



Then you copy that entire block of code and paste it into the HTML of your *About* page.

If you're on WordPress, there are plugins that make this even easier.

Just search for "schema markup" and you'll find several options.

### **Why does this matter?**

Because this is machine-readable credibility.

When Google or any other AI crawls your website and sees this schema markup, it immediately understands who you are and what you're known for.

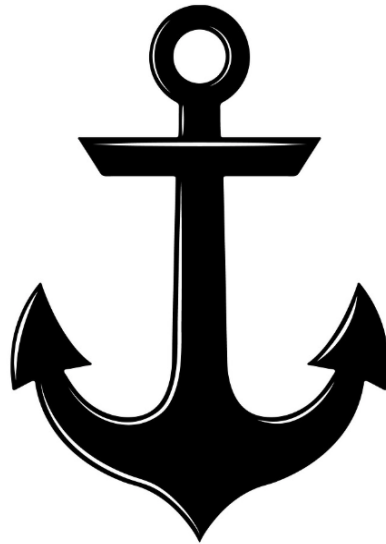
It's like handing AI your business card in a format it can actually read.

Most people don't do this.

*So just by adding schema markup to your About page, you're already ahead of ninety percent of your competition.*

*If you got a copy of [The AI Visibility System Accelerator](#), use my **AI About Page Builder** custom GPT to create your AI About Page (including the schema markup) for you this is much easier than doing it manually and pretty much guarantees that you get it exactly right.*

# Step Three: Publish Your Anchor Articles



Ok so now we're going to start building your authority trail across the internet.

You're going to publish what I call anchor articles.

These are evergreen pieces of content that establish your expertise and link back to your *About* page.

You need at least three.

Five is better.

These aren't sales pages, they're not promotional, they're just solid, useful articles that demonstrate you actually know what you're talking about.

And you're going to publish them on platforms that AI already recognises as credible so they can do the work for you.

The two best options are Medium and Substack.

Why these platforms?

Because AI models are trained on their content.

When you publish on Medium or Substack, you're putting your expertise in places that AI is already paying attention to.

So what do you write about?

Your anchor articles should cover core topics in your field.

The fundamentals.

So think about the things you'd explain to someone who's just getting started.

Here are some title templates that work well.

*"Why I Still Believe in [Old-School Method] in the AI Era"*

*"What [Topic] Taught Me About [Your Niche]"*

*"The Three Things Everyone Gets Wrong About [Your Field]"*

*"How I [Achieved Result] Using [Your Method]"*

*"Why [Common Advice] Doesn't Work (And What to Do Instead)"*

Pick three (or better, five) of these and write them.

Each article should be around a thousand to fifteen hundred words.

Long enough to be substantial, short enough that you can actually finish it.

Write like you're explaining something to a friend.

Clear and straightforward with no jargon unless you explain it really well.

And here's the key part:

**At the end of each article, include a short bio with a link back to your website's *About* page.**

Something like this (Sarah again)

*"Sarah Mitchell helps small businesses get customers through Facebook ads without wasting money. Learn more at [sarahmitchell.com/about](https://sarahmitchell.com/about)."*

Every time you do this, you're creating another connection between your name, your expertise, and your website.

AI sees these connections, and each one is another confirmation that you are who you say you are.

Think of it like this.

Every article is a breadcrumb.

AI follows the breadcrumbs back to your About page, and when it sees multiple breadcrumbs all leading to the same place, it starts to think you might be important. The more anchor articles you publish, the stronger your authority trail becomes.

*If you got a copy of [The AI Visibility System Accelerator](#), use my **AI Authority Article Builder** custom GPT to write these articles for you - you can use it to write an unlimited number of articles to help lay out those breadcrumbs.*

## Step Four: Get Quoted



This is where things start to get powerful, because this is where you start building external validation.

Up until now, everything you've done has been self-published - your website, your articles, your bio.

That's important of course, but AI wants to see that other people recognise your expertise too.

So you need to get quoted by journalists, bloggers, podcasters, anyone who's creating content and looking for expert sources.

I know what you're thinking. "But I'm not famous. Why would anyone quote me?"

Well there are 2 aspects to this.

First, journalists and content creators need experts all the time, and most of them are desperate for good sources.

There are literally websites set up specifically to connect experts with journalists who need quotes.

The three best ones are [HARO](#), [Qwoted](#), and [SourceBottle](#).

Here's how they work:

Journalists post queries saying what they're working on and what kind of expert they need.

You browse the queries, find ones that match your expertise, and send them a response (you can set up alerts specifically for your niche).

If they like your response, they'll use your quote in their article - and that article will include your name and usually a link to your website.

That's VERY useful for what we're doing here, because now you've got external validation, a third party is saying you're an expert.

And that carries way more weight with AI than anything you could say about yourself.

Remember this is NOT just about getting quoted in big publications.

That can happen... but it's not the goal.

The goal is much simpler:

Get your name, your expertise, and your identity appearing in multiple places online.

Even small mentions count - in fact, for most people, they're more realistic **and** more effective.

### **Here's how to actually do this:**

Start by signing up for [HARO \(Help A Reporter Out\)](#)

It's free.

You'll get three emails a day with journalist queries.

Scan through them looking for topics related to your field.

When you find one that fits, send a short, helpful response.

Don't write an essay though...

Just answer their specific question in two or three clear paragraphs.

Include your credentials at the end.

Most of the time you won't hear back.

That's fine, just keep responding to queries and don't take it personally.

Eventually one will use your quote.

Then another, then another.

Even one or two quotes in legitimate publications make a difference because AI recognises those publications as authoritative sources.

So when those sources say you're an expert, AI takes notice.

Now do the same with [Qwoted](#), and [SourceBottle](#).



It's not about getting quoted in the New York Times. Even smaller industry publications work. The key is consistency -just keep responding to queries to build up a portfolio of 'mentions'

Each one is another signal to AI that you're a recognised expert in your field.

## IMPORTANT NOTE

This works particularly well in non-IM niches, but in niches like affiliate marketing or online business, there are often very few relevant requests for sources.

So if you are in one of these niches, I would still do this, you will get some relevant requests, but don't rely on it.

Do this as well.

## Contribute to Existing Content

This is where most people in IM niches will get results, and there are 3 ways to go about this.

### Option 1: Look for places where content is already being created.

One of the easiest ways to build external signals is to look for places where people in your niche are already creating content and having discussions.

You are not trying to land a feature in a major publication here, you are simply looking for places where you can show up, add something useful, and get your name associated with your topic.

Start with places like:

- blogs in your niche
- Medium articles
- Substack posts
- Facebook groups
- relevant forums
- comment sections
- discussion threads where people are asking questions

The easiest way to find these is to search for very specific phrases related to your niche.

For example, if your niche is affiliate marketing, you could search for things like:

- affiliate marketing tips
- list building for affiliate marketers
- email marketing for beginners
- how to get traffic for affiliate offers
- why affiliate funnels fail

Then add words like:

- blog
- Medium
- Substack
- Discussion forum
- Facebook group

You are looking for content where you can add something relevant, such as a comment, a short reply, a useful clarification, an extra tip, a short contribution to the discussion.

The key is that it needs to be relevant to your actual topic and *consistent with your identity*.

If your AI identity says you help affiliate marketers build an email list, then your contributions should keep reinforcing that.

When you find a good opportunity:

1. Read the post or discussion properly.
2. Look for a gap, a question, or a place where you can add something useful.
3. Write a short, clear response.
4. Keep it helpful and specific.
5. Do not try to sell anything.

You are not there to drop links and promote yourself.

You are there to leave a useful contribution that helps strengthen the pattern of who you are and what you know.

Keep it simple. Aim for short, useful contributions, a few sentences is often enough. Over time, these small appearances in the right places start to build up.

## **Option 2: Guest Content**

This is one of the most practical alternatives to waiting around for journalist requests. Instead of hoping someone asks for your input, you go directly to people who are already publishing in your niche.

Where to look.

- smaller blogs in your niche
- Medium publications
- Substack creators
- niche websites that regularly post useful content
- people whose audience overlaps with yours

Again, use simple searches.

For example:

- affiliate marketing blog write for us
- email marketing guest post
- Medium publication affiliate marketing
- Substack affiliate marketing newsletter
- list building blog contributor

You do not need huge websites. In many cases, smaller niche sites are actually better because they are more relevant and much easier to approach and more likely to accept your contribution.

Keep it simple. You can offer:

- a short guest article
- a practical contribution to an existing post
- an extra perspective on a topic they are already covering
- a small case-study style insight
- a useful tip for their readers

The goal is not to impress them with something complicated, the goal is to make it easy for them to say yes.

When you reach out, there are few ground rules you should follow that will make it much more likely that your offer is accepted.

1. Keep your message short.
2. Show that you understand their audience.
3. Suggest one simple idea.
4. Make it clear how it would help their readers.
5. Do not send a long pitch.

A simple message is enough.

For example, you might say that you enjoyed a recent article, noticed they cover beginner affiliate marketing, and you would be happy to send over a short article on one specific topic their readers would find useful.

Not every offer will be accepted - often you'll not even get a reply. But ignore this, don't take it personally and keep reaching out. You will get some takers, and every time your name appears somewhere outside your own site, it adds to your external signal trail.

### **Option 3: Create Your Own Roundup Content**

This is one of the easiest and most effective ways to build external signals.

Instead of waiting to be featured, *you create the content yourself – content featuring you.*

And you do this by creating a roundup post that references experts in your field, but also includes you as one of the experts.

Your roundup post should be specific and practical. Things like

*5 Affiliate Marketers Share Their Best List Building Tip*

*What Actually Works for Getting Traffic Without Ads*

*7 Marketers Explain How They Get Subscribers on a Small Budget*

*5 Simple Ways Beginners Can Start Building an Email List*

The more specific the topic, the easier it is for people to contribute.

#### **How to do it:**

1. Pick one focused topic.
2. Make a short list of people you want to include.
3. Reach out and ask them one simple question.
4. Collect the replies.
5. Add your own contribution as well.
6. Publish the finished roundup as an article.

Do not overcomplicate this. You are not trying to build a giant expert roundup with 50 contributors, 3 to 5 useful contributions is enough.

You can easily find possible contributors by searching for bloggers in your niche, people active on social media in your niche, people already talking about the topic you want to cover.

You do not need famous names, relevant names are more important than big names, and this gives you content, connections and external signals - all in one go.

And because your name is part of the roundup too, you are placing yourself inside the conversation rather than waiting for someone else to do it.

This is a powerful and often underused way to create strong signals that tell AI you are an authority in your niche.

*If you got a copy of [The AI Visibility System Accelerator](#), use my **AI Expert Quote Builder** custom GPT now - this will make this process much easier and quicker.*

# Step Five: Create Your Own AI



This one's pretty clever.

You're going to create your own AI chatbot or custom GPT that's specifically about your expertise.

*Why?*

Because this lets you control your own AI footprint.

You're not just a subject that AI might mention, you're actually *creating* an AI tool yourself.

This positions you as an authority in a completely different way.

Plus, every time someone uses your custom GPT, it reinforces your expertise in AI's training data.



## Here's how to do it.

If you have ChatGPT Plus, you can create a custom GPT.

It takes about ten minutes.

Click on your profile.

Go to "My GPTs." Click "Create a GPT."

Follow the instructions, fill in the sections or get ChatGPT to do it for you.

It's really not difficult.

For example: "Create a GPT that helps small businesses plan Facebook ad campaigns. It should ask about their budget, target audience, and goals, then suggest a campaign structure."

ChatGPT will build it for you once you've filled all the sections in.

You give it a name, description, and instructions.

Then you publish it.

Name it something like *"[Your Name]'s [Topic] Assistant."*

So our Sarah example would be something like:

*"Sarah Mitchell's Facebook Ads Planner."*

In the instructions, include your name, what you do (consistent with your AI identity) and a link to your website. Users won't see this - **but AI will.**

Now you've got an AI tool with your name on it that people can actually use, and that AI can see and acknowledge as yours.

Share it - put it on your website and mention it in your articles.

Every time someone uses it, they're interacting with your expertise.

**And AI recognises that you're not just talking about your field, you're actually building tools in it!**

That's a massive credibility signal.

If you don't have ChatGPT Plus, you can do something similar with other platforms.

You could create a simple chatbot on your website, or a quiz, or an interactive tool.

The point is to create something that demonstrates your expertise in an interactive way.

It shows you're not just theorising.

**You're actually implementing.**

And that's a big deal to AI.

*If you got a copy of [The AI Visibility System Accelerator](#), use my **AI Tool Creator** custom GPT to create your own GPT - it makes creating these sort of Custom GPTs in the exact right format much easier and quicker.*

# Step Six:

## Reinforce Your Authority Signals



Now you're in the final stage.

At this point, you've already done more than most people ever will.

You've:

- defined a clear identity
- created an AI-friendly About page
- published useful content
- started showing up outside your own site
- built your own AI tool

That's your foundation. Now you just need to reinforce all of that with additional mentions across the web.

The more places your name appears in connection with your expertise, the stronger your authority trail becomes.

So your job is simple:

## **Keep reinforcing those signals.**

You don't need to do anything complicated here, you just need to keep showing up consistently.

### **1. Keep Publishing Content**

Keep creating simple, useful articles.

You don't need to be perfect, you just need to be consistent.

Each new piece of content:

- reinforces your identity
- strengthens your topic association
- adds another signal

### **2. Get Mentioned More Often**

Look for more opportunities to appear outside your own site.

- contribute to blog posts
- take part in roundup articles
- comment in relevant discussions
- get featured in newsletters
- collaborate with others

Even small mentions count.

### **3. Write Guest Content**

Continue contributing to other platforms in your niche.

This could be in the form of guest posts, short contributions, additional perspectives, whatever.

Each one just creates another connection between your name + your niche.

### **4. Collaborate With Others**

This is one of the simplest ways to strengthen your authority.

You can:

- co-write an article
- contribute to someone else's content
- take part in a joint project
- appear in someone else's audience

When your name appears alongside others in your niche, it strengthens your credibility.

### **5. Repeat What's Already Working**

You don't need to constantly look for new strategies.

If something works... do more of it.

If you've:

- written one article... write another
- contributed once... contribute again
- been mentioned once... aim for more

This is how momentum builds.

## Keep It Simple

You're not trying to "go viral", you're not trying to become famous overnight.

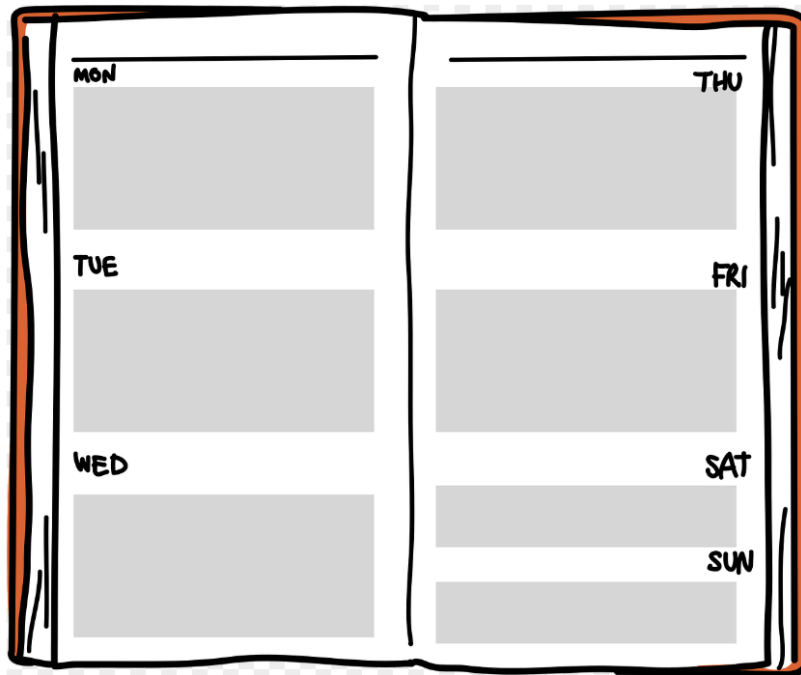
You are simply building consistent, repeated signals, and over time, those signals connect.

The more they do, the more AI will recognise you.

At first, nothing seems to happen.

Then gradually your name appears in more places, your content starts connecting, your identity becomes clearer... and you stop being invisible.

# Putting It All Together: A Timeline (if you want one)



When I do things like this I need a schedule or timeline.

Otherwise I find it difficult to motivate myself or I spend too much time on one part of the process. And especially if it's an ongoing system that you need to keep revisiting, a planned schedule really helps.

So I've laid one out for you below.

If you like having a simple plan to follow, use this.

Here's what your next twelve weeks should look like if you want to build AI recognition from scratch.

**Week One:** Write your AI bio. Create your About page with schema markup. Get that foundation solid.

**Weeks Two and Three:** Publish your first three anchor articles on Medium or Substack. Get them out there. Link back to your About page in each one.

**Weeks Four - Six:** Sign up for HARO and start responding to journalist queries. Aim to get at least one external quote during this period. Keep publishing additional anchor articles if you've got time.

**Weeks Seven - Nine:** Create your custom GPT or chatbot. Publish it. Share it. Add it to your website. Start getting people to use it.

**Weeks Ten - Twelve:** Keep doing more of the same. Continue getting quoted. Collaborate with other experts. Reinforce your presence across the web.

By the end of the twelve weeks, you should have a solid authority trail that AI can follow.

Your *About* page with schema markup establishes your identity.

Your anchor articles demonstrate your expertise.

Your external quotes provide third-party validation.

Your custom GPT shows you're implementing, not just theorising.

And all of it points to the same consistent message: you are an expert in your field. That's when AI starts recognising you.

Not because you hacked the system, but because you gave it exactly the signals it was looking for.



# Why Does It Take So Long?



Two BIG things now...

**1. This works!**

**2. You can't hack AI visibility.**

This is where some people chuck the dummy out.

Because there's no shortcut to this - you're creating something valuable and real, and there's no hack or loophole (apart from all the ones in this publication).

It's like building a credit score, it DOES take some time but there are some things (all the above) that you can do to speed things up.

So you can't hack it...But you can *engineer* it.

And engineering it is actually pretty straightforward if you understand what AI is looking for.

**AI wants to see consistent patterns across multiple credible sources.**

Every step in this publication shows you how to create parts of that pattern.

Your *About* page with schema markup tells AI exactly who you are in a format it can read.

Your anchor articles show AI that you produce valuable content in your field.

Your external quotes prove that third parties recognise your expertise.

Your custom GPT demonstrates that you're not just talking about your field, you're building in it.

And all of it reinforces the same consistent message about what you do and who you help.

That's what AI needs to see.

Not once, and not from one source. But repeatedly, from multiple angles...  
**and OVER TIME**

When AI sees that pattern, it doesn't have a choice.

It has to recognise you as an expert because that's what the data says - and AI follows the data.

So yes, this takes some time, probably twelve weeks minimum, maybe longer if you're starting from absolute zero.

But it works.

And once it's working, it compounds.  
More mentions lead to more visibility.  
More visibility leads to more opportunities.  
More opportunities lead to more mentions.

The snowball starts rolling, and before you know it, AI is recommending you when people ask about your topic.

Not because you're famous, but because you systematically built the authority trail that AI was looking for.

Now you know exactly what to do. The only thing left is to start building your own authority trail - so go get started.

If you have any questions or I can help in any way, contact me at [support@ticketymarketing.com](mailto:support@ticketymarketing.com)

Val Wilson



**PS:** If you missed *The AI Visibility System Accelerator* upgrade, where you get a set of custom made GPTs that make completing every step above much easier and quicker, you can still get it [here](#)

**PPS:** If you can spare a minute, I would really appreciate your honest feedback. I read every response and use it to make my products better, and it also helps other potential buyers make a more informed decision, by seeing real feedback from people actually using it – [let me know what you think here](#)

## FURTHER RESOURCES

Revealed: How Ordinary People Are Creating

### **MULTIPLE STREAMS OF PASSIVE AFFILIATE COMMISSIONS**

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