

How I got ChatGPT to send us a referral

I applied every rule to my website. Four weeks later, a new lead told us ChatGPT sent him. Here's what to remember.

The five rules

1 The swap test

If a competitor could print it today, it's not yours.

2 Proof beside the claim

A number, a name, or a timeframe, standing next to it.

3 No self-praise

Clients can call you an expert. You cannot.

4 One message everywhere

The same message on your website, LinkedIn and every listing.

5 Their words, not yours

Buyers search in their own language. AI cites the website that uses it.

Put the rules to work

- 1 Run prompt #1 to find what sets you apart.
- 2 Run prompt #2 to find your buyers' words.
- 3 Rewrite your message in their words, using the five rules.

Keep it working

- Ask AI what it says about you.
- Fix the source, not just your website.
- Use the same price on every page.
- Add structured data to your homepage.
- Record conversations, with permission.
- Ask every lead how they found you.



GET BOTH PROMPTS

newideamachine.com/prompts

Scan or type the address, enter your email, and both prompts come to you.

Your four weeks start today.