JASON AI WADE · BACKTIER

MEDIA KIT · 07 / 08

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ai visibility podcast

RESOLVED ENTITY

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FIG. 07 · MANY SIGNALS, ONE ENTITY

MEDIA

KIT

Sample Interview Questions AI VISIBILITY ARCHITECTURE · ENTITY LOCK PROTOCOL™ · AGENTIC VISIBILITY PATH™

Suggested questions for conversations about AI visibility, entity resolution, agentic commerce, and what happens when AI gets people and businesses wrong.

Jason AI Wade Founder of BackTier · Author · Podcast Host Writing, research, and work on how AI finds and understands us.

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MEDIA KIT: SAMPLE INTERVIEW QUESTIONS

JASON AI WADE · 07 / 08

§ 01

AI Visibility + Entity Resolution 1.

You say search ranked pages, but AI selects entities. What actually changed?

2.

How can a business rank first on Google and still be missing from ChatGPT’s answer?

3.

What is entity resolution, and why does it come before everything else?

4.

You list four reasons AI leaves a business out. How does an owner tell which one they have?

5.

Is GEO just SEO with a new name?

6.

What does “AI describes you the way your sources agree” mean in practice?

§ 02

The Jason Wade Problem 7.

What does AI actually say when someone asks about you?

8.

Why petition the court to make “AI” your legal middle name? Is it a stunt or a study?

9.

How will you know whether the experiment worked?

10.

What should a person or company with a common name do today?

11.

When BackTier measured itself, the score was zero. Why publish that?

MEDIA KIT: SAMPLE INTERVIEW QUESTIONS

§ 03

Measurement + Evidence 12.

How do you measure something as unstable as an AI answer?

13.

What should an owner ask before trusting an AI visibility score?

14.

Your own website passed every technical check and AI still didn’t recognize you. What does that tell us?

15.

What can’t be guaranteed in this work, and why say so up front?

16.

What is an Authority Canon, and why start with a book instead of more blog posts?

§ 04

Agents + The End of Checkout 17.

What is the Agentic Visibility Path, and why add Transaction?

18.

What does buying look like in 2030 if agents do most of it?

19.

What does a business need before an agent can book or buy from it?

20.

Who loses when checkout disappears?

21.

You ran ecommerce businesses for twenty years. What from that era still applies, and what is gone?

§ 05

AI at Work + Human Judgment 22.

What is the Lisa Latte Effect?

23.

Can AI make people better at their work and worse at judging it at the same time?

24.

For a law firm, where does AI risk actually live?

25.

What should a small business hand to AI agents first, and what should a person still decide?

26.

You’ve recorded hundreds of conversations on the AI Visibility Podcast. What has surprised you most?

§ 06

Lightning Round →

First thing to check when AI gets your business wrong?

→

One question every owner should ask ChatGPT about their own business?

→

GEO, AEO, or AIO: which acronym survives?

→

What gets mistaken for a ranking problem most often?

→

What becomes more important, not less, as AI writes more content?

→

Complete this sentence: “Before AI can recommend you...”

→

Complete this sentence: “The end of checkout means...”

→

What will owners be talking about in two years that almost nobody is talking about now?

MEDIA KIT: SAMPLE INTERVIEW QUESTIONS

§ 07

Every conversation starts somewhere. These questions are starting points, not a script. Jason welcomes conversations that follow the evidence, the tensions, and the open questions wherever they lead, including the parts of this field that are still unproven.

For interviews, podcasts, panels, and media inquiries

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