# JASON AI WADE · BACKTIER

# MEDIA KIT · 06 / 08

jason wade · singer

jason t wade

jasonwade.com

lake wales, fl

backtier

ai visibility podcast

# RESOLVED ENTITY

rollins college jason a. wade

back-tier (storage)

Jason AI Wade

# FIG. 06 · MANY SIGNALS, ONE ENTITY

# MEDIA

# KIT

Media Angles and Story Hooks AI VISIBILITY ARCHITECTURE · ENTITY LOCK PROTOCOL™ · AGENTIC VISIBILITY PATH™

Original perspectives on how AI finds, understands, and chooses people and businesses, and what happens when it gets them 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: MEDIA ANGLES AND STORY HOOKS

# JASON AI WADE · 06 / 08

## § 01

When AI Doesn’t Know Who You Are The Jason Wade Problem Ask an AI system about Jason AI Wade and it will often describe the lead singer of Lifehouse. What happens to anyone with a common name, a look-alike brand, or a merged identity, and why identity resolution comes before every other kind of visibility.

A Man Is Changing His Legal Name So AI Can Find Him Wade has petitioned the court to make “AI” his legal middle name. The experiment tests, against documented baselines and in public, whether a distinctive, machine-legible name changes how AI systems describe a real person.

Your Old Bio Is Still Talking Retired services, former employers, and stale directory listings keep showing up in AI answers long after a business has moved on. How to find the out-of-date sources AI is repeating, and replace them with one approved account.

When AI Merges You With a Stranger Similar names produce blended biographies: one person’s career, another’s city, a third’s awards. Why this happens, why it matters most for lawyers, doctors, and advisors, and what actually reduces it.





## § 02

From Ranking to Resolution Search Ranked Pages. AI Selects Entities. Search engines organized pages. AI systems increasingly organize meaning. What changes for a business when the question is no longer “where do I rank?” but “does the machine know who I am?”

Why Ranking #1 Doesn’t Mean AI Recommends You Search rankings and AI answers are produced by different processes. Why a firm can win the Google result and still be absent from the answer a buyer actually reads.

The Four Reasons AI Leaves You Out Identity confusion, unretrievable evidence, out-of-date sources, and weaker corroboration than a competitor. A plain-language diagnostic for owners who don’t know which problem they have.

Crawlable Isn’t Credible BackTier’s own website passed every technical check and AI systems still failed to recognize the company. Why technical SEO is necessary, not sufficient, in AI search.

## § 03

The End of Checkout What Happens When Agents Do the Shopping From Wade’s forthcoming book: how AI agents, machine-readable commerce, identity infrastructure, payments, and fulfillment could change buying by 2030, and which businesses get left out of the transaction.

The Next Customer to Read Your Website May Not Be a Person Agents read structured data, check consistency, and compare evidence before a human ever arrives. What a business needs to be legible to a buyer that never sees its homepage design.

Citation, Inclusion, Selection, Transaction The Agentic Visibility Path™ explained: the four stages between being mentioned by an AI system and being bought from by one, and how to measure progress at each.

Which AI Answers Depends on Where You Are Apple is building a China-specific AI stack. Wade’s research argues that jurisdiction is becoming a routing layer that decides which AI answers a query, with consequences for global brands.



## § 04

AI, Judgment, and the Human Layer The Lisa Latte Effect Wade’s name for a common failure: mistaking fluent AI output for your own competence. Why the polish of an AI draft can hide the absence of real judgment, in marketing, law, and management.

Smarter but None the Wiser A peer-reviewed study from Aalto University found that people solving reasoning problems with AI scored higher but overestimated their performance, and that users with more AI knowledge misjudged most. Why AI visibility, and AI work generally, has to be measured rather than self-assessed.

The Safest Legal AI Sees the Least For law firms, AI risk lives in retention and access, not in model training. Why the safest firm architecture limits what the AI can see, one redacted matter at a time.

More Agents Are Not More Intelligence Running more AI agents in parallel produces more output, not necessarily more understanding. Correlated errors and false consensus, and why agreement between models is not validation.





## § 05

Ready-to-Pitch Story Ideas “AI Thinks I’m a Rock Singer. So I’m Changing My Name.” Jason AI Wade explains the Jason Wade problem, why AI systems keep confusing him with the Lifehouse frontman, and what his public legal-name experiment is designed to test.

“Your Firm Ranks #1 on Google. ChatGPT Has Never Heard of It.” Why law firms and professional practices are vanishing from AI answers, and the four causes owners can actually check.

“We Measured Ourselves First. The Score Was Zero.” An AI visibility firm published its own failing baseline: 0 of 32 AI answers recognized it. What honest measurement looks like in a field full of unverifiable scores.

“The End of Checkout: When AI Agents Do the Buying.” What changes for retailers, service businesses, and payments when the customer sends an agent instead of visiting the store.

“The Safest AI for a Law Firm Is the One That Sees the Least.” A practical security architecture for firms adopting AI: limit access, control retention, and keep a human deciding.

“Fluent Isn’t Smart.” The Lisa Latte Effect and the research behind it: why AI can make people perform better while making them worse at judging their own work.

## § 06

Available for Conversations About AI visibility

Entity resolution

Generative engine optimization (GEO) Agentic commerce

The end of checkout

Law firm AI visibility Measuring AI answers

AI search vs. SEO Personal and founder identity in AI AI agents for small business

Legal AI security and governance AI and human judgment

Local business in the AI era

## FORMATS

## CONTACT

Podcast and radio interviews · Keynotes · Panels · Workshops for law firms and professional associations · Expert commentary for print and online

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Jason AI Wade Founder of BackTier · AI visibility researcher Writing, research, and work on how AI finds and understands us.