

EXECUTIVE WRITING GUIDE FOR AI VISIBILITY

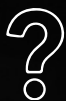
Today's buyers increasingly discover expertise through AI-generated answers, not just search engines. The way you structure your content influences whether AI systems understand, summarize, and cite your insights.

These writing guidelines build on [10Fold's AI Search Visibility Checklist](#) and translate those principles into practical habits executives can apply every time they create content.



EXECUTIVE SUMMARY

- ✓ If you only remember five things from this guide, make them these.
 - ✓ Write headlines and section headers that closely match buyer questions or AI prompts.
 - ✓ Answer the question immediately.
 - ✓ Keep writing concise with short paragraphs and one idea per section.
 - ✓ Teach before you promote using plain language and evidence.
 - ✓ Build authority by consistently publishing around the same strategic topics.



MAKE YOUR HEADLINE MATCH THE QUESTION

Your headline should closely resemble a question a buyer might actually ask. Question-based headlines naturally align with how buyers search and how AI systems retrieve information.

Instead of 'Identity is Broken,' consider 'How Can Organizations Secure AI Identities?' or 'Why Are Traditional IAM Approaches Falling Short?'



TREAT EVERY SECTION HEADER LIKE A BUYER PROMPT

- ✓ Every section should answer a specific question a buyer or AI platform might ask. Think of each section header as a prompt.

The first 2–3 sentences immediately following the header should directly answer that question before expanding with supporting context, examples, or evidence.

Framework:

- ✓ Section Header = Buyer Prompt
- ✓ First 2–3 Sentences = Direct Answer
- ✓ Remaining Content = Evidence, Examples, Perspective



ADD KEY TAKEAWAYS

- ✓ Include a Key Takeaways section immediately after your introduction. This gives busy readers an immediate understanding of the value they'll receive while providing AI systems with a concise summary of your primary message.

Limit the section to 3–5 bullets, with each bullet communicating one complete idea in a single sentence. Focus on the insights you want readers and AI platforms to remember after reading your content.

Example:

- ✓ AI governance should be established before organizations scale AI.
- ✓ Successful AI adoption requires clear ownership and measurable business outcomes.
- ✓ Governance frameworks reduce risk while increasing trust.
- ✓ Executive leadership is essential for responsible AI adoption.



ANSWER THE QUESTION IMMEDIATELY

- ✓ Your audience should not have to read halfway through an article to understand your point. Buyers decide within seconds whether content is worth their time, and AI systems prioritize content that answers questions quickly and directly.

Spend the first 2–3 sentences giving your answer. Once you've established the takeaway, expand with supporting evidence, examples, or perspective.



KEEP PARAGRAPHS SHORT

- ✓ Dense paragraphs make ideas harder to absorb. Short paragraphs improve readability, help readers quickly scan for key points, and make individual ideas easier for AI systems to identify and summarize.

Limit paragraphs to 2–3 sentences. Start a new paragraph whenever you introduce a new idea, and use bullets when presenting multiple recommendations or examples.



WRITE FOR ONE IDEA PER SECTION

- ✓ Each section should answer one question or explain one concept. When multiple ideas compete for attention, readers lose the main point and AI systems have a harder time identifying what the section is actually about.

Introduce one idea, explain why it matters, support it with an example or proof point, then move to the next topic. Think of every section as something that could stand alone if it were copied into an AI-generated answer.



DEFINE TECHNICAL CONCEPTS CLEARLY

- ✓ Never assume your audience shares your vocabulary. Even sophisticated buyers appreciate clear explanations, especially when evaluating unfamiliar technologies or emerging categories.

Define what the concept is, explain why it matters, and connect it to a real business outcome using plain language before introducing technical terminology.



MAKE YOUR EXPERTISE EASY TO QUOTE

- ✓ AI systems often surface concise statements rather than entire paragraphs. Buyers do the same when they share ideas with colleagues.

Include clear, standalone insights throughout your content that communicate a complete thought in one or two sentences.



ANTICIPATE THE NEXT QUESTION

- ✓ The best content feels like a conversation. Every answer should naturally lead to the next question your audience is likely to ask.

Structure your content to move logically from what, to why, to how, to business impact, and finally to next steps.



SUPPORT OPINIONS WITH EVIDENCE

- ✓ Strong executive content doesn't just express opinions, it explains why those opinions are credible.

Support your perspective with customer examples, industry research, market observations, original data, and lessons learned from real-world experience. Evidence transforms commentary into thought leadership.



REINFORCE YOUR CORE TOPICS CONSISTENTLY

- ✓ Executives become recognized experts by repeatedly contributing to a small number of important conversations, not by commenting on every industry trend.

Choose 2–4 strategic topics that align with your expertise and your organization's priorities. Return to those themes consistently across articles, LinkedIn posts, blogs, presentations, webinars, and interviews.

Over time, this repetition helps buyers and AI systems consistently associate your name with those areas of expertise.

Think in themes, not individual posts.



BEFORE YOU PUBLISH

- ✓ Does my headline reflect a real buyer question?
- ✓ Does each section header closely align with a target AI prompt or buyer question?
- ✓ Do the first 2–3 sentences after each section header directly answer that question?
- ✓ Have I included a Key Takeaways section with 3–5 bullets?
- ✓ Are my paragraphs generally limited to 2–3 sentences?
- ✓ Does every section focus on one idea?
- ✓ Have I explained technical concepts in plain language?
- ✓ Is my key insight easy to quote or summarize?
- ✓ Have I supported my perspective with examples, data, or experience?
- ✓ Am I reinforcing one of my organization's core areas of expertise?
- ✓ Am I teaching something valuable rather than simply promoting a product?

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