Case study

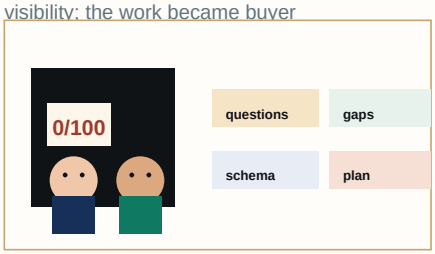
Leadership coaching brand: from invisible in AI answers to a clear action plan

This coaching brand was not showing up in the AI answer checks we measured. New Reward turned that blank starting point into a clear work plan with buyer questions, competitors, gaps, recommendations, and ready-to-use visibility ...

Case-specific proof visual

Coaching visibility workshop

The brand started at zero visibility; the work became buyer



- Coach and strategist review the 0/100 baseline.
- Buyer questions become a prioritized action board.
- The proof is readiness, not ranking or revenue lift.

New case-specific illustration. It is not a private client screenshot or outcome proof.

Measured proof

0/100

AI visibility baseline: Measured starting score at audit time.

Client	Industry	Timeframe	Outcome
Anonymized professional coaching client	**Professional coaching and leadership development**	**February 2026 package audit**	**Evidence-backed operational readiness**

Evidence at a glance

Measured result	Measured change	Next evidence
Evidence-backed operational ...	**Bounded claim**	**Proof boundary**
The verified result was a clean action package. The client now had a baselin...	This proves baseline measurement and package readiness across ChatGPT...	This package measures the AI visibility baseline and the readiness assets bui...

Proof boundary

This proves baseline measurement and package readiness across ChatGPT, Grok, Perplexity, Google AI, and Claude, from the February 2026 package audit.

Evidence appendix

Evidence, limits, and source notes.

Problem

The brand had a 0/100 AI visibility score. In plain English: the measured AI tools were not naming the business when buyers asked relevant questions.

What New Reward did

New Reward tested 50 buyer-style questions, mapped competitors and content gaps, and built a package of recommendations and machine-readable ...

Result

The client moved from an unknown AI visibility problem to a documented action package with 23 readiness asset groups and 8 recommendations.

Why it matters

A buyer cannot choose a business they never see. The package gave the client a clear path to make the brand easier for search engines, AI tools, and prospects...

Measured signals

AI visibility baseline 0/100	Benchmark questions 50
Competitors mapped 5	Content gaps 9
Recommendations 8	Readiness asset groups 23

Work performed

- Tested 50 buyer-style AI visibility questions.
- Mapped 5 competitors and 9 content gaps.
- Prepared 8 recommendations and 23 readiness asset groups.
- Checked package files, JSON validity, client scoping, and placeholder cleanup...

Caveats

- This package measures the AI visibility baseline and the readiness assets built from it.
- Scores come from the February 2026 package audit across five answer engines.

What remains bounded

- This proves baseline measurement and package readiness across ChatGPT, Grok,...
- This package measures the AI visibility baseline and the readiness assets built...

Source notes and download path

Download URL:
https://www.newreward.com/cases/leadership-...
Public URL:
https://www.newreward.com/cases/leadership-co...

Proof visual: Coaching visibility workshop

Proof image source:
https://www.newreward.com/marketing...
Deep package audit: Internal package audit dated 2026-02-25 | Package au...