

AI WORKSHOP: CREATE YOUR 24/7 LEAD ENGINE

Heather Pressler, PhD

Founder, CEO





Agenda for **Today**

Ignite your marketing in less time

01

ABOUT

Meet Heather & BlueHuki

02

THE PROBLEM

How AI is causing an online invisibility crisis

03

THE SECRETS

How to be smart with your time & get found

04

WORDS OF WISDOM

What works & avoiding costly pitfalls

05

IMPLEMENTATION

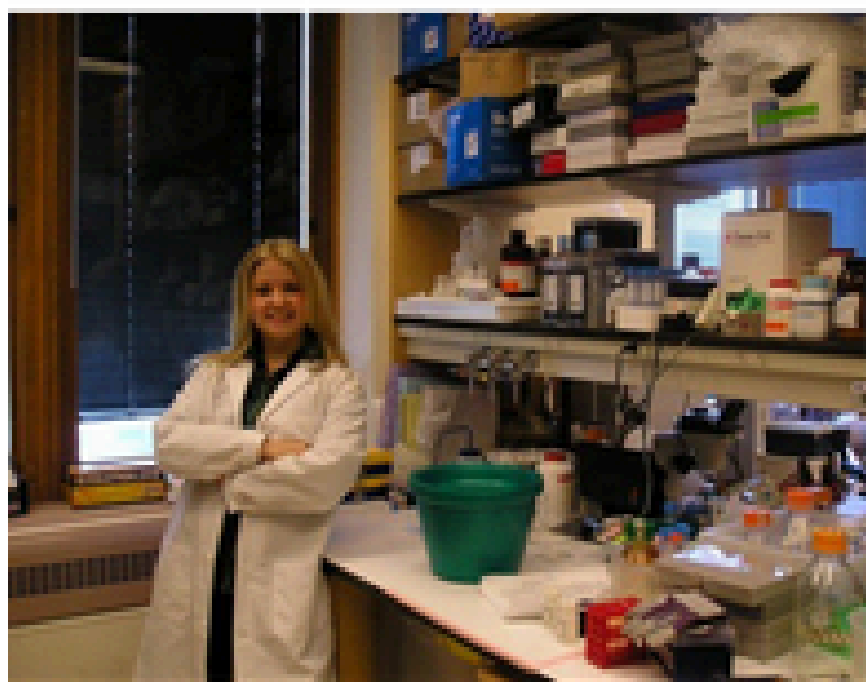
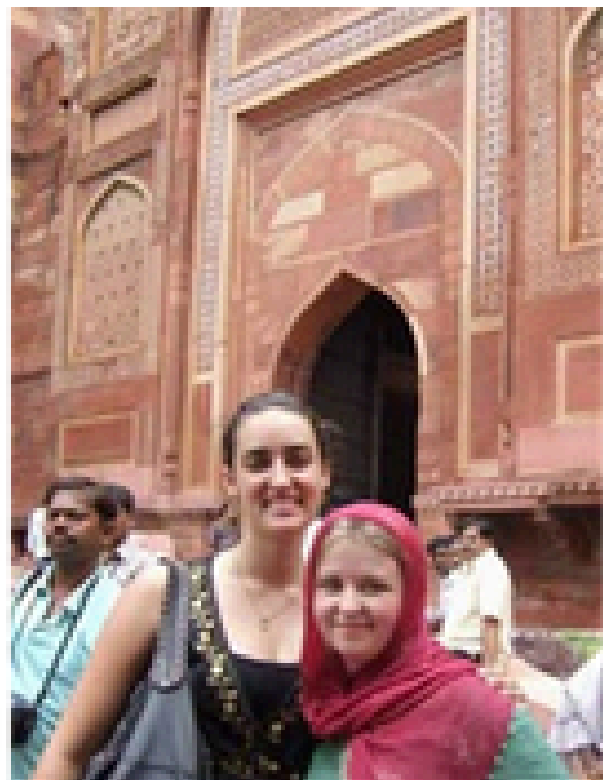
Let's get this done - real examples!

06

CONVERSIONS

Improvements to sell

Scientist-turned-Marketer



Meet Team BlueHuki



Military Spouse Owned & Operated

BEST
of **D.C.** 2025





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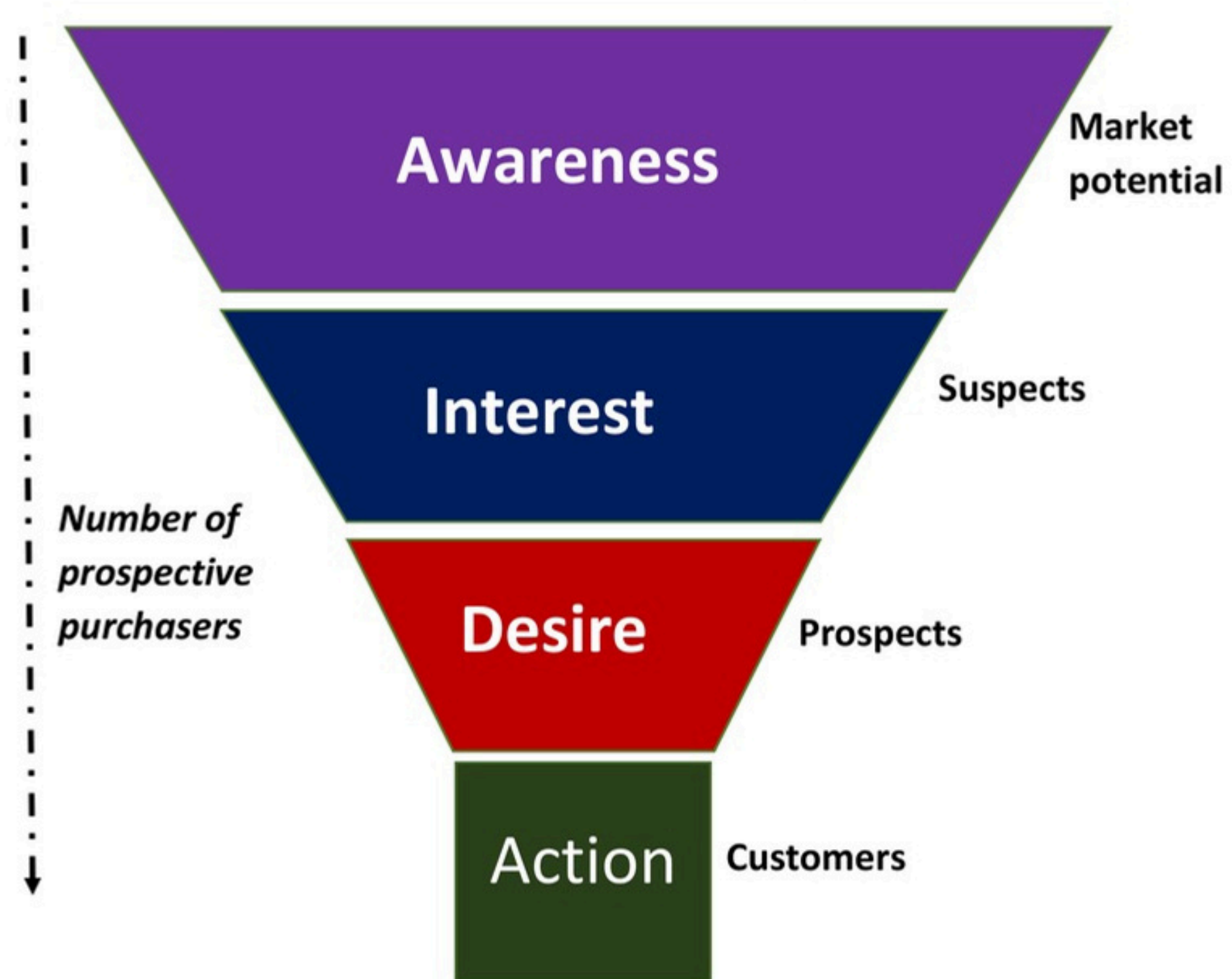
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Understanding The Customer Journey



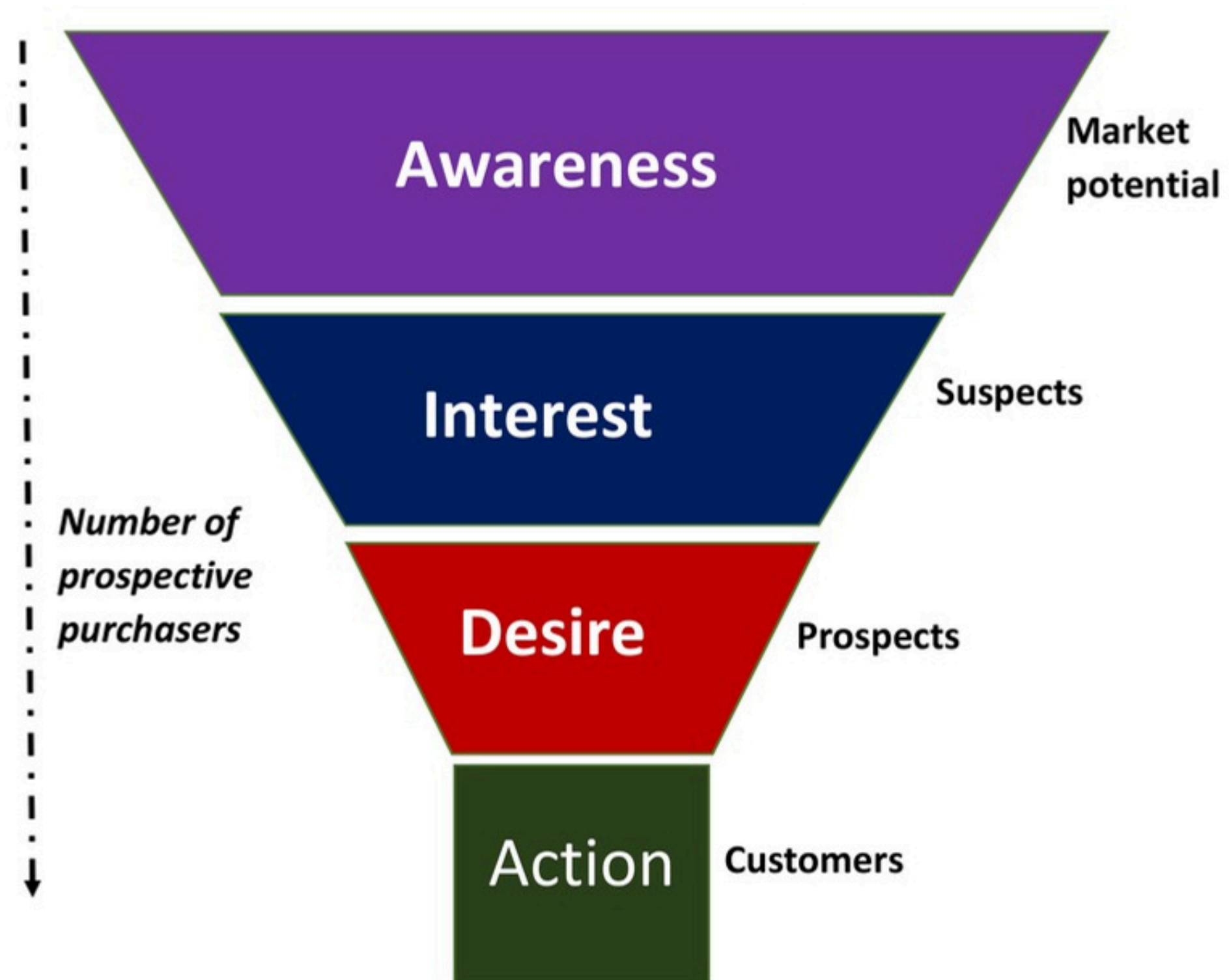
The Problem: ChatGPT Fundamentally Changed Search

	Search Google	Ask ChatGPT
Get a quick answer, fact or definition <i>(e.g., "What is the capital of France?")</i>	77%	23%
Find companies or local businesses <i>(e.g., "Plumbers near me")</i>	74%	26%
Get recommendations or reviews <i>(e.g., "Best laptops for gaming")</i>	69%	31%
Plan a vacation <i>(e.g., "Best beaches in Mexico")</i>	66%	34%
Find medical information <i>(e.g., "What are the symptoms of the flu?")</i>	65%	35%
Understand why something works <i>(e.g., "Why is the sky blue?")</i>	61%	39%
Get step-by-step instructions <i>(e.g., "How do I change a tire?")</i>	60%	40%

2026: 60% of Searches are Zero Click = No Website Traffic



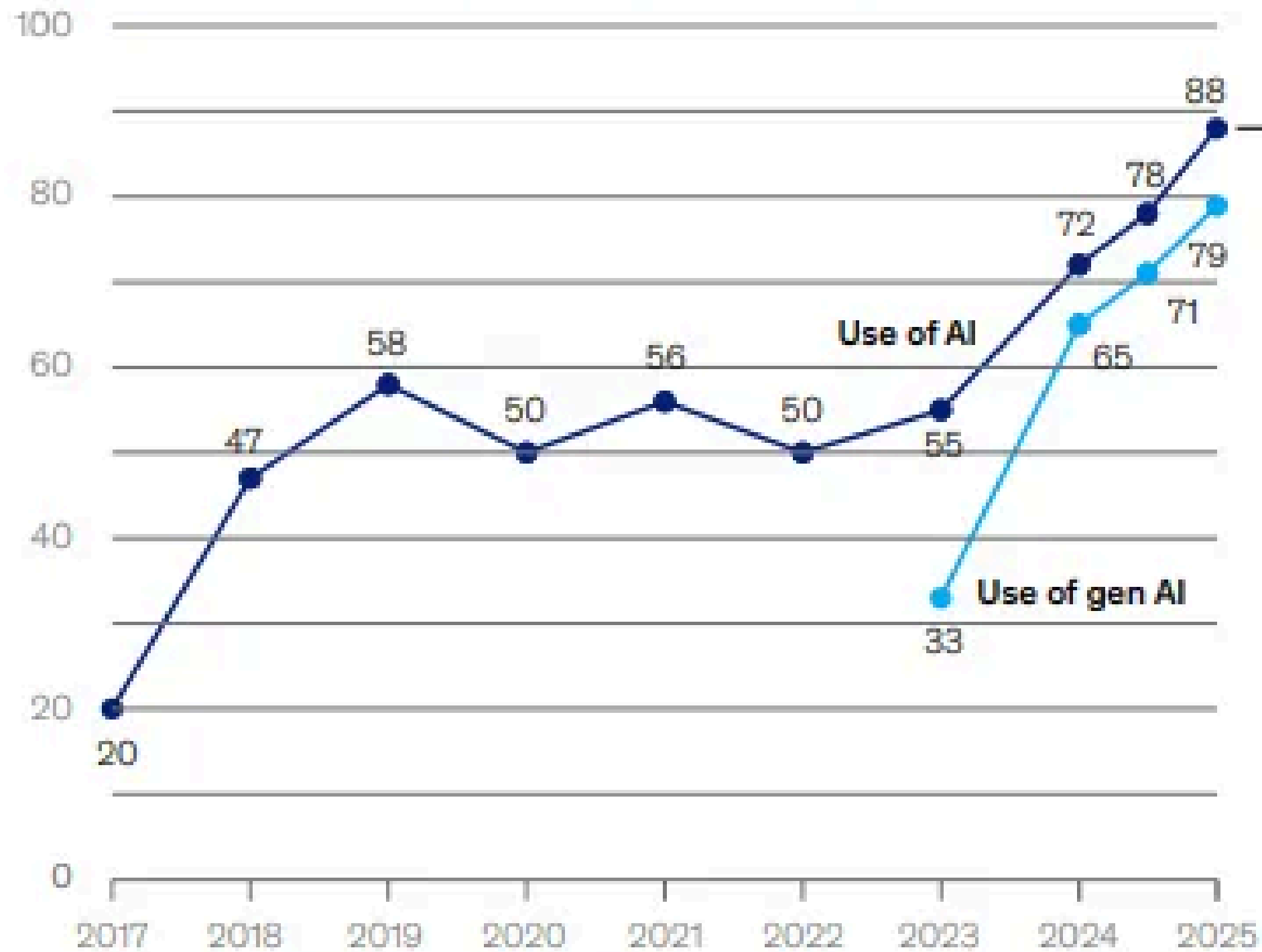
Understanding The Customer Journey



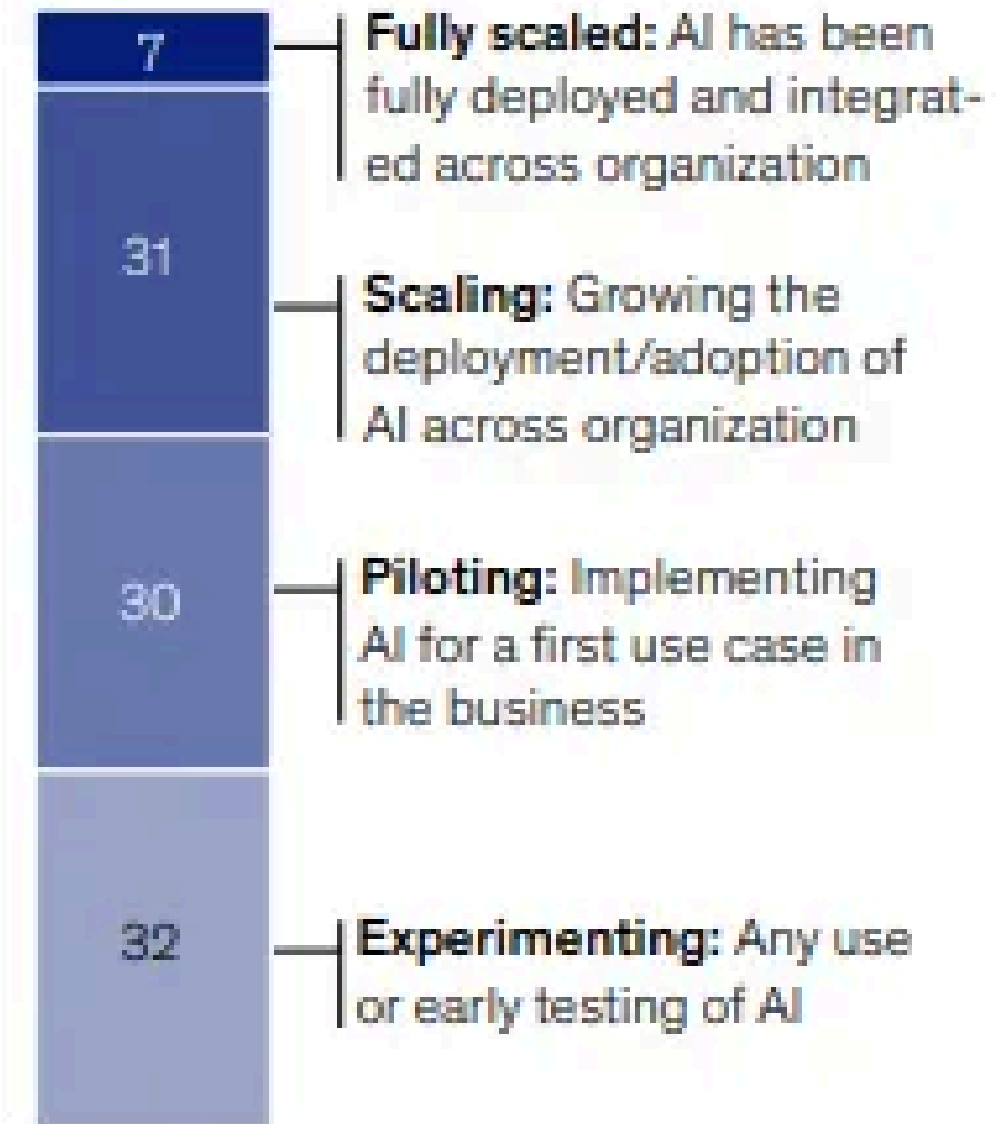


88% of organizations now use AI in at least one business function.

Organizations that use AI in at least 1 business function¹



Phase of AI use among organizations using AI in 2025



Invisibility Online

Not Just an Issue for Start Ups

Data for Websites
Without a Strategy

Q3/4 2025:

83% of Websites Saw
a Decline in Website
Traffic from Search



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Where You Need to Be **Active**

What is Working Today

Social Media

Now indexable on Google & important for networking

Organizations

Backlinks, awards & articles provide an important boost

Your Website

The key to attracting Google & ChatGPT

Community Groups

Grassroots word of mouth online

Email

Not dead! Stay in front of your network & clients



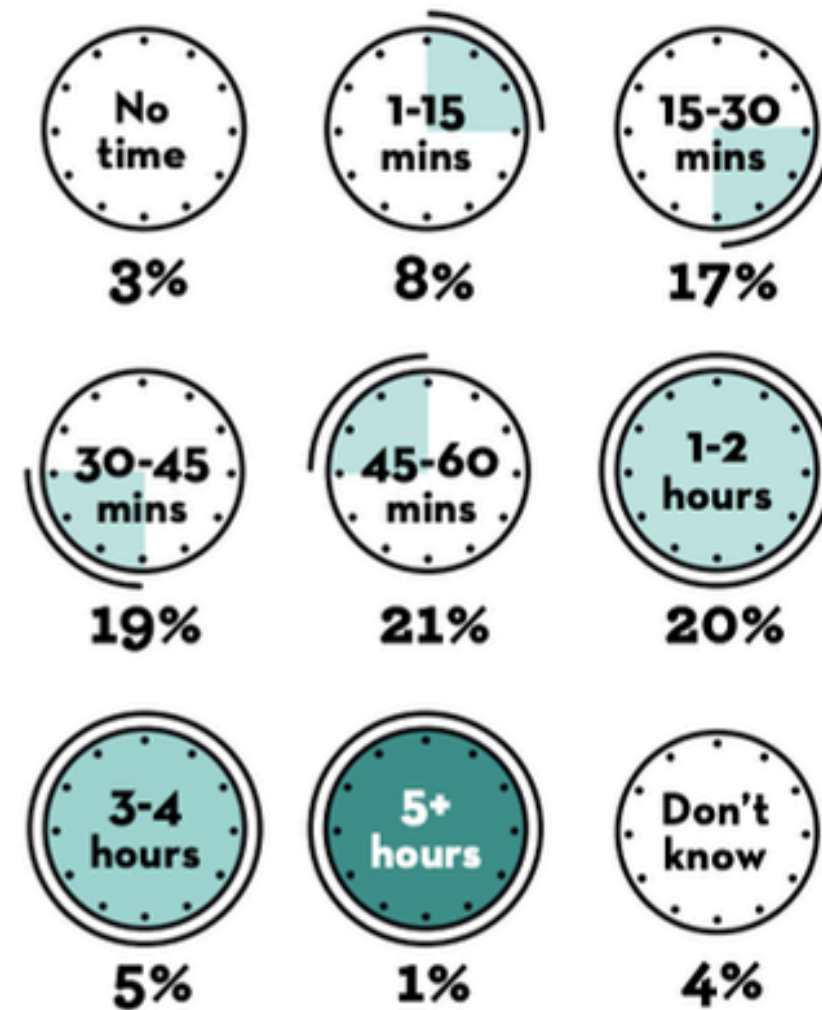
Execute a Full Marketing Strategy = 15- 30 Hours Per Week or More!

 Use AI to Save Time

Can We Use AI to Save Time?

Yes, but it takes some know-how!

Time saved per day by using AI



The average time saved per day by using AI is **one hour**



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Words of Wisdom

Before We Get Started - Best Practices



Always Review

Don't use unedited & unreviewed AI



Be Authentic

Make sure your content is unique and authentic to you



Create an Avatar

Understand the pain points of your ideal client



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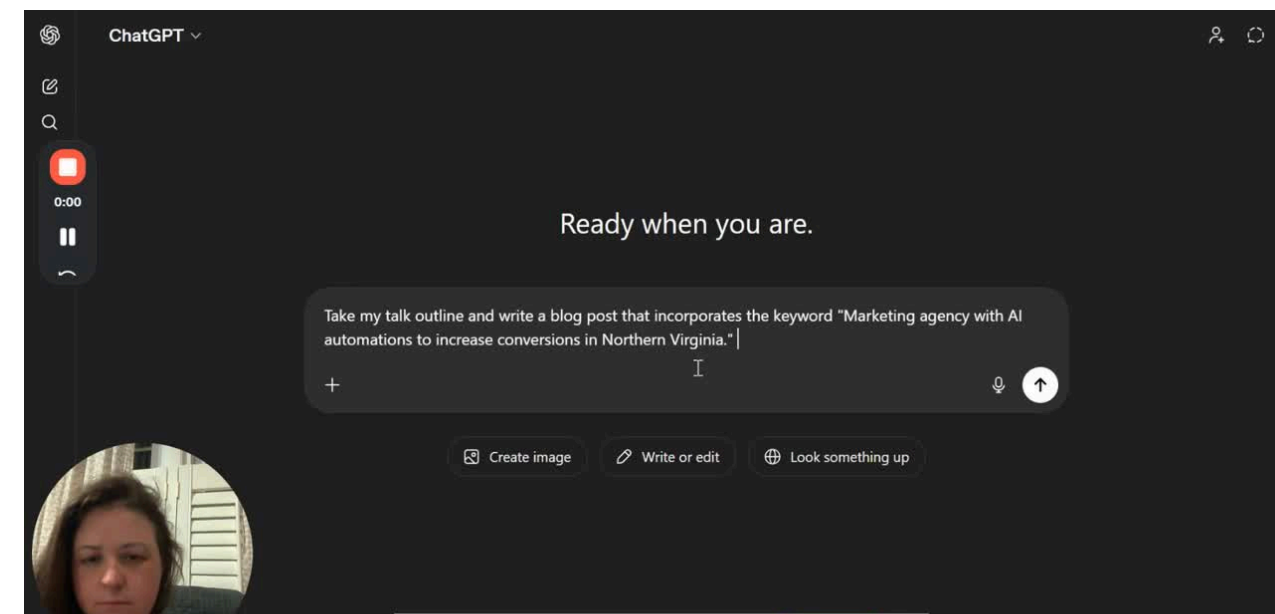


Practical Steps & AI Workflows

Prompt Sequence: Let's do this together!

- 01.** Start with an idea & provide specific details. Ask for blog content that includes a local keyword.
- 02.** Ask for 3 social media posts that are based on #1 with hashtags and a local keyword.
- 03.** Now ask for an email that takes a short, teaser version of the content to encourage clicks.
- 04.** Scrutinize! Make sure this feels like you - heavily edit until it is authentic.

Create Content in Less Time!





24/7 AI & Technologies

Traffic Generation	Scheduled content pipelines
Lead Capture	Chatbot & phone handles conversations 24/7
Lead Enrichment	Instant enrichment on every form submit
Lead Routing	Leads scored and routed automatically
Outreach & Nurture	Sequences triggered by behavior, not humans
Meeting Booking	AI books and confirms meetings directly
Lead Reactivation	Re-engagement sequences run without prompts
Reporting & Optimization	Dashboards auto-update and flag anomalies



Collaborate **With AIs**

Organize Data or Notes	Claude
Analyze Data	Claude
Pull Industry Data	Perplexity
Produce a Clean Graphic	Claude
Produce a Social Graphic	ChatGPT
Writing	Claude / ChatGPT / Gemini
AI Prompts	Claude
Protocols	Claude / ChatGPT

Data for Websites With a BlueHuki Strategy Q3/4 2025: 86% of Websites Saw an Increase in Website Traffic from Search

How Do We Convert Traffic to Sales?





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Website Checklist



Clarity



Visibility



Trust



Offer



Action

= More Conversions

The Right Strategy Pays Dividends

2025 Client Performance

5x Improvement



7 Day Action Plan

Choose One:

- Create your new AI marketing workflow
- Rewrite your homepage headline for clarity
- Define one primary call-to-action
- Add a testimonial or proof point
- Simplify your messaging to focus on outcomes



Thank You!



*Get Everything:
The Example
Prompts, Website
Checklist &
Schedule a Quick
Connect*