

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 ...

Measured proof

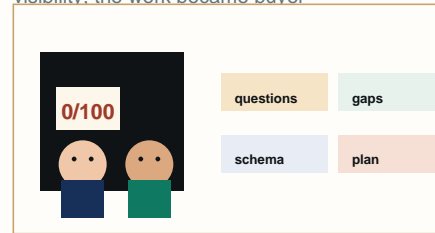
0/100

AI visibility baseline: Measured starting score at audit time.

Case-specific proof visual

Coaching visibility workshop

The brand started at zero visibility: the work became buver



- 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.

Client

Anonymized professional coaching client

Industry

Professional coaching and leadership development

Timeframe

February 2026 package audit

Outcome

Evidence-backed operational readiness

Evidence at a glance

Measured result

Evidence-backed operational ...

The verified result was a clean action package, not a claimed lift. The client...

Return proof

Bounded claim

This proves baseline measurement and package readiness. It does not ...

Next evidence

Proof boundary

Do not claim revenue lift, ranking lift, or AI citation lift from this ...

Proof boundary

This proves baseline measurement and package readiness. It does not claim revenue lift, ranking lift, or AI citation lift.

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...

Caveats

- Do not claim revenue lift, ranking lift, or AI citation lift from this package alone.
- The client name remains anonymized until publish approval exists.
- Brand leakage still needed cleanup before stronger narrative claims.

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...

What remains bounded

- This proves baseline measurement and package readiness. It does not claim ...
- Do not claim revenue lift, ranking lift, or AI citation lift from this package ...

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...