

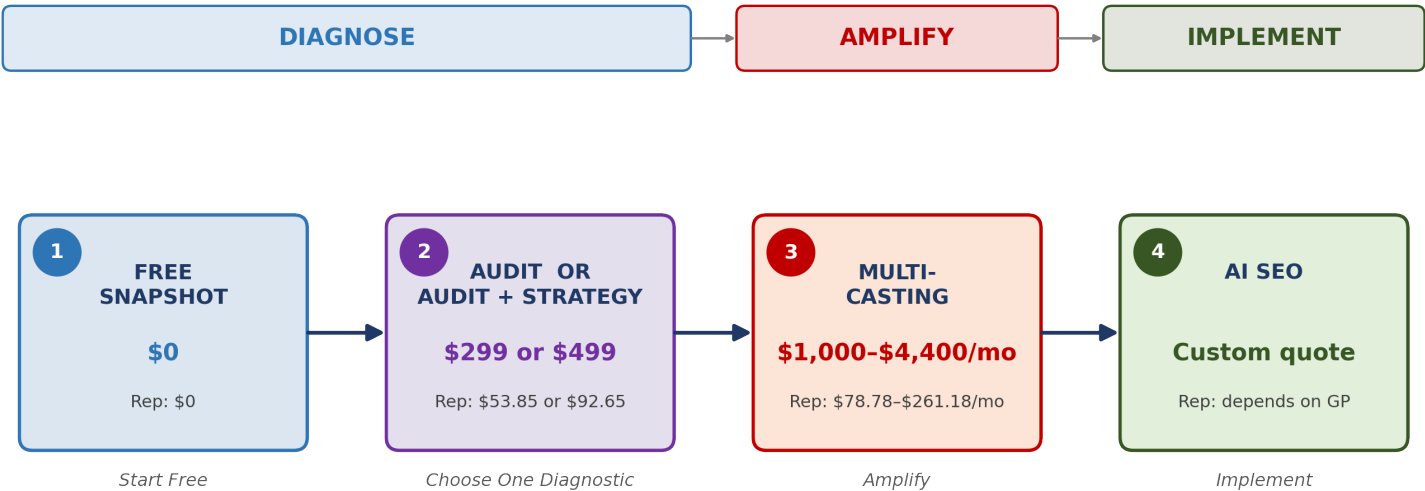
Nsite AI Visibility Search Accelerator

Sales Funnel Cheat Sheet

DIAGNOSE > AMPLIFY > IMPLEMENT

At-a-glance funnel and commission guide · Internal rep reference · Approved Aug 31, 2026 · NSITE-2026-08-31-A1

The order is simple: identify the gap, explain it, amplify the right topics, then implement the owned search foundation.



The Funnel at a Glance

Stage	Offer	Price	Rep Example
1. Start Free	Free AI Search Visibility Snapshot — shows whether an AI visibility problem may exist. A preview, not a full audit.	\$0	\$0
2. Choose One Diagnostic	Full Audit OR Audit + Strategy — the \$499 option adds a 45–60-minute personal review on the same Audit. Don't sell both as required sequential purchases.	\$299 or \$499 one-time	\$53.85 or \$92.65
3. Amplify	Nsite MultiCasting — turns one approved topic into a coordinated campaign, distributed through the channels included in the selected plan.	\$1,000–\$4,400 /month	\$78.78–\$261.18 /month
4. Implement	Ongoing Nsite AI SEO — implements the website, search, local, content, reputation and authority work from the approved custom scope.	Custom quote	Depends on approved GP

Product Distinctions — Memorize These

1. Free Snapshot

Does: Introduces whether the business appears in sample AI-generated answers.

It's Not: A complete audit, diagnosis or implementation plan.

Ask: *Would you like to see the fuller competitor and buyer-question analysis?*

2a. \$299 Full Audit

Does: Measures the full problem across major AI platforms, competitors, buyer questions, sentiment, citations and content gaps.

It's Not: SEO work, ongoing monitoring, or a promise of future visibility.

Ask: *Which finding matters most to your growth priorities?*

2b. \$499 Audit + Strategy

Does: Includes the Full Audit plus a 45–60-minute personal review to interpret and prioritize findings.

It's Not: An extra Audit slot after buying the \$299 offer. It's the upgraded diagnostic choice, using the same capacity slot.

Ask: *Would you like help turning the findings into an action plan?*

3. MultiCasting

Does: Creates, adapts, reviews and distributes one coordinated topic-led campaign each month.

It's Not: Technical SEO, daily social management, unlimited content, or guaranteed placement.

Ask: *Which topic, service or announcement should reach more channels?*

4. Nsite AI SEO

Does: Implements the approved owned search foundation and ongoing visibility work.

It's Not: The Audit report — and not automatically the same scope for every client.

Ask: *Would you like a custom implementation quote based on the priority gaps?*

FAST MEMORY AID

Snapshot = preview | Audit = diagnosis | Strategy Review = interpretation |
MultiCasting = amplification | AI SEO = implementation

Pricing & Sales Guardrails

COMMISSION RULE — 20% of positive gross profit, not 20% of revenue

Gross profit is calculated after modeled fulfillment costs, owner labor, allocated software/license cost, and payment-processing fees. Recurring commissions follow the qualifying active engagement; one-time sales pay once. Figures below are current internal model examples and must be recalculated whenever costs or scope change.

All quotes must be pre-approved by Sonia Park.

She will prepare a formal proposal for any pending deals.

Fixed Offers — AI Visibility Audit

Paid Diagnostic Choice	Client Price	Rep Example
Full AI Search Visibility Audit	\$299 one-time	\$53.85 once
Audit + Personal Strategy Review	\$499 one-time	\$92.65 once

The \$499 offer includes the full Audit and uses the same single paid-audit capacity slot.

Nsite MultiCasting — Four Levels

Package	Price/mo	Included Distribution	Rep Comm./mo
Basic	\$1,000	Owned social channels only; no paid publishing network.	\$78.78
Visibility	\$2,250	Basic + Standard + Primetime distribution.	\$142.68
Authority	\$3,000	Visibility + Microsoft MSN distribution.	\$179.28
Premium	\$4,400	Authority + Premium Big 6 distribution.	\$261.18

Currently limited to 9 openings — verify availability before quoting a start date.

Nsite AI SEO — Reference Scenarios & Combined Retainers

AI SEO remains custom-quoted. These are approved reference scenarios, not universal packages. Sonia must approve the fulfillment scope, price and payout before presentation.

Scenario	Client Price/mo	Rep Example/mo
Focused AI SEO — scenario 1	\$1,600	\$70.40
Focused AI SEO — scenario 2	\$1,846	\$118.12
Focused AI SEO — scenario 3	\$2,400	\$225.60
Combined: Tier 2 + MultiCasting Basic (“Go Big”)	\$3,400	\$304.38
Combined: Tier 2 + expanded review	\$3,650	\$313.28
Combined: Tier 2 + Standard distribution	\$4,200	\$350.68

Capacity Check Before Promising Delivery

- Free Snapshots: up to 750 per current reset cycle.
- Paid Audits: 12 total slots per current reset cycle; the \$299 and \$499 offer share the same pool.
- MultiCasting: currently limited to 9 openings; verify availability before quoting a start date.
- If capacity is full, use Sonia's approved waitlist/deposit process. Never invent availability or timing.

Recommend the Next Step

Trigger	Suggested Question
After Snapshot	The preview suggests there may be a gap. Would you like the complete competitor and buyer-question analysis?
After Audit	Which finding matters most, and would a personal strategy review help you prioritize it?
To MultiCasting	Which approved topic should we turn into a coordinated campaign across more channels?
To AI SEO	Would you like a custom implementation quote for the website and search work behind these priority gaps?
Combined quote	Do you want us to separate the owned SEO foundation from the MultiCasting amplification so there's no duplicated scope?

Non-Negotiable Sales Guardrails

- Do not call the Free Snapshot a free audit or full report.
- Do not describe the Audit as AI SEO. The Audit diagnoses; AI SEO implements.
- Do not promise named placements, rankings, AI recommendations, traffic, leads or sales.
- MultiCasting includes one agreed topic-led campaign per month — not eight unrelated original posts or daily social management.
- List exact assets, platforms, timing, billing cadence and approval requirements in the proposal.
- Use the approval gate: draft → factual/source review → Sonia approval → client approval when required → publish → verify.

Affiliate-Link Rule

The public links on this sheet are reference pages. After approval and enrollment, reps log in to ThriveCart and use their unique affiliate links for tracked promotions and commission credit.

Audit Coupon Codes

Custom rep coupon codes are available for the paid Audit and Audit + Strategy Review products. The rep requests their code directly from Sonia, then gives it to the buyer to enter at checkout. ThriveCart records the coupon use in the affiliate system. Reps should still use their unique affiliate links whenever they share a checkout page.

Sales Page Links

- Audit sales page: www.nsitetechnologystudios.com/nsite-ai-search-visibility-audit
- Request Free Snapshot: www.nsitetechnologystudios.com/request-a-free-ai-search-visibility-snapshot
- MultiCasting sales page: www.nsitetechnologystudios.com/nsite-multicasting
- MultiCasting quote request: www.nsitetechnologystudios.com/nsite-multicasting-request-a-quote
- AI SEO sales page: www.nsitetechnologystudios.com/Nsite-AI-SEO
- AI SEO quote request: www.nsitetechnologystudios.com/nsite-ai-seo-request-a-quote

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