



UNSCRIPTED SMALL BUSINESS · EPISODE GUIDE

Get Found. Get Chosen. Get Paid by AI.

A small-business guide to agentic commerce
and answer-engine optimization (AEO).

Featuring Mark Pearson

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INTRODUCTION

Search Just Split in Two

For twenty years, getting found online meant one thing: rank on Google. That era is ending. In this Unscripted Small Business conversation, Mark Pearson — a Tony Robbins-trained business coach turned AI consultant and founder of Agent Buyable — lays out what replaces it.

Search has split into two layers. The first is getting found by AI: the answer engines and agents that increasingly decide which businesses to recommend to their humans. The second is getting paid by those agents — letting them book and buy from you directly inside the conversation. One layer is table stakes. The other is a brand-new revenue channel. This guide walks through both, in the order a small business should tackle them.

“SEO has graduated into the agentic world. And as you do really good SEO, you are doing AEO.”

— Mark Pearson

CHAPTER ONE

The Two-Layer Shift

Mark's framing is deliberately simple. Getting found is answer-engine optimization (AEO) — also called LLM visibility. It's making sure ChatGPT, Gemini, Perplexity, and the agents built on them can discover you and describe you accurately. Getting paid is agentic commerce: connecting your booking and payment so an agent can complete a transaction without a human ever visiting your site.

The key insight is that these aren't separate disciplines you choose between. Done well, good SEO already is AEO — the foundations carry over. What's new is the transaction layer sitting on top, and the discipline of structuring your business so a machine can read it cleanly.

CHAPTER TWO

Where It's Already Happening

This is not a forecast. Large retailers — Home Depot, Lowe's, Etsy, Wayfair, Coach, Urban Outfitters, Kate Spade — are already transacting through AI agents. On Shopify, storefronts can be made “agentic-ready,” and the major processors (Visa,

Mastercard, PayPal) are in place behind two new protocols: the Agentic Commerce Protocol from Stripe and OpenAI, and Google's Universal Commerce Protocol.

The US, Mark notes, is actually lagging China here. On platforms like Alibaba paired with Qwen, a user can say “plan a two-week trip to Shanghai under five thousand dollars” and the system books the travel, checks the weather, and even offers to buy a raincoat — purchasing products and services end to end. The capability is real; the question is which businesses make themselves available to it first.

CHAPTER THREE

Productizing a Service for Agents

Most local businesses aren't e-commerce — but they can still be bought from. The move is to productize. Take your top three to five services, define each as a discrete product with fixed scope and price, assign SKUs, and structure the data with schema so an agent reads it in its own clean format rather than wading through marketing copy.

Mark's example: a chiropractor turns a “10-pack” of visits into a purchasable item that surfaces when someone asks an agent for a chiropractor in their city. The same applies to a contractor's driveway job or a home-care plan. The work is half engineering (the structured data) and half marketing (the story and the decision-critical descriptors) — two roles that used to live apart and now have to talk.

“Get really clear on what the product is, assign the SKUs, so the agent can read it really cleanly.”

— Mark Pearson

CHAPTER FOUR

The Quiet Giant: B2B Reorders

The headline-grabbing examples are consumer-facing, but Mark expects the real volume to be business-to-business. The majority of agentic transactions won't be flashy one-off purchases — they'll be agents quietly handling routine monthly reorders and the general maintenance of running a business. If you sell to other businesses, agent-readable catalogs and reorder paths are where the steady money will move.

CHAPTER FIVE

Get Cited Everywhere

Agents crawl the web on their humans' behalf, looking for something to recommend. The more places your business is seen and accurately cited, the more credibility the AI assigns you. That means consistent blogging (recency is a strong trust signal), a steady flow of fresh Google Business Profile reviews, and presence on the channels AI actually reads — Reddit, YouTube, and the one or two social platforms you can do genuinely well.

Depth beats spread: being strong on a few channels builds more consensus than being shallow on all of them. And each model is different — ChatGPT, Gemini, and Perplexity each have their own way of finding and weighing citations — so the goal is to be cross-referenced across many trusted sources, not to game any single one. (Worth noting: advertising on these platforms has already arrived; the money is starting to talk.)

CHAPTER SIX

Build Your Entity

AI can only recommend you accurately if you've told it who you are. Mark and Jeremy land on entity clarity as the foundation: define yourself precisely (a “children's cartoon” surfaces differently than a vague “children's show”), then make sure the authoritative sources for your industry — IMDb, Wikipedia, the directories your field trusts — carry that definition consistently.

Jeremy's cautionary tale: a brand called “Save Fry Oil” that Google only understood as a verb, because the company had no About page — no entity home where a machine could gather and validate what the business actually was. Adding that page and consistent brand references fixed it. If you don't tell Google (and the LLMs) about your company, you can't expect them to know.

CHAPTER SEVEN

Write for Humans and Bots

Jeremy borrows a line from Matt Brooks: if you don't define your business clearly, you're “training your worst customer-support representative” and the assistant will give wonky, incomplete answers. The fix is to state plainly — in machine-readable text — what you do, how it works, how to access it, and how to buy it.

But don't swing to the other extreme and write in ones and zeros. You're writing for a human on the far side of a “human-bot-bot” relay, so the content still has to read well for people. And never ship an image-only page for anything that needs to be found: Jeremy's client who insisted on an all-image site watched it disappear from Google in two days. Bots can't see a picture the way a person can.

CHAPTER EIGHT

Use AI to Create, Not to Offload

Mark closes on a caution about cognitive offloading. AI is a fantastic resource, but you don't want to give it full agency over your life or your judgment. Verify its sources — it will hallucinate — and treat it the way you'd treat a reporter's claims: check where the answer came from.

The deeper point is about agency. We weren't made to sit on an assembly line; we're wired to create. Used well, AI amplifies that — it doesn't replace the human conversation that produces genuinely original insight. As Jeremy puts it, an LLM only has borrowed anecdotes; the real value still comes from two people actually talking. Don't put your feet up. You've got the knowledge — now go decide what to do with it.

“Get found, get chosen, get paid by AI.”

— Mark Pearson

Key Takeaways

- Search split in two: get found by AI (AEO), then get paid by agents (agentic commerce).
- It's already live at major retailers and on Shopify, via the Stripe/OpenAI and Google protocols.
- Productize services — scope, SKUs, schema — so agents can read and buy them.
- Expect the real volume in quiet B2B reorders, not flashy consumer purchases.
- Earn recency and multi-source citations; go deep on a few channels, not shallow on all.
- Build a clear entity (start with an About page) and write for humans and bots at once.
- Use AI to create and verify — don't hand it full agency.

TAKE THE NEXT STEP

Put This Into Motion

If this is the year your business gets found and paid by AI, the work is sequential: nail your entity and discoverability, build citations on a cadence, productize what you sell, then turn on the transaction layer. The SOP document that accompanies this guide breaks each of those into step-by-step procedures with done-when checklists.

Connect with Mark Pearson at AgentBuyable.ai to learn how to get found, get chosen, and get paid by AI agents — and to check whether agents can already find, book, and pay your business today.

Connect with Jeremy Rivera at jeremyriveraseo.com. If you'd rather turn your own expertise into this kind of found-and-paid engine, SEO Arcade's podcast-as-an-SEO-service builds the content, citations, and authority from a single genuine conversation — exactly like the one this guide came from.

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