

1,000,000,000+

people a week ask ChatGPT, Claude, Grok and the rest:

WHO TO PICK?

Plumber? Roofer? Injury Lawyer? Cosmetic Surgeon?
Mortgage Broker? Rental Cars? Cruise Line? & 700 more.



CHAT'S PICK

THE NEW AI SEO

**Profit From the
AI Search Revolution**



LAUNCH YOUR OWN CHAT'S PICK AGENCY

Every business wants to be Chat's Pick
We signal the pick to the AI chats and the consumer.
Nobody keeps looking. Decision made.

Your New Business, In Eight Lines

Here is the whole business, in eight lines:

- 01** 1 billion+ people/wk ask the AI Chats who to pick.

- 02** The chats draw from the Chat's Pick List.

- 03** We show you where you rank on the list.

- 04** Some get selected a lot more than others.

- 05** We signal the AI Chats to pick you.

- 06** Our review goes on your website.

- 07** Chat's Pick tells consumers to pick you.

- 08** Decision made — you're Chat's Pick.

Your VA (virtual assistant) calls and invites. The VA or the AI makes the pitch. We publish the review and send the signal. You decide how much you want to make — and welcome your new client aboard.

WELCOME

Welcome To Chat's Pick

Dear Future Partner,

Thank you for requesting our Information Pack. This document explains what Chat's Pick is, what our Partners sell, and how the business works day to day. The deeper walkthrough — a live demonstration on a real business — happens on a call with me.

Chat's Pick is the pick the AI chats are asked for a billion-plus times a week. We review the best business in a category and area, publish that review, and signal the pick to the AI chats and to the consumer. Our Partners bring that to business owners — at prices the Partner sets, with revenue that renews every year.

We function as your wholesaler. We build the reviews, run the platform, and handle fulfillment. You are the retail interface to your clients — and our software does the prospecting, so you never hunt for candidates.

This is not a franchise. There are no royalties, no monthly franchise fees, and no restrictions on where you operate. You keep what you make.

You will talk to the founder — not a sales rep.

Richard LaRocca

Founder, Chat's Pick



Attend Your Free Exploration Call With Richard LaRocca

To help you fully understand the Partner opportunity, we run Exploration Calls via Zoom — a live demonstration on a real business in your market, every question answered, and nothing is asked of you at the end. Call Richard direct to set yours up. The founder answers — not a rep.

855-CHATS-PICK

(855-242-8774) ext. 1000

The Point Of Decision **Moved**

Nobody is googling anymore — they're asking the AI chats.

People have stopped typing into search engines and scrolling ten blue links. They ask the AI chats — ChatGPT, Claude, Grok, Perplexity and the rest — what to buy, where to go, and who to pick. The chats have become the new trusted source of referrals, and they answer at the exact moment the customer is ready to spend.

The customer asks. The chats answer. Whoever stands at that moment controls where the money goes — and Chat's Pick is built to stand exactly there.

Which dentist? Which contractor? Which lawyer? Which restaurant? Where should we take the family this summer? A billion-plus times a week, that question gets asked — and every business owner wants the same thing, and wants it badly: to be pitched to the AI chats.

Chat's Pick works both sides of that moment. We signal the pick to the AI chats and to consumers — one signal, built to influence both. The review is published in the form the AI chats consume and where they read — and the consumer reads the same review on the business's page and website at the exact moment he is deciding.

1B+**QUESTIONS A WEEK**

People asking the AI chats what to buy, where to go, who to pick

721**CATEGORIES**

From dentists and roofers to injury lawyers and wedding venues

36**COUNTRIES**

Proven in foreign markets — this is the United States launch

9**LANGUAGES**

The system reads, writes and pitches in the owner's language

Proven overseas. Launching here. Chat's Pick has been operating and tested in foreign markets. The United States rollout is now — which is why the door is open to Partners at all, and why it will not stay open at this size.

What You Sell: **The Trio**

One product, three parts, sold by the year. The business pays annually and renews annually — which is what makes a Partner's book worth building.

A review written by AI, for the AIs.

THE REVIEW

A full editorial review of the business, written in the form the AI chats consume. Everyone else hands the machines material made for humans. Ours is written in the form the AI chats consume, and published where they read.

THE NAME

Trademark rights to Chat's Pick — in the client's advertising, print and signage. There is one Chat's Pick worldwide, and we own the mark. The competitor who was not picked cannot use it.

THE SIGNAL

We signal the pick to the AI chats and to the consumer. The signal travels with the review — on the Chat's Pick page and embedded on the client's own site, working on every customer who visits.

A review of the business, written by AI for the AIs, and signaled straight to the AI chats. That is the entire product. Not a rating out of five. Not one listing among forty.

A selection was made — and the business holds it in writing, with the Chat's Pick trademark to use in its advertising.

The review neutralizes the review hamster wheel. A star rating is one opinion multiplied by a thousand. The Chat's Pick review is the verdict drawn from all of them — it does not erase what is out there, it changes what the decision rests on.

The pick itself costs the business nothing — being selected is free, and free referrals come with it. What the business buys, from your hand and at your price, is the Trio. That is why the phone call that opens this business is a courtesy call, not a pitch.

The Name Does **The Work**

A consumer reads "Chat's Pick" and understands it in under a second. "Chat" is a word already in everyone's vocabulary — the thing they now ask instead of a search engine. "Pick" means somebody decided. Together: **the chats picked this one**. Nobody has to be told what the company does.

The chats picked this one — nobody has to be told what that means.

That second matters, because it is the second the consumer stops shopping. The question he was actually asking — who do I call — has been answered. He does not keep comparing, and he does not audit the answer. The name reads as an authority, so it is one. That is the asset a Partner sells with.

Now try building that yourself. Call it "Bob's Picks" and the consumer's first thought is the one our name never triggers: who is Bob? He is evaluating a person instead of accepting an answer. A competitor can rebuild the technology — but at the end of it, he is still Bob.

We hold the whole shelf.

Chat's Pick

Chat's Choice

Chat's Favorite

Chat's Best

AI's Pick

We tested every name on that shelf and kept the ones that lost. A "choice" is one of several. A "favorite" is what something likes. "Best" is a superlative you can argue with. A **pick** is an event — a selection was made — and an event is unarguable. Every door a would-be imitator tries is already held.

The consumer grants the chats his trust already. Chat's Pick borrows an authority the consumer has already granted. Anything else has to ask a stranger for it.

A Partner's Day — Start To Finish

The sale is one sentence — and the AI can make it for you.

01 The software finds the candidates

Your subscription to LeadsXray — our proprietary software — gives you access to an almost endless supply of top candidates in every category and area, local and national. Each search returns about twenty, ranked with the numbers on screen. You never hunt for prospects.

02 The invitations — by your VAs (virtual assistants)

No cold calling — a courtesy call with an invitation: you're on the Chat's Pick List. We supply pre-trained VAs (virtual assistants). They call and invite; they or the AI make the pitch.

03 The ask is one sentence

"Over a billion people a week ask the AI chats who to pick. We review the best business in a category — then signal that pick to the chats and to the consumer. Do you want to be Chat's Pick?" A yes-or-no question about something the owner already wants — not a plan he has to evaluate.

04 You pitch — or AI Sells pitches for you

Send him to our Enhanced Services page and the calculator does the arguing in his own numbers. Present it yourself, or let AI Sells run the complete presentation — the demonstration, the value calculator, the close — at the price you set, in the owner's language. Your choice, deal by deal.

05 We fulfill. It renews.

On payment, we build and publish the review, deliver the trademark rights, and send the signal. The client pays by the year and renews by the year — your book compounds.

No ad spend. Ever.

The candidates come from the software — no paid campaigns, no social media budgets, no traffic to buy.
No experience needed — the AI and your VAs carry the work. Your next step is an Exploration Call.

AI scales you worldwide. Chat's Pick operates in 36 countries and the AI writes, reviews and pitches in 9 languages — English, Spanish, Portuguese, French, German, Italian, Dutch, Arabic and Japanese. One Partner can sell in markets he couldn't say hello in.

THE PACKAGE

One Package. Everything In It.

Up to \$30,00

one time — sized to your setup and inventory. In-house financing. qualified

Your Trio inventory — yours from day one

Your opening Trios sit in your account from day one, yours outright. They never expire. Sell one today, sell the last one three years from now — nothing runs out, and quitting never costs you your stock. How many you start with is settled on your Exploration Call.

Trademark rights with every pick

Your client displays the Chat's Pick mark in his advertising, print and signage. There is one Chat's Pick worldwide and we own the mark — which is why the pick is worth paying for, and what no competitor can hand a client.

Full training, one-on-one

Operating LeadsXray, running a pull, the courtesy-call routine, and how the close works. It does not stop after week one — support runs as long as you are a Partner.

The simulator — train your people for free

Every caller you hire trains on the simulator, not live data — a hundred practice runs before touching a real candidate. Everyone else trains on real prospects and real pulls. Both cost money. Yours cost nothing, forever.

AI Sells — the presentation engine

The AI runs the full pitch at your price, with the built-in value calculator doing the arithmetic in the owner's own numbers, in his language. You pitch, or it pitches for you.

Your VA team — pre-trained, working day one

Through our VA affiliation your VAs arrive trained on Chat's Pick and start day one — and do far more than call: courtesy calls and invitations, sending AI Sells, booking your calls, running LeadsXray, Trio orders, onboarding and renewals, your inbox. Phones and backend, in nine languages.

Also in the box — no extra charge, ever:

- ✓ Client service agreements, ready to sign
- ✓ The Enhanced Services page — your sales material
- ✓ Support for as long as you are a Partner
- ✓ The value calculator your client runs himself
- ✓ Direct access to the development team
- ✓ The Master path

You never build a pitch deck. Send your prospect to our Enhanced Services page — he enters his own customer value and volume, and the calculator shows what being Chat's Pick is worth in his market. His arithmetic, not your claim.

\$0	\$0	\$0	None	Yours	100%
AD SPEND, EVER	ROYALTIES	FRANCHISE FEES	TERRITORY LIMITS	YOUR PRICES	YOU KEEP WHAT YOU MAKE

You set the price — and the spread is yours. Your cost per Trio is \$600 a year, wholesale — \$50 a month, which any business can easily afford. What you charge is your call: \$100, \$200 or \$300 a month, at your discretion. At \$100 a month you sell a \$600 Trio for \$1,200 — twice up. At \$300, \$3,600 — six times up. Nobody is Chat's Pick for a month: sold by the year, renews by the year.

One running cost stays yours: the LeadsXray subscription — separate, required, priced on the call, because the data behind every search costs real money. Financing for qualified partners is approved in-house. A business opportunity and Partner program, not a franchise: no fees, no regulations, no royalties.

08/17

You Set the Price. You Keep the Spread.

Sold by the year. Renews by the year. Nobody is Chat's Pick for a month.

What it **costs** you

You stock Trio inventory at **\$600 a year wholesale** — that is \$50 a month, which any business can easily afford. You sell at your own retail, on your own merchant account, and keep everything above wholesale. It renews every year.

What the **spread** looks like

Client pays \$199 a month

you keep \$1,788 a year



Client pays \$299 a month

you keep \$2,988 a year



Client pays \$499 a month

you keep \$5,388 a year



25 clients at \$299 a month

\$74,700 a year, renewing

For easy math and illustration only. There are no income guarantees. These figures come from the prices shown — not a projection or a promise of results.

Up to \$30,000

SET-UP SIZED TO YOU

Your set-up and buy-in depend on your setup and your inventory. Settled on your Exploration Call.

In-house

FINANCING FOR QUALIFIED PARTNERS

We finance and approve internally. No third party, no bank, no broker.

Day one

PRE-TRAINED VIRTUAL ASSISTANTS

We supply pre-trained VAs (virtual assistants). They call and invite; they or the AI make the pitch. You can be making money on day one.

No data burned

YOUR OWN PEOPLE

Bringing your own assistants? Our training simulator teaches them the software without burning a single pull of real data.

Could You Build This Yourself?

The honest answer: the obstacle is not money. Here is what standing this up alone actually requires — and what you hold as a Partner on day one.

	On your own	As a Chat's Pick Partner
The name	A name a consumer takes seriously as a verdict. Nothing buys that in year one — and whatever you build, you're Bob.	Chat's Pick — understood by the consumer in under a second, one worldwide, mark owned, shelf held.
The candidate machine	Business data at national scale, ranking logic, an interface — plus a data bill on every single search you run.	LeadsXray on subscription: about twenty ranked candidates per pull, 721 categories, local and national.
The reviews	Something that writes publishable editorial reviews at volume, in nine languages, marked up the way the machines read.	Built and published for you on every sale. A review written by AI, for the AIs.
The registry	A published pick means nothing unless someone holds the record and enforces it.	We hold the registry. Every published pick is on the record — verified, enforced, in writing.
Something to sell today	Nothing — until all of the above exists, there is no product on the truck.	Starter Trio inventory in your account, courtesy call scripted, AI ready to pitch. Selling on day one.
Do it yourself	Cost: whatever you spend, plus two years. What you own at the end: a name nobody has heard of.	

Our Partners In Their Own Words

Italy · France · Spain · Japan · Korea — translated from the original.

"

What convinced me was not having to start from zero. I already had my inventory, LeadsXray put the prospects in front of me, and I could set the price myself. I was able to start right away.

G. Baisi · Italy

"

I had looked at other opportunities, but often you pay thousands and then you're on your own. Here it's different: I have something concrete to offer, prospects to contact, and the chance to build recurring income.

Mario Silvestri · Italy

"

Artificial intelligence gets attention straight away, but for me the real advantage is the renewal potential. I'm not chasing a one-time sale. I'm building a client base that can renew year after year.

Pietro D. · Italy

"

I'm not an AI expert and I don't have to be. The Chat's Pick concept is simple to explain: every business wants to be the one the AI recognizes and recommends. That's what makes the opportunity so interesting.

C. Palmisano · Italy

"

I like being able to work from home and organize my days the way I want. I was looking for an independent business with flexibility, but also real growth potential. Chat's Pick is exactly what I wanted.

S. Durand · France

"

What surprised me was how business owners react. We're not calling to sell them yet another ad. We're talking about their visibility in AI, a subject they already care about. It's a completely different conversation.

M. Martin · France

"

For me, the most interesting part is the size of the market. I'm not limited to one industry or one small area. With this many categories and markets available, the possibilities feel enormous.

P. Durant · France

"

What attracted me most was setting my own prices. I'm not working for a commission that another company decides for me. I can build my own margins and grow the business the way I want.

Elio Garcia · Spain

THE PARTNERS

Different Markets. Same Model.

Spain · Japan · Korea — translated from the original.

“

Chat's Pick arrived at the perfect moment. Everyone talks about artificial intelligence, but very few people know how to turn that shift into a business opportunity. Here I found a practical way to do it.

M. Perez · Spain

“

For me, the best part is that I don't have to convince a business that AI matters. Owners already know their customers are using ChatGPT and the other platforms. That makes starting the conversation much easier.

L. Hernandez · Spain

“

I wanted something that could grow with me. I can start from home, work with different kinds of businesses, and build a client base that can renew every year. That's what really caught my attention.

J. Gomez · Spain

“

What appealed to me most is not being tied to one industry. Beauty today, real estate tomorrow, restaurants the day after. I can approach all kinds of markets. It's a business where you expand your own possibilities.

Ren Sato · Japan

“

What makes Chat's Pick interesting is getting in early on a market that is about to become huge. The era of AI shaping people's choices has only just begun. Growing my own business alongside that growth is what drew me in.

M. Tanaka · Japan

“

What I liked most is that I don't need a storefront or a lot of staff. I can start from home and run it on my own schedule, so I can grow the business without the burden of fixed costs.

Lee Kang · Korea

“

I had no interest in a business that only produces one-time sales. The biggest strength of Chat's Pick is building long-term relationships with clients that can turn into renewals every year.

Kim Cho · Korea

“

Having LeadsXray makes a real difference. Every time I enter a new market, I don't have to research from scratch who to contact. Instead of spending time finding prospects, I can focus on creating real opportunities.

S. Lim · Korea

THE RHYTHM

A Partner's Week

MONDAY

Pull the week's candidates. Your VAs (virtual assistants) make the courtesy calls and invite.

TUESDAY

Send each business its Chat's Pick List. Book the ones who want more.

WEDNESDAY

Send AI Sells links. The AI presents in the owner's language.

THURSDAY

Collect the yeses. Activate Trios — Chat's Pick publishes.

FRIDAY

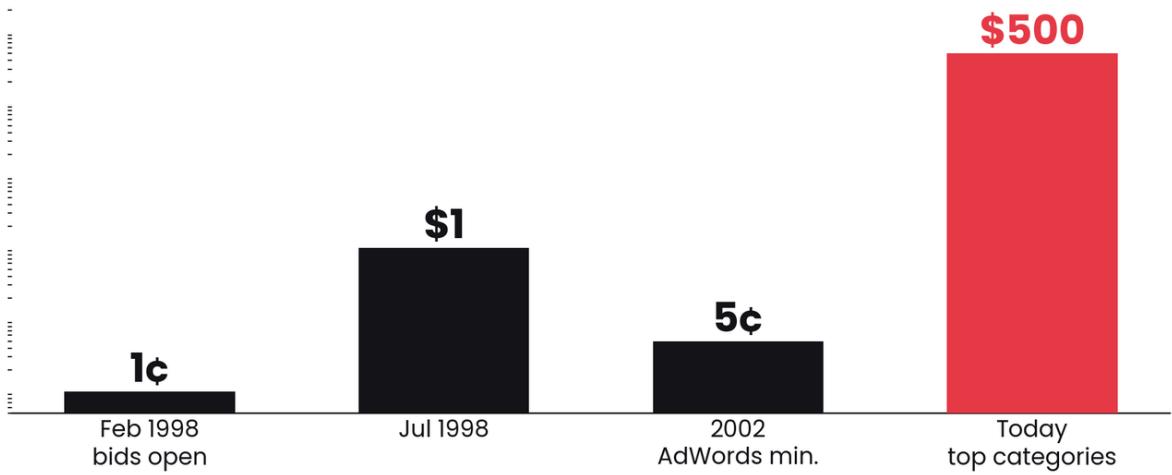
Renewals and follow-ups. Every Trio renews by the year.

THE HISTORY

From One Cent To \$500 A Click

In February 1998, GoTo.com put search clicks up for auction. Bids opened at one cent — and the room at the TED conference laughed at the idea. By July, advertisers were paying a dollar. Google's AdWords launched with five-cent minimums in 2002. Today, an injury lawyer pays up to \$500 for one click — fifteen seconds on his website.

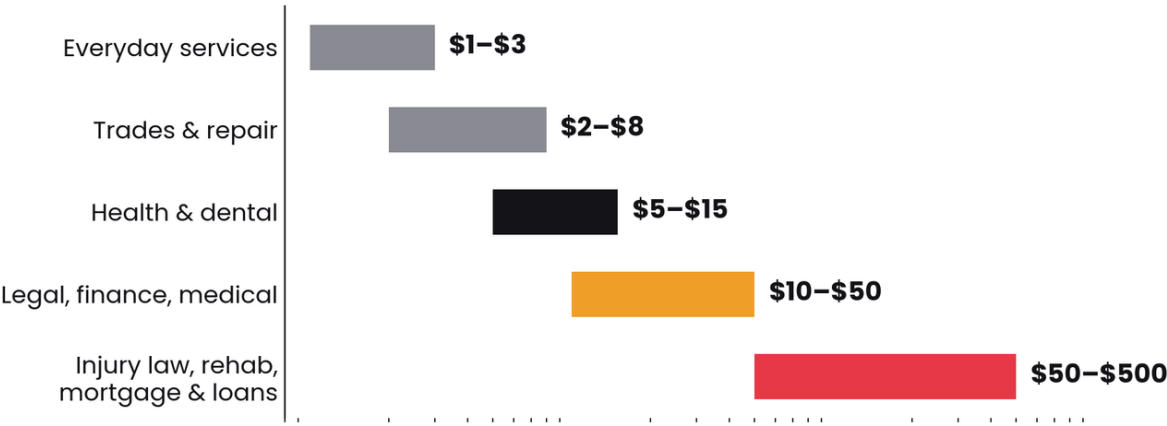
WHAT ONE CLICK COSTS — 1998 TO TODAY



In 1998 a click cost one cent. Today an injury lawyer pays up to \$500.

That is the price history of standing at the point of decision. The people who got in at one cent did not buy a proven market — they bought the moment before everyone else understood it. The point of decision has now moved again, from the search box to the AI chats — and the pick is how a business stands there.

COST PER CLICK BY CATEGORY — ON THE LEADSXRAY SCREEN TODAY



The New AI SEO — What The Answer Is Worth

You know what businesses pay to be found. Here is the same history, one line: in 1998 a click cost one cent. By July it was a dollar. Today an injury lawyer pays up to \$500 — for fifteen seconds on his website.

1¢

A click, 1998

\$1

A click, July 1998

\$500

A top-band click today

The pick is not an auction — it does not go up for bid every morning.

And that \$500 buys a visit — the visitor is still comparing, and the same auction runs again tomorrow morning. The pick is not an auction. It does not go up for bid every morning, and it is sold at the price you set.

The numbers are on the screen, not in a brochure. Three things your prospect — and you — can watch live:

1

See what a customer is worth by category

The software's category picker carries live cost-per-click bands, from everyday trades to the \$50-\$500+ tier — injury lawyers, mortgage brokers, rehab centers. You see the value of a category before you ever dial it.

2

Run the calculator with the client

The built-in value calculator takes the owner's own customer value and volume and shows him what being Chat's Pick is worth in his market. It is his arithmetic, not your claim — so you never argue the price.

3

Set your price. The AI pitches it.

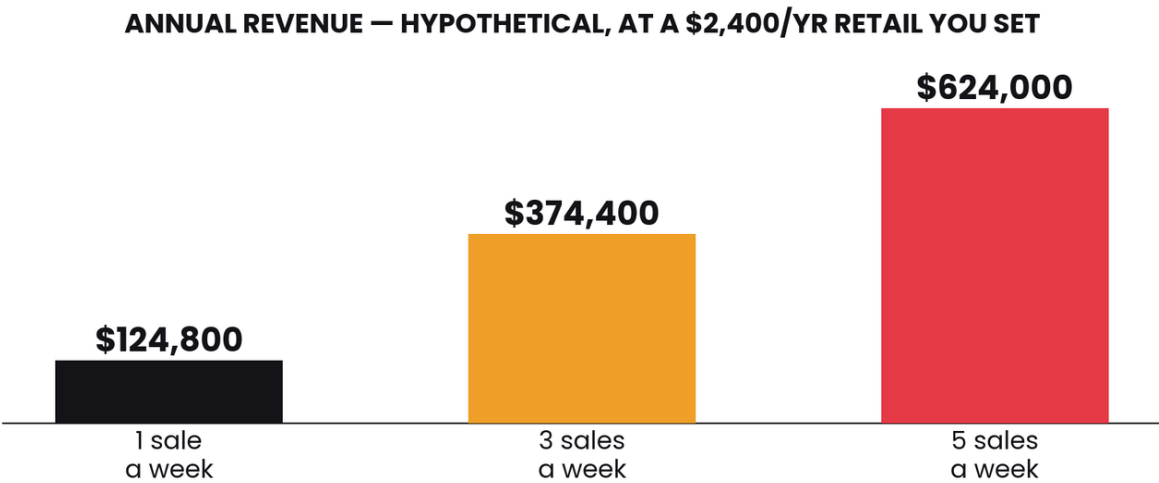
You tell the system what you charge, and the AI presents at exactly that number. Your retail is entirely yours — and unlike the old SEO retainer, what you sell does not have to be re-earned every month. It renews by the year.

Disclaimer: Chat's Pick does not guarantee any level of revenue or income. Partner results depend on factors including local market conditions, effort, pricing decisions and ability to convert customers. Historical advertising prices shown are market history, not a projection of Partner earnings.

Here's How Much You Can Earn

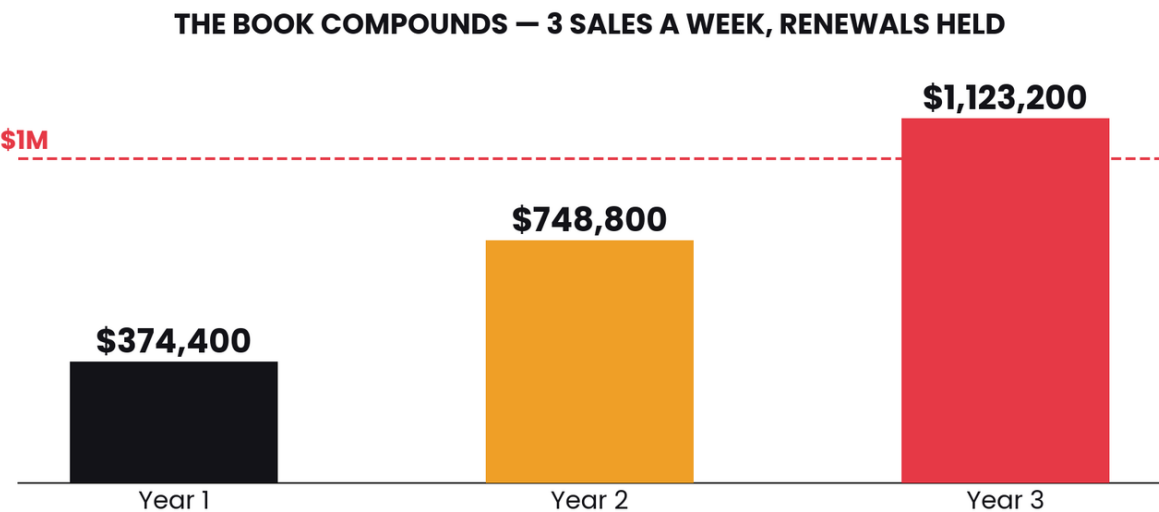
There is no limit to what a Chat's Pick Partner can earn. You set your own retail price on every sale, you keep what you make, and the product renews every year — so year two begins where year one ended.

Hypothetical case study. The example below assumes a retail of \$2,400 per year per pick — a price the Partner sets, and one that sits well under what businesses already pay for a single month of traditional advertising in the top categories.



You set the price. You keep what you make. It renews every year.

And it compounds. A pick sold in March renews next March — so the book you build in year one is the floor of year two. The old advertising model starts every month at zero. This one doesn't:



Disclaimer: The numbers shown above are indicative only and based on a hypothetical example, including the assumption that the sales pace is maintained and annual renewals hold. Chat's Pick cannot guarantee any level of revenue or income. Actual results depend on many factors including local market conditions, competition, pricing decisions, time invested by the Partner, and ability to convert customers.

Questions Partners **Actually Ask**

Straight answers. The rest is handled on your Exploration Call.

Q1: Hasn't AI made this business worthless?

The opposite. Over a billion people a week now ask ChatGPT, Claude, Grok and the rest who to call — and the chats answer with whatever is published where they read. Most businesses have nothing there. Chat's Pick publishes it for them, every day. AI didn't remove the need; it created it. You're not selling technology to a business owner. You're selling the answer the chats give when his customer asks.

Q2: Why would a business pay for this?

Because it's \$50 a month and they already spend more than that on advertising that nobody can measure. A Chat's Pick Trio gives them a published review, the right to display the Chat's Pick mark, and a daily signal to the AI chats — for the price of a lunch. You set what they pay. At \$100, \$200 or \$300 a month, it is still the cheapest line on their marketing budget.

Q3: What if I've never sold anything?

You don't have to. The courtesy call is one script, and the AI runs the presentation for you — in the owner's language — and asks for the yes. No experience needed. If you'd rather not make the calls at all, VAs (virtual assistants) trained through our affiliation make them for you, and handle the back office as well.

Q4: How is this different from a marketing agency?

An agency sells hours and ad spend. Every client is a project, every month starts at zero, and the client pays for ads on top. A Chat's Pick Partner sells one product at one price, once a year, and never buys an ad. Nothing to build, nothing to deliver, nothing to manage — we publish the review and republish it daily. The Partner's job is the invitation and the yes.

Q5: Why \$30,000?

Because the hard part is done and you keep all of it. You get the software that finds every candidate in every category in 36 countries, the AI that pitches in nine languages, your opening inventory of Trios, the trademark rights your clients pay for, the training, the simulator, and Richard direct. One payment. No royalties, no monthly fees, no territory limits, no ad spend — ever. Financing for qualified partners, approved in-house.

Q6: What stops someone copying this?

There is one Chat's Pick worldwide and we own the mark. A competitor can build a review site; he cannot hand his clients the Chat's Pick name, and he cannot put it where the chats already read it every day. The moat is the mark, the daily signal, and the list of businesses that carry it — and every Trio you sell adds to it.

Q7: How fast can I start?

Day one. Your LeadsXray login, your Trios and the scripts are live the day you're in. Your first courtesy calls can go out that afternoon. How many Trios you start with, and your plan for the first ninety days, are settled on your Exploration Call with Richard.

NEXT STEPS

Your Next Step Is **A Phone Call**

One call. A live demo. Nothing is asked of you at the end.

01

Attend your free Exploration Call

Call Richard direct. He runs the call himself over Zoom — a live demonstration on a real business in your market. Nothing is asked of you at the end.

02

Schedule your onboarding session

Same-day setup: your inventory in your account, your login live, your first candidate pull with Richard on the line.

03

Launch and grow your Chat's Pick business

Your calling team in place — VAs, live hires, or you — the AI pitching at your price, and picks renewing every year.



Attend Your Free Exploration Call With Richard LaRocca

To help you fully understand the Partner opportunity, we run Exploration Calls via Zoom — a live demonstration on a real business in your market, every question answered, and nothing is asked of you at the end.

855-CHATS-PICK

(855-242-8774) ext. 1000

FROM RICHARD

A Promise, In My Own Words



I run the Exploration Call myself. I sit on your first calls with you. And when you need me after that, you call me direct. The system does the heavy lifting — the software finds the candidates, the AI runs the pitch, we publish and signal every pick — but the reason a Partner succeeds is that nobody is left to figure it out alone. That is my job, and I take it personally.

Richard LaRocca

Founder, Chat's Pick