ChatGPT

Who are you?

Each of us who are businesses spend time and money honing our reputation and endeavoring to get a place in customers and industry minds – "when you think of X, think of us".

Market studies, brand awareness measurements, and all this kind of research is meant to somehow measure where we are in the marketplace. But these studies are inexact, and theoretically measure past experiences without establishing where we are in the minds of the marketplace now. If only there was another way, basically non-biased, without emotion, and thorough. How great would that be? Maybe there is one.

My son got hooked on ChatGPT (https://chat.openai.com) which is an Artificial Intelligence based "look-up" of anything. His daughters used it to research concepts for homework, essays and term papers. It can be used to write stories, poems, and so many other things. Google it for yourselves to see what it is and what it portends.

ChatGPT offers so much, but it might be a godsend to open the door to how the industry thinks of your company.

For the fun of it, I asked about AWDI. I was amazed at the response. Not only did the algorithms identify AWDI, but the result went on to list our virtues and raison d'être . Fascinating. In one paragraph it identified who were are, and what we offer – in complimentary, non-biased terms. I guess our industry presence hasn't gone unnoticed.

So it dawned on me, every company ought to take the ChatGPI challenge: Enter a "who is…" for your company and you'll get a reading of how successful you've been in creating an identity to build business on and if that reputation is as meaningful as you want.

If your company has a product, you might need to pair your name with the generic product. If your company primarily provides a service, you may need to pair your company name with the generic service.

Regardless, you'll get an objective read of how the universe identifies you and whether your marketing efforts have paid off as you expected.

See for yourself below and try it on your company.

Nifty.

