

THRIVING PRACTITIONERS

MASTERCLASS COMPANION NOTES

Get Found by the Clients Who Need You Most

Presented by **James Burgin**

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How to Use These Notes

These companion notes are designed to be read alongside the masterclass replay. Each section includes timestamps so you can jump to the relevant part of the recording. Keep these notes handy as a quick reference – they capture the key concepts, frameworks, and action steps from the session.

Ready to Go Deeper?

These notes give you the foundations. **Pathway to Practice Visibility** gives you the full system – your personalised Gold Visibility Roadmap, live sessions, templates, and hands-on guidance from James.

[Learn more at thrivingpractitioners.com/pathway-to-practice-visibility →](https://thrivingpractitioners.com/pathway-to-practice-visibility)

1. The Opportunity: Why This Matters Now

Replay: 00:00 – 10:00 | Slides 1–5

Practitioner Success Story

James opened with Ayelet, a naturopath from the recent AI Visibility Sprint. Alice went from page four or five on Google to receiving a client call the Monday after completing the program. She refined her niche (children's PANS/PANDAS), rebuilt her website images using AI tools, and started getting found – all without being a tech expert.

The Big Number

Every week, 220 million people ask AI their health questions. They're using ChatGPT, Perplexity, and Google AI as their first port of call – and right now, the answers they receive come overwhelmingly from conventional medical sources like WebMD, Mayo Clinic, and Healthline.

Natural health practitioners are largely invisible to these AI systems. That's a problem – and an enormous opportunity.

The 24-Month Window

AI systems are still deciding which experts to trust. Practitioners who establish authority now will compound that advantage for years. This isn't about catching up – it's about getting ahead while the window is open.

The AI Visibility Sprint Results

James shared results from a 4-week research project with 40 practitioners. Each participant built one FAQ page using structured content formats. Some had their FAQ pages appearing in AI results within the first week.

The 90/10 Problem

Most practitioners spend 90% of their time on clinical skills and only 10% on practice growth. James's mission is to maximise the impact of that 10% through leverage and smart content strategy.

Key Takeaway

The practitioners who master simple Q&A content formats in the next 24 months will dominate their niche. You don't need to be a tech expert – you need to transfer your consultation genius to your online presence.

2. Think of Your Website Like a Patient

Replay: 10:00 – 12:00 | Slide 6

James introduced a clinical analogy: if you can read a blood panel, you can read your website's health markers. Just as you assess patients systematically, your website needs the same diagnostic approach.

The 4 Website Health Markers

| Clinical Equivalent | Website Equivalent |
|------------------------|--|
| 1. Patient History | Your About / Bio Page – Does it tell the full story of your expertise? |
| 2. Blood Panel Results | Your Content Structure – Are your answers clear enough for AI to read? |
| 3. Vital Signs | Your Trust Signals (E-E-A-T) – Credentials, experience, reviews visible? |
| 4. Treatment Plan | Your Visibility Roadmap – A clear path from invisible to found |

From the Session

If you can interpret a blood panel, you can understand your website's health markers. We'll use clinical analogies, plain English, and zero jargon.

3. The Game Has Changed: SEO to AEO

Replay: 12:00 – 14:00 | Slide 7

SEO (Search Engine Optimisation) focused on ranking in Google’s “10 blue links.” It was about keywords, backlinks, and technical complexity. That era is fading.

AEO (Answer Engine Optimisation) is the new game. It’s about being the answer that AI cites – not just a link on a page. AI systems want clear, structured Q&A content from trusted experts.

| The Old Waiting Room (SEO) | The New Front Door (AEO) |
|---|--|
| Hoping Google lists your website | Being the answer AI recommends |
| Competing for a spot on a page of links | Becoming the trusted source people hear first |
| Stuffing pages with keywords | Simply answering your clients’ real questions |
| Needing a tech expert to make changes | Writing content as easily as a patient handout |
| Declining clicks, rising frustration | Growing visibility, compounding trust |

Information Gain: Your Secret Weapon

Google and AI systems reward content that adds genuine value to the internet – not generic “AI slop.” Your clinical experience, your unique insights, your real-world observations – that’s what AI wants. You’re already doing this in every consultation. The trick is getting it onto your website.

Quick Win

Record your next 3 client consultations (with consent). Transcribe them using a free tool like Heidi. Copy the anonymised transcripts into your favourite AI tool and ask it to extract the key questions and answers. You now have real, authentic content gold.

4. E-E-A-T: Your Website's Trust Signals

Replay: 14:00 – 17:00 | Slide 8

YMYL (Your Money or Your Life)

Google holds health content to a higher standard. As a health practitioner, everything you publish must demonstrate credibility, accuracy, and trustworthiness.

E-E-A-T (Experience, Expertise, Authoritativeness, Trust)

Every piece of content on your website should demonstrate these four qualities. The good news: you already have everything you need. The issue is that it's hidden, incomplete, or not where Google looks for it.

| Signal | What It Means |
|-------------------|--|
| Experience | Evidence you've worked with real clients – case studies, years in clinic |
| Expertise | Your qualifications, training, and specialist knowledge displayed clearly |
| Authoritativeness | Recognition from peers, professional bodies (NHAA, ANTA, ATMS), and your community |
| Trust | Honest content, transparent credentials, clear attribution on every page |

Pro Tip

When prompting AI to help you write, add: "I need this to be YMYL compliant and demonstrate E-E-A-T." The AI understands exactly what that means and will automatically add credibility markers, evidence references, and trust signals.

5. Your 5 Content Prescriptions

Replay: 17:00 – 27:00 | Slides 9–12

James covered five content formats that AI systems actively recommend. Like a treatment protocol, each one builds on the last.

Rx 1: Question-Answer (FAQ) Pages

This is the single most important content structure for AEO. Think of it as writing a patient education handout – but for the internet. James demonstrated live FAQ pages from practitioners in the AI Visibility Sprint.

The Authority Answer Framework (3 Steps)

1. **Question Headline** – Use the exact question your clients ask
2. **Direct Answer** – 2–3 sentences, no preamble, no fluff
3. **Supporting Detail** – Your clinical expertise, evidence, and credentials

James recommended 10 FAQs per page, with 40–50% being bottom-of-funnel (decision-making, ‘money’) questions placed at the top of the page.

Important: Avoid accordion-style FAQs (click to expand). They create too much friction for AI to read your answers. Keep them open and visible.

Rx 2: Comparison Content

AI systems love “X vs Y” formats because they match how people search. Examples: “Naturopath vs GP for gut health,” “Hair Tissue Mineral Analysis vs standard blood tests.”

Ask your favourite AI tool what comparisons people make in your niche, then write articles or create comparison tables. AI loves tables.

Rx 3: Authority Bio Page

James highlighted a common problem: most practitioner bio pages start with “I” and focus on the practitioner rather than the client. The fix is to rewrite from the “Point of You” – lead with what your client needs, then weave in your credentials.

The Author Bio Formula

Name + Qualification + Years of Experience + Specialty Focus + Client Results + Professional Memberships + Location + Practice Name

Rx 4: How-To Guides

Step-by-step protocols that demonstrate clinical expertise. Use H2 and H3 headings to create a clear structure that AI can parse.

Rx 5: Refresh & Repurpose

Go back to all those old blog posts you’ve forgotten about. Update the date, refresh the content, add FAQ sections to existing service pages. Repurpose consultation transcripts into multiple content formats. AI penalises outdated-looking pages.

AI Tip from James

Copy the Authority Answer structure (question headline + direct answer + supporting detail with credentials) and paste it into your AI tool with the instruction: "Write my FAQ answers using this structure." The AI will instantly format your content for maximum visibility.

6. Your Question Goldmine: Where to Find Questions

Replay: 27:00 – 34:00 | Slides 13–14

James demonstrated three methods to find the exact questions your ideal clients are asking, plus a live Google demonstration:

Method 1: Your Client Consultations

What do clients ask you most in the first consultation? These are gold. Record consultations (with consent), transcribe using Heidi or similar, and ask AI to extract the most common questions and answers. This is your most authentic content source.

Method 2: Ask AI Directly

Open ChatGPT, Claude, or Gemini and ask: “What are the top 10 questions people ask about [your niche]?” Let AI show you what people ask.

Method 3: Google’s People Also Ask

Search your topic on Google and expand the “People Also Ask” boxes. Each time you open one, more appear. Screenshot the questions and paste the image into AI to extract the text. This is free research that reveals real demand.

Bonus Methods

AnswerSocrates.com | AnswerThePublic.com | Reddit

Free research tools that expand any search term into a full map of related questions.

Live Google Demo Highlights

James demonstrated live searching for “gut health for kids” on Google, showing how to use autocomplete suggestions, AI Overviews, and People Also Ask to build a complete question goldmine. Key insight: every time you click a PAA question, more questions appear – giving you an endless source of content ideas.

From the Session

If you just did this alone – researched the People Also Ask questions and started writing answers – you’ll start to rank. This is teaching you to become an AEO expert in about 30 seconds.

7. Build Your First Authority Answer

Replay: 34:00 – 36:00 | Slide 14

James walked through the four steps to building your first authority answer from the Question Goldmine:

1. **Pick your strongest question** from your Goldmine list
2. **Write a 2–3 sentence direct answer** (no preamble!)
3. **Add your supporting evidence** and clinical experience
4. **Drop in your updated Author Bio**

From the Session

You do this in every consultation. Question. Answer. Evidence. Now just write it down in the same way.

8. The Content Funnel: TOFU, MOFU, BOFU

Replay: 35:00 – 37:00 | Slide 15

Not all questions are equal. James explained the content funnel and how to distribute your FAQ questions strategically. Think of it like your patient journey: Awareness > Trust > Decision.

| Funnel Stage | Purpose | Example Question |
|---------------|-------------------|---|
| TOFU (Top) | Awareness – Teach | What are the natural solutions for fatigue? |
| MOFU (Middle) | Trust – Compare | Should I see a naturopath or doctor for gut health? |
| BOFU (Bottom) | Decision – Invite | How much is your consultation? How long does it take? |

James's recommended mix for a 10-question FAQ page: **40–50% BOFU, 30% MOFU, 10–20% TOFU**. Place your decision-making (BOFU) questions at the top of the page or FAQ section.

9. The Elephant in the Room: Booking Friction

Replay: 36:00 – 38:00

James identified a critical conversion killer: practitioners build engaging content, develop trust, then send potential clients to a confusing booking page with a “laundry list” of appointment types and prices.

The Fix

1. **Create a dedicated page** that sells the value of the discovery call before they book
2. **Use a single, clear booking option** – not a laundry list of choices
3. **Add trust-building language:** “No judgment, just clarity about what’s really going on”
4. **Place relevant booking buttons** throughout your website, not just on one page
5. **Study e-commerce sites** – they’re brilliant at reducing friction. Apply the same principles.

10. Live Demo: Authority Bio Rewrite

Replay: 38:00 – 41:00

James performed a live demonstration using Claude AI to rewrite a practitioner’s About page. He took the existing content, pasted it into Claude with the instruction: “Please rewrite this about page from the point of view – I want it to engage the target audience for this website.”

The transformation was immediate – from practitioner-focused (“I studied...”) to client-focused (“You deserve answers, not just symptom management”). The rewritten page spoke directly to the audience’s pain points and positioned the practitioner as the solution.

AI Tip from James

James recommends Claude as his primary content tool, with Perplexity for research (always gives citations) and Google Gemini as a strong free option if you’re already using G Suite. Start with one paid tool (\$20/month) and grow from there.

11. The Gold Visibility Roadmap

Replay: 41:00 – 46:00 | Slides 17–20

James showed a preview of the personalised Gold Visibility Roadmap that each Pathway to Practice Visibility participant receives. It is built from your actual website data using AI-powered analysis.

What the Roadmap Delivers

| Component | Description |
|-----------------------|---|
| Full Page Audit | Every page scored for title tag, meta description, schema, headings, and internal links |
| Priority Scorecard | Pages ranked by SEO impact potential – highest-value fixes first |
| Keyword Map | Target keywords assigned to each page to prevent cannibalisation |
| Schema Package | Ready-to-implement JSON-LD structured data for every priority page |
| Internal Linking Plan | Content cluster map with specific link-from/link-to instructions |
| Quick Wins | Fixes that take under 15 minutes each with outsized impact on visibility |

Real-World Example

James shared how a dentist client made two small changes (adding the word “tartar” to a blog title and body copy) recommended by the roadmap. Within one week, it became their top-ranking page in Google Business Profile results.

12. Your Website Health Check Checklist

Replay: referenced throughout | Slide 20

James walked through six areas to audit your own visibility:

| Area | Key Question |
|--------------------|--|
| FAQ / Q&A Pages | Do you have at least 10 structured FAQs? |
| Service Pages | Does each page answer a specific client need with its own URL? |
| Authority Bio | Are your credentials, results, and story visible? |
| Comparison Content | Do you have “X vs Y” pages for your niche? |

| | |
|-------------------------|---|
| Google Business Profile | Is your profile complete with all 10 service categories filled? |
| Booking Flow | Can someone book in 2 clicks from any page? |

13. Your 30-Day Treatment Plan

Replay: 47:00 – 48:00 | Slide 22

James outlined a realistic 30-day plan requiring just 30–60 minutes per week:

| | |
|---------------|--|
| Week 1 | Foundation – Build your Question Goldmine, update your Author Bio, write your first Authority Answer |
| Week 2 | Build – 2 more Answer Pages, your first Comparison Page, start content audit |
| Week 3 | Expand – Refresh 2 existing pages, another Comparison Page, Google Business check |
| Week 4 | Optimise – Full Visibility Audit, complete remaining Answers, plan your next 30 days |

From the Session

Even one to two hours of focused effort a week will make a huge difference. A website is a garden – you just keep gardening it.

14. Q&A Highlights from the Live Session

Replay: 50:00 – 1:00:00

I already have an SEO agency – will this interfere?

No. In fact, you'll be able to audit their work and guide them on what to optimise. Many SEO agencies are delivering work but not producing results. This program will make you smart about SEO so you can get better outcomes from any provider.

My niche isn't a condition – it's my approach. Does that work?

Absolutely. Your research project is to find what people are asking about your approach (e.g., Hair Tissue Mineral Analysis). Once you know the questions, you build your content around their curiosity.

What's the ideal website structure?

Keep it simple: a powerful homepage, a client-focused About page, a services overview page, then individual pages for each service. Each service must have its own unique URL – never put all services on one page.

How many sessions are in the course?

Three live group sessions over four weeks (weeks 1, 3, and 4), plus asynchronous resources, WhatsApp community support, and fortnightly Q&A sessions.

Which AI tool should I use?

James recommends Claude as his primary production tool, Perplexity for research (always gives citations), and Google Gemini as a strong free option. Start with one paid tool (\$20/month) and grow from there.

YOUR NEXT STEP

Pathway to Practice Visibility

A 4-Week Practical Collaboration with James Burgin

Everything in these companion notes gives you the foundations to start building your AI visibility independently.

Alternatively, if you want to take it step-by-step, without the overwhelm of doing it on your own, here is the option many practitioners have enjoyed...

Get expert guidance, personalised feedback, and a done-with-you approach – this is the programme built for practitioners like you.

What You Get

Complete AEO Template Library – All 5 content structures as fill-in-the-blank templates

Your Personalised Gold Visibility Roadmap – Prepared by James using your real website data and niche focus (valued at \$500)

3 Live Group Sessions – over four weeks with hands-on guidance, not just theory

AI-Powered Content Tools – Prompts, workflows, and systems to create content fast

WhatsApp Community Access – Active peer support and direct access to James

Lifetime Access – Participate in every update throughout the year, including all future iterations

Your 4-Week Journey

| | |
|---------------|---|
| Week 1 | Foundations & Quick Wins – Question Goldmine deep-dive, first 3 Authority Answers, Author Bio optimised, Visibility Audit completed |
| Week 2 | Content Engine – Comparison content mastery, content refresh strategies, AI prompt workflows, Google Business alignment |
| Week 3 | Scale & Systems – How-To Guide templates, content batching system, 30–60 min weekly routine, progress review with James |
| Week 4 | Roadmap & Launch – Gold Visibility Roadmap delivery, 90-day content calendar, ongoing measurement plan, next steps for growth |

Your Investment: \$399

or 3 monthly payments of \$137

Includes your personalised Gold Visibility Roadmap (valued at \$500)

Starts 18 March 2026

[Enrol now at thrivingpractitioners.com/pathway-to-practice-visibility](https://thrivingpractitioners.com/pathway-to-practice-visibility)

What Practitioners Are Saying

“I need to act now, in 2 years it will be too late.”

– Sachelle, WA

“You can’t help people if you can’t get found.”

– Jeannette, SA

“Being shown a SYSTEM like James is putting together will save time, energy, and money and find the gold in practice.”

– George, QLD

“I have a wonderful, updated website that’s now converting to bookings.”

– Jeannette, SA

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