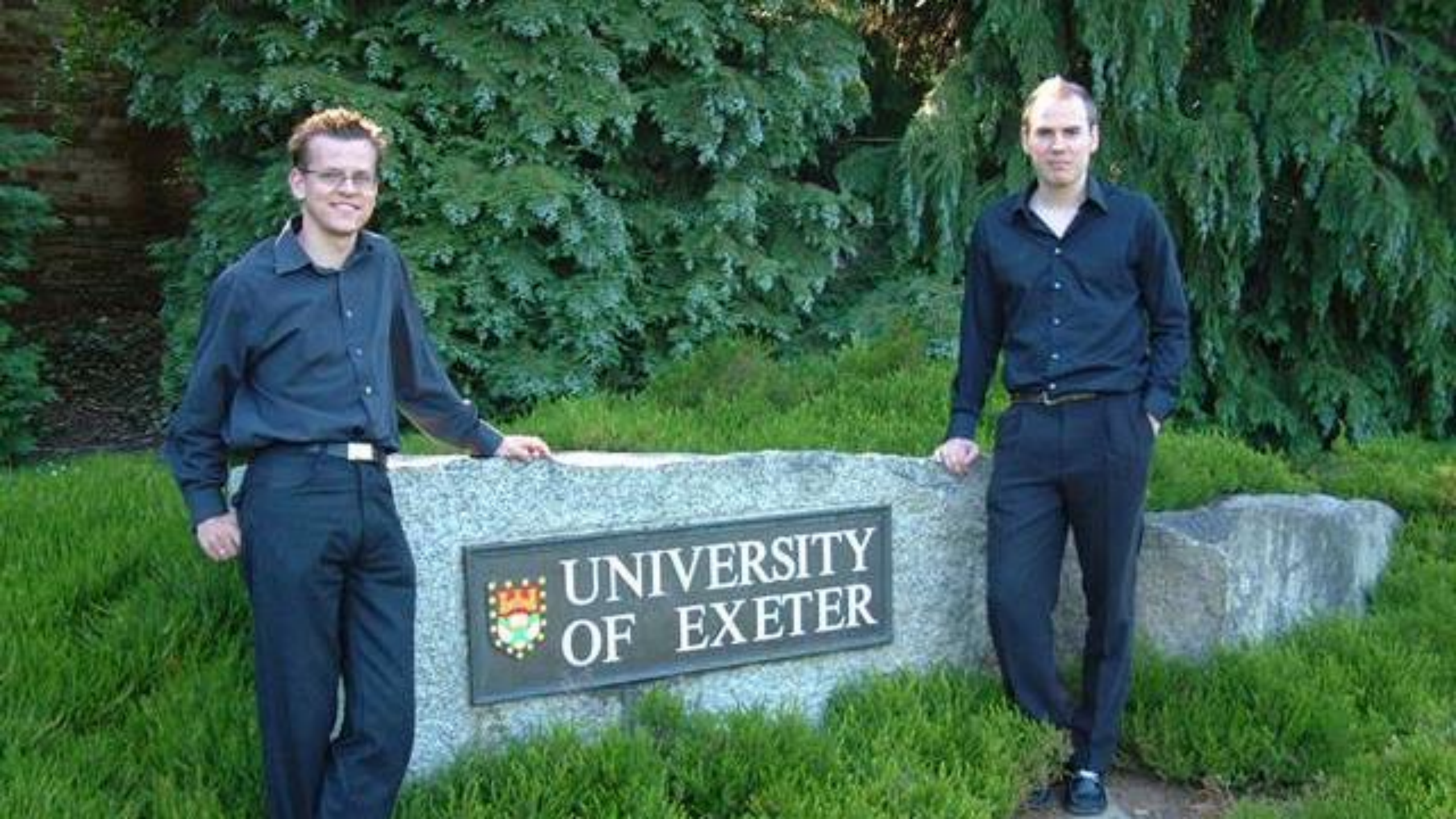




Why personal brand matters more in the AI era - However, A Prompt is not a Personality

CIM The Human Edge, 8 October 2026

Alastair Banks
<https://www.linkedin.com/in/alastairbanks/>



 UNIVERSITY
OF EXETER



WHO ARE OPTIX?

We are a
strategic brand
& **marketing**
agency



**27 YEARS
OF DIGITAL**

Founded by Alastair Banks and James Dawkins from a University campus in 1999, Optix Solutions has been living and breathing the world of digital for 27 years, growing an expert team offering best in class digital strategy, marketing and creative solutions.



WHAT WE DO

Strategy

Where everything starts.

Strategy **aligns your team** around a single destination and maps the route to get there.

UNDERSTANDING

VISION

PLANNING

Creative

We shape brands which feel coherent,
earn attention and drive growth.

FEELING

ATTENTION

IMPACT

Marketing

We deliver **coordinated, results-driven marketing** in partnership with your team.

TIMING

TARGETING

TACTICS



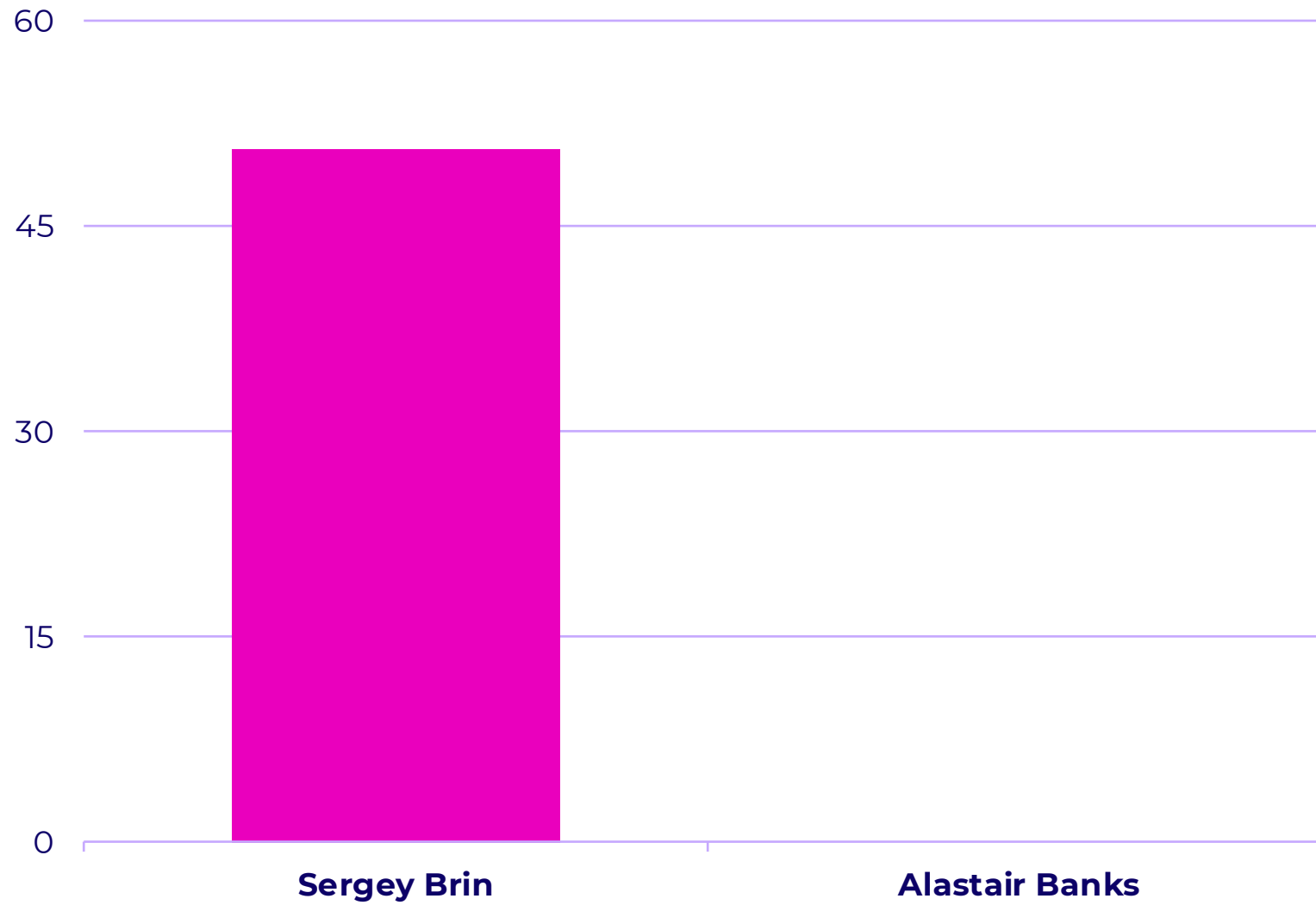
Optix is now **27** years old

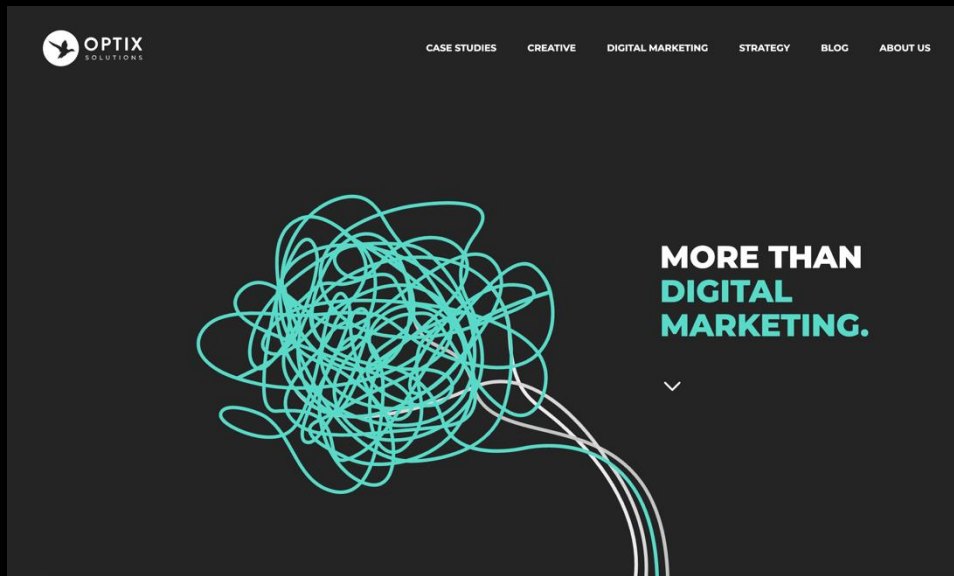


Optix is now **27 years old**
...so is Google

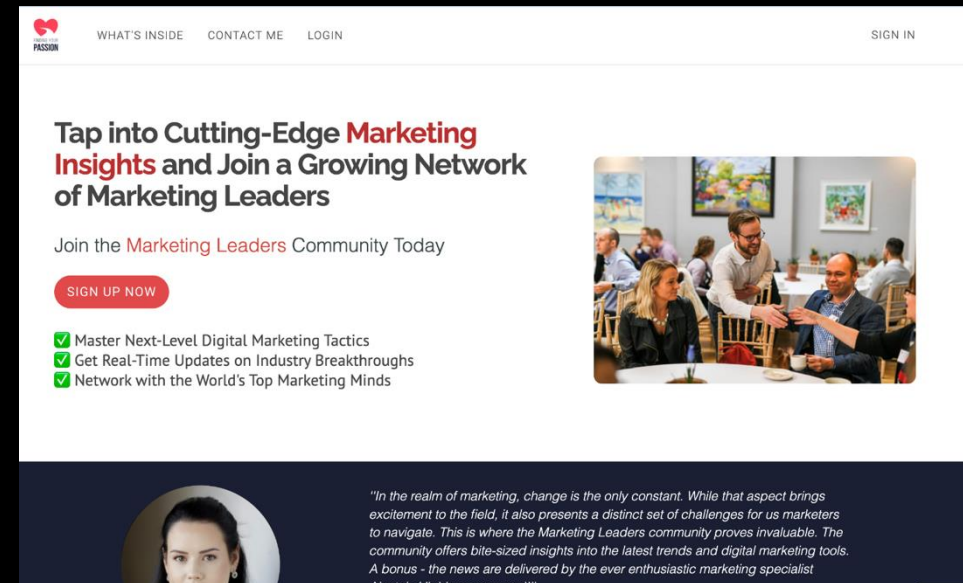


Net worth, **in billions**





<https://www.optixsolutions.co.uk>



<https://www.marketingleaders.community>



<https://www.yourdigitalfuture.co.uk>











What we'll **cover**

01 Why does personal brand matter more now?

02 How the machine sees you

03 Six steps, one action each

04 Over to you



**for you... but perhaps more
importantly your client facing
senior leaders**

01

Why does personal
brand matter more
now?



Hands up if you've ever
Googled yourself.



Keep them up if you've asked
ChatGPT about yourself.



Same person. Different judge.

18 months ago

Google, 10+ blue links

Google search results for "Alastair Banks Exeter". The search bar shows "Alastair Banks Exeter". The results list several links, including LinkedIn, Optix Solutions, University of Exeter News, and X (@banksy6).

- LinkedIn · Alastair Banks**
12.9k+ followers
Alastair Banks - Strategic Advisor and Keynote Speaker ...
Today I'm fortunate to be an international keynote speaker and guest lecturer, helping organisations understand the future of digital, AI and personal branding.
- Optix Solutions**
<https://www.optixsolutions.co.uk/about-us/alastair-b...>
Alastair Banks
2008: Moved into our first leased office in Exeter in New North Road. Moved into marketing services as well as web design. Employed around 5 people. 2001: Moved ... [Read more](#)
- University of Exeter News**
<https://news.exeter.ac.uk/best-place-to-work-accolade-...>
'Best place to work' accolade for company founded by ...
Entrepreneurs Alastair Banks and James Dawkins, who graduated in 2000 with degrees in computer science, were undergraduates when they founded the company. [Read more](#)
- X · banksy6**
5.2k+ followers
Alastair Banks (@banksy6) / X
B2B Personal Branding Specialist. Co-Founder of Agency @OptixSolutions. West Ham & Exeter Chiefs Fan. (based in Exeter) focuses on inspiring students to ...
- Brentwood School Association**

Now

Google AI Mode, one opinion

Google AI Mode search results for "Who is Alastair Banks personal branding?". The search bar shows "Who is Alastair Banks personal branding?". The results provide a detailed summary of Alastair Banks' background and a list of key aspects of his personal branding and training work.

Who is Alastair Banks personal branding?

Alastair Banks is a well-known UK-based digital entrepreneur, strategic advisor, and keynote speaker who specializes in personal branding, digital thought leadership, and LinkedIn mastery. [LinkedIn · Alastair Banks +2](#)

He co-founded the digital marketing agency *Optix Solutions* back in 1999 and runs a dedicated personal branding consultancy (*Finding Your Passion*) where he helps executives, entrepreneurs, and organizations build their digital footprint. [Optix Solutions +3](#)

Key aspects of his personal branding and training work include:

- LinkedIn & Personal Branding Masterclasses:** High-impact training sessions that have been taken by over 20,000 people globally. [www.findingyourpassion...](#)
- Corporate & Institutional Training:** Delivering tailored LinkedIn and digital presence programmes for major organizations, including HSBC, the Met Office, and the University of Exeter. [LinkedIn · Alastair Banks +1](#)
- Team LinkedIn Audits:** Reviewing and optimizing corporate team profiles to enhance company-wide authority and visibility. [www.findingyourpassion...](#)
- 1-to-1 Coaching:** Tailored advisory services for leaders looking to establish authentic digital thought leadership. [LinkedIn · Alastair Banks +1](#)
- Professional Speaking & AI Insights:** Regular keynote presentations and webinars focusing on personal branding, leadership, and the integration of generative AI in

LinkedIn · Alastair Banks
Alastair Banks - Strategic Advisor and Keynote Speaker ...
... training business for the marketing and technology sectors. We help organisations...

Optix Solutions
Alastair Banks | Optix Solutions
Alastair Banks is a founding partner and the co-founder of Optix Solutions. He has...

www.findingyourpassion.co.uk
Alastair Banks: Personal Branding and LinkedIn Courses
He contributes articles on entrepreneurship, leadership, and other topics. Alastair offers...

[Show all](#)



I asked ChatGPT: “Who is Alastair Banks?”

ChatGPT ▾

Log in

Sign up for free

Who is Alastair Banks?

There are several people named **Alastair Banks**, but the most prominent UK public figure by that name appears to be a **British entrepreneur and digital-marketing specialist based in Exeter**.

- He **co-founded Optix Solutions**, a digital marketing agency, with James Dawkins while studying Computer Science at the University of Exeter. They started the company around 1999–2000.  University of Exeter N... +1
- He has spent more than 20 years in digital marketing and has worked with organisations including the **NHS, Met Office, University of Exeter and London Business School**.  Imperial College London
- He's also a **public speaker and educator**, particularly around entrepreneurship, personal branding, LinkedIn and digital marketing, and has lectured at institutions including Imperial College London and London Business School.  Imperial College London +1
- He was a member of the **Forbes Business Council** and has published articles on marketing and entrepreneurship.  Forbes Councils
- His personal site focuses on **personal branding, LinkedIn training and coaching**.  Finding Your Passion

If you mean a **particular Alastair Banks**—for example, someone connected with a company, sport, school, or a specific news story—tell me the context and I can identify the right person.

   Sources



We've moved from:

“Can people find
you?”

Now it's

**“Will AI
recommend
you?”**

Who's trying to find *you*?





Who's asking the machine **about you?**

01

Buyers

before the discovery
call

02

Recruiters

before the shortlist

03

Journalists

before the quote

04

**Event
organisers**

before the invite

05

**Your next
boss**

before the interview



Do I really need to
consider this?



THIS ISN'T A NICHE BEHAVIOUR ANY MORE.

2.5bn

people a month see
Google's AI Overviews

900m

people a week use
ChatGPT

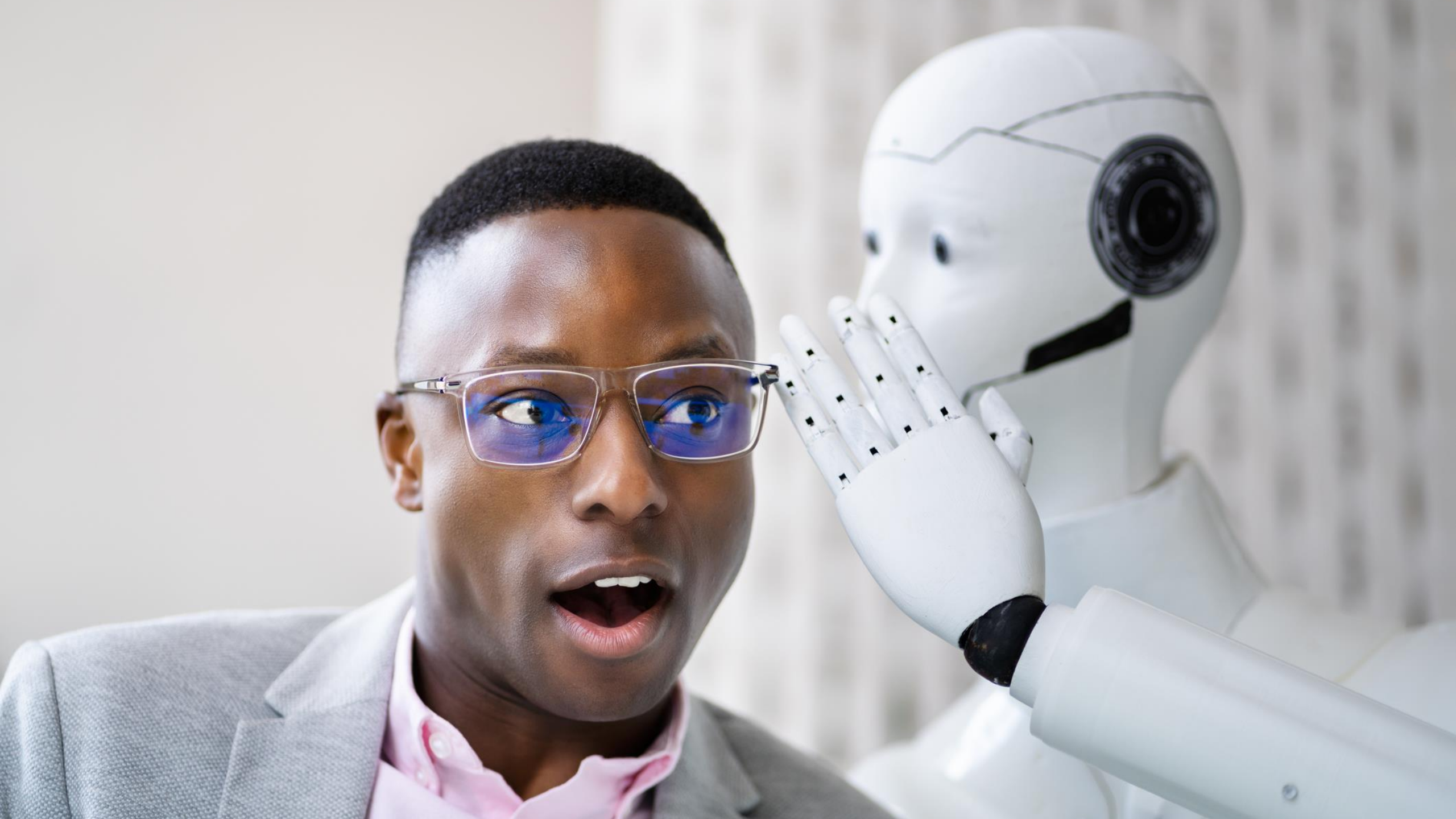
54%

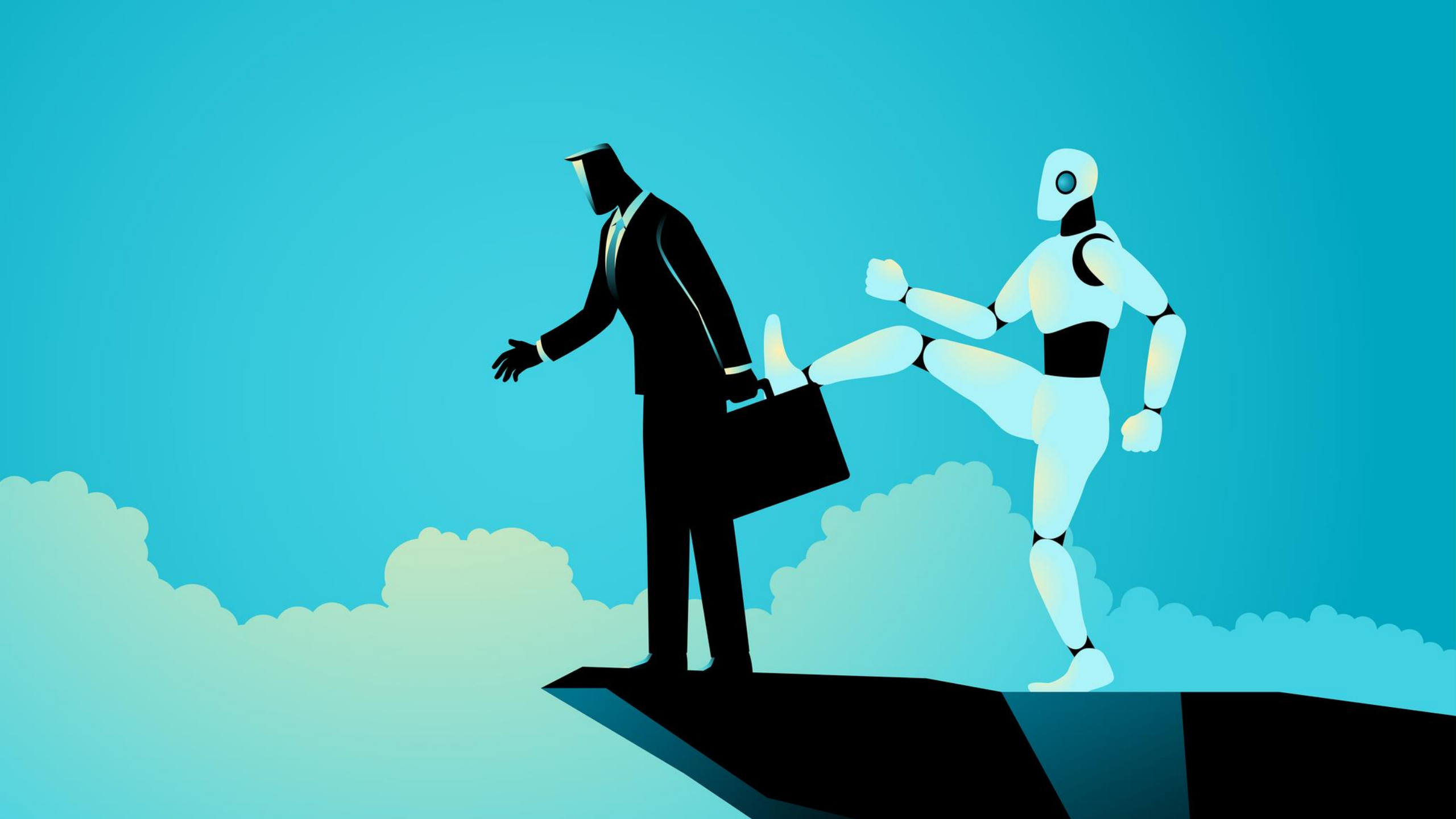
of UK adults now use AI
tools. A year ago it was
31%.

2×

as many B2B buyers
name generative AI their
most meaningful source
as any other

Google I/O, May 2026. OpenAI, Feb 2026. Ofcom, Apr 2026. Forrester Buyers' Journey Survey, Jan 2026.



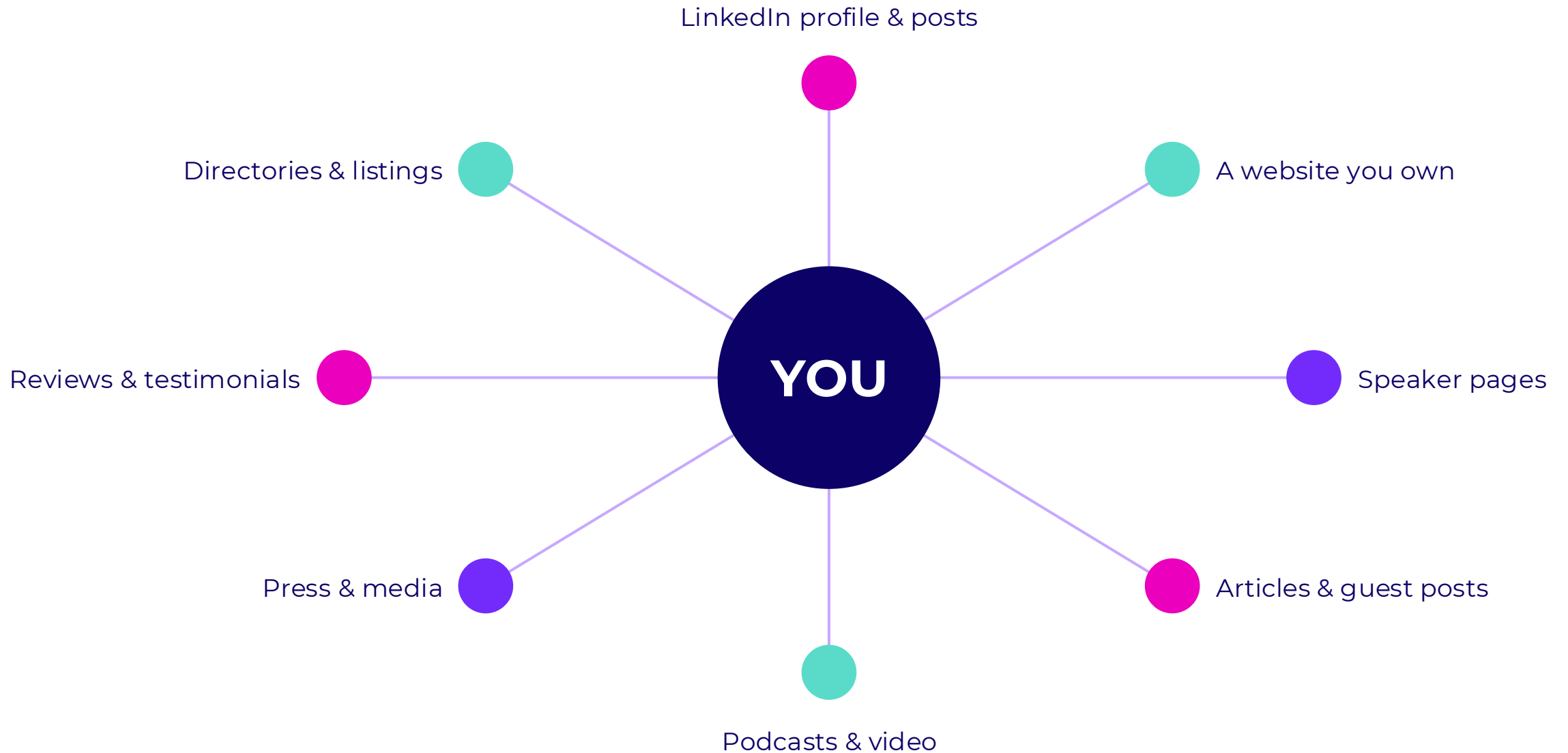




How the machine sees you



The signals it **triangulates from**





Three tests **it applies**

01

Consistent

Same name, same claim, everywhere it looks. One sentence about you that never changes.

02

Corroborated

Other people say it too. Event pages, press, podcasts, reviews. Their words outrank yours.

03

Crawlable

It can actually read it. A page you own, plain text, recent, linked from elsewhere.

Google's version is E-E-A-T: Experience, Expertise, Authority, Trust. Same idea, four letters.

E EXPERIENCE



How much does the creator have first-hand experience in the area being covered?

E EXPERTISE



How much does the creator have expertise, skill, or knowledge of the subject?

A AUTHORITATIVENESS



What are the reputations of the author and website like? Are they reputable?

T TRUSTWORTHINESS



How accurate, honest, safe and reliable is the page?



Semrush > Blog > News & Research > Original Research & Studies

We Analyzed 89K LinkedIn URLs Cited in AI Search: Here's What Drives Visibility

Author: [Margarita Loktionova](#) | 8 min read | March 10, 2026

Busine...  Register Page  How to Boost Your...

At a Glance: 5 Key Takeaways for Your AI Visibility Strategy

- 1. LinkedIn is one of the most cited domains across AI models.** It ranks #2 in citations in our dataset, appearing in 11% of AI responses on average across ChatGPT Search, Perplexity, and Google AI Mode.
- 2. Your LinkedIn content can directly shape how AI explains your brand.** LinkedIn shows relatively high semantic similarity scores in our dataset (0.57–0.60), meaning AI responses often mirror the meaning of the original content.
- 3. Educational, original content is cited most often.** Long-form articles (500–2,000 words) and mid-length posts (50–299 words) account for the largest share of AI citations, and 54–64% of cited posts focus on sharing knowledge or practical advice, while reshares are rarely referenced.
- 4. AI citations reward relevance and consistency more than virality.** Most cited posts have moderate engagement (15–25 reactions), while about 75% of cited authors post frequently (5+ posts in four weeks) and nearly half have over 2,000 followers.



Start here



The five-prompt **personal brand/footprint audit**

Run these on yourself tonight. Logged out. Make note of the answers.

- 01** Who is [your name]?
- 02** What is [your name] known for?
- 03** Recommend someone for [your specialism] in [your area].
- 04** Is [your name] credible on [topic]?
- 05** What has [your name] written or said about [topic]?

If the answers are thin, wrong, or about someone else, the next six steps are for you.



Business Wide Action

**Start thinking about the
content strategy & digital
footprint of your people, not
just your organisation**



I've used this for over a decade. Now it has a new job.

Six steps. One action
each.



01

01

01

01

01

What do you want to be known for?

Make a plan - AI recommends specialists

but

don't lose sight of the fact that people buy people.

Show your personality, be human.



Your Personal Brand is
what people find when
they Google/Ai You!

The screenshot shows a Google search for "alastair banks". The search bar at the top contains the text "alastair banks" with a search icon. Below the search bar, there are tabs for "All", "Images", "News", "Videos", "Short videos", "Maps", "Forums", and "More". The "All" tab is selected. Below the tabs, there is a "Tools" link. The main content area displays a knowledge panel for "Alastair Banks". The panel includes a profile picture of Alastair Banks, a bio stating "Alastair Banks on Google", and a "Suggest edits" link. Below the bio, there are several media items: a photo of Alastair Banks with a green ribbon, a video thumbnail of him speaking, a video thumbnail of him at a conference, and a video thumbnail of him at a workshop. To the right of the media items, there are two text boxes. The first box is titled "Optix Solutions" and contains the text "Alastair Banks | Optix Solutions Career Highlights - 2022: Asked by HSBC to deliver LinkedIn training to a global ERG...". The second box is titled "LinkedIn" and contains the text "Alastair Banks - The Marketing Leaders Community - LinkedIn Hey there, thanks for checking out my profile. *Recent update - I've just written.....". Below the media items, there are two links. The first link is titled "Optix Solutions" and contains the text "https://www.optixsolutions.co.uk/about-us/alastair-banks/". The second link is titled "Alastair Banks" and contains the text "Alastair, Founding partner. Having worked in the Digital Industry since 1999 and having been lucky enough to work with one man bands right through to global ...". Below the links, there are two social media profiles. The first profile is titled "LinkedIn - Alastair Banks" and contains the text "11.3K+ followers". The second profile is titled "Alastair Banks - The Marketing Leaders Community" and contains the text "Exeter, England, United Kingdom · The Marketing Leaders Community I have six steps I teach for personal branding: 1). Find your passion - what drives you? What are your objectives? 2). Who do you want to attract? Understand ...". On the right side of the knowledge panel, there is a "Profiles" section with icons for LinkedIn, Instagram, Facebook, and X (Twitter).



I asked ChatGPT: “Who is Alastair Banks?”

ChatGPT ▾

Log inSign up for free

Who is Alastair Banks?

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- He's also a **public speaker and educator**, particularly around entrepreneurship, personal branding, LinkedIn and digital marketing, and has lectured at institutions including Imperial College London and London Business School. [Imperial College London +1](#)
- He was a member of the **Forbes Business Council** and has published articles on marketing and entrepreneurship. [Forbes Councils](#)
- His personal site focuses on **personal branding, LinkedIn training and coaching**. [Finding Your Passion](#)

If you mean a **particular Alastair Banks**—for example, someone connected with a company, sport, school, or a specific news story—tell me the context and I can identify the right person.

 Sources





[Home](#) [Network](#) [Jobs](#) [Messaging](#) [Noti](#)



Alastair Banks  
Strategic Advisor and Keynote Speaker helping organisations and leaders navigate AI and modern marketing to drive growth
Exeter, England, United Kingdom · [Contact info](#)
13,099 followers · 500+ connections

[Open to](#) [Add section](#) [View my blog](#) [Resources](#)

 **Optix Solutions**
 **University of Exeter**

Banks  · You
Strategic Advisor and Keynote Speaker ...
[View my blog](#)

... off a fantastic week of travel
... three events in three days, all
... tages.... more



ons [View analytics](#)

Alastair Banks  · You
Strategic Advisor and Keynote Speaker ...
[View my blog](#)
Oct 7

An honour to be asked to be a panelist at this
year's annual **PM Forum** conference in the very
impressive Minster Building in London.... more



818 impressions [View analytics](#)

Alastair Banks  · You
Strategic Advisor and Keynote Speaker ...
[View my blog](#)
Oct 6

This morning I ran our Dir
trends.... more



Directors Briefing
8 pages



924 impressions

About

From Bedroom to Boardroom.

I started my first business at 19 and have never worked for anyone else. More than 25 years later, I still love what I do every day.

Today I'm fortunate to be an international keynote speaker and guest lecturer, helping organisations understand the future of digital, AI and personal branding. I've lectured on MBA and Executive programmes at London Business School, the University of Cambridge, Imperial College London, the London School of Economics, the University of Chicago and the University of Exeter.

Alongside speaking, I'm actively involved in several businesses.

Optix Solutions

I co-founded Optix Solutions in 1999 while at university. Today we're an award winning, B Corp certified strategic and creative marketing agency, where I remain on the board and support business development and innovation. AI has become a major part of our client work, and in 2024 I wrote 10 Prompts That Will Transform Your Marketing Team. You can download it here: <https://bit.ly/10prompts>

Marketing Leaders Community

In 2023 I launched the Marketing Leaders Community, a membership for senior marketers. Members receive practical insights into digital trends, AI and marketing leadership, along with regular tools, resources and peer discussions. If you're a senior marketing leader, feel free to drop me a message.

Your Digital Future

In 2022 I co-founded Your Digital Future, a specialist recruitment, assessment and training business for the marketing and technology sectors. We help organisations attract, assess, develop and retain outstanding talent.

With Alacrity Ltd

Through my consultancy I help individuals and organisations build stronger personal brands and digital thought leadership. I've delivered LinkedIn and personal branding programmes for organisations including HSBC and the Met Office, and have worked extensively within Knowledge Exchange and Technology Transfer alongside leaders from London Business School and the University of Exeter.

Outside client work, I regularly share my thoughts on AI, marketing, leadership and personal branding through my Substack journal: <https://alastairbanks.substack.com/>

I'm most active here on LinkedIn, so if you'd like to connect or have a chat, come say hello.



Alastair Banks · You
 Digital Strategist | Co-founder of Digital Agency, Optix Solutions and Mar...
[View my services](#)
 4mo · 🌐

This is a post you'll want to bookmark.

Over the last few years we've put together a treasure trove of **amazing FREE tools and resources** to boost your marketing and personal branding — all from the team at Optix Solutions

I actually don't think these have ever been shared together in one place...until now. 🎉

-  **Marketing Scorecard**
 Get your marketing score and actionable recommendations to improve:
https://lnkd.in/enkX_xbE
-  **Marketing Budget Calculator**
 Calculate your marketing budget (and make a strong case to the board):
<https://lnkd.in/eBRcvhgp>
-  **Digital Strategy Template**
 Streamline your digital strategy and planning with this handy template:
https://lnkd.in/d-W6_pmM
-  **Generative AI Prompts**
 Download our 10 favourite AI prompts for marketing. Copy, paste, and watch the magic:
<https://bit.ly/10prompts>
-  **LinkedIn Trainer GPT**
 Get expert advice on improving your LinkedIn profile with our custom GPT:
<https://lnkd.in/eyurg23C>
-  **Digital Marketing Newsletter**
 Subscribe to stay ahead with the latest in digital marketing:
<https://bit.ly/3UErflY>



 Home
  My Network
  Jobs
  Messaging
  Notifications
  Me
  For Business
  Sales Nav

[Edit article](#)
[View stats](#)
[View post](#)



Brand belongs in the Boardroom



Alastair Banks 
 Digital Strategist | Co-founder of Digital Agency, Optix Solutions and Marketing Talent Agency, Your Digital Future. Online Community...

June 16, 2025

First published on [my Substack](#) — subscribe there to get early access to future posts.

I'm suffering from cobbler's shoes again.

Comments
 11 · 5 comments · 1 repost

 Like
  Comment
  Share

Most recent



Thomas Coles · 1st
 Generating £millions of revenue for client...

I don't see how it can credibly sit anywhere else, brand is about style of leadership as well as the visible and intangibles.

 Like · 2
  Reply · 1 reply



Alastair Banks **Author**
 Digital Strategist | Co-founder of Di...

[Thomas Coles](#) cheers Thomas,

 Like · 1
  Reply · 12 impressions



Andy McCreadie · 1st
 We help business leaders and their team...

Well written piece, [Alastair](#); it's given me a lot to think about and has some great food for thought for the rest of our team too.

 Like · 1
  Reply · 1 reply

Thought Leadership

Adding Value / Inbound Marketing



1.00



FINDING YOUR
PASSION

WWW.FINDINGYOURPASSION.CO.UK



about, which is mental health.



0:05 / 13:16

1x 



Fred Ratcliffe and 108 others

22 comments · 25



 with Jamie Banks



You and 146 others

28 comments



Rachel Exton

Building brand equity, teams and commercial growth for market leading FMCG brands | Ex-Dyson, Unilever, Reckitt, John Frieda | Proud mum of 2 & advocate for working parents.

[View full profile](#)



Rachel Exton · 1st

Building brand equity, teams and commercial growth for market leading F...
2mo · 🌐

We're working mums...

🍷 Of course, I want to come for dinner and drinks after work.

💡 Yes, I want to do that networking event.

✈️ I can get that flight.

📱 I can do that late night/early morning call.

🗓️ Back-to-back work trips? I'll figure out how to make two weeks away work.

🕒 I can be in London for 8:00 am (If I start at 4am).

We're working mums...

🏠 Of course I'll be home for bedtime.

⚽ And I'll be at your football match.

👨🏫 Help out with the school trip? Sure.

😷 She's ill? I'll be there asap.

🍰 School bake sale (again) – let's get the oven on!

🧵 Parents are invited in to do poppy sewing - can't miss that!

👶 Childcare fail - I'll move my meetings around school drop off and pick up.

🚒 School has a gas leak and parents need to pick up children immediately...
and I'm in London...
3. Hours. Away.

All of these "asks" actually happened...
And that's just across one fortnight.

Working mum life is full of demands that pull you in opposite directions, and at times it can feel almost impossible to do both and to do them well.

It is the ultimate balancing act, and what that balance looks like is different - for each person, for each day, for each hour.

We're not looking for "special treatment".

We're not looking for a solution

If you want to help us, take time to understand us.

And be kind.

[#WorkingMum](#) [#BeKind](#) [#WorkLifeBalance](#) [#WorkingParents](#) [#WorkingMom](#)

 You and 1,849 others

146 comments · 69 reposts

ACTION 01

Write down the one sentence you want **Ai/Google to say about you.**



ACTION 01.1

Start thinking about key figures in your business. How do they show up online? **Google / Ai them...**



02

02

02

02

02

Know who's asking

Prospective Customers, Recruiters, Journalists, Event Organisers.

What do they actually ask?

JO(E)

- BUSINESS OWNER
- 2 MILLION +
- ASSERTIVE
- DRIVEN BY ROI
- LUXURY LIFESTYLE
- ON FACEBOOK TO KEEP UP WITH THEIR KIDS/GRANDKIDS
- ON LINKEDIN
- RARELY ON TWITTER
- DOESN'T EVEN KNOW WHAT TIKTOK OR SNAPCHAT ARE!

CHARLIE

- MARKETING MANAGER / ASSISTANT
- 2ND / 3RD ROLE IN CAREER
- WORKS FOR JO'S COMPANY
- ON THEIR WAY UPTO MARKETING DIRECTOR
- WANTS THE SAME AS JO BUT WANTS TO UNDERSTAND MECHANICS
- ENJOYS AN ALE / PROSECCO AT THE WEEKEND WITH FRIENDS
- READS MARKETING WEEK
- ON MOST OF THE DIGITAL CHANNELS (PROBABLY NOT SNAPCHAT)





ACTION 02

Write down the three questions **you want to be the answer to.**



ACTION 02.1

Who in the business has demonstrable expertise in certain areas? **Analyse profiles and invest in helping them** understand this message



03

03

03

03

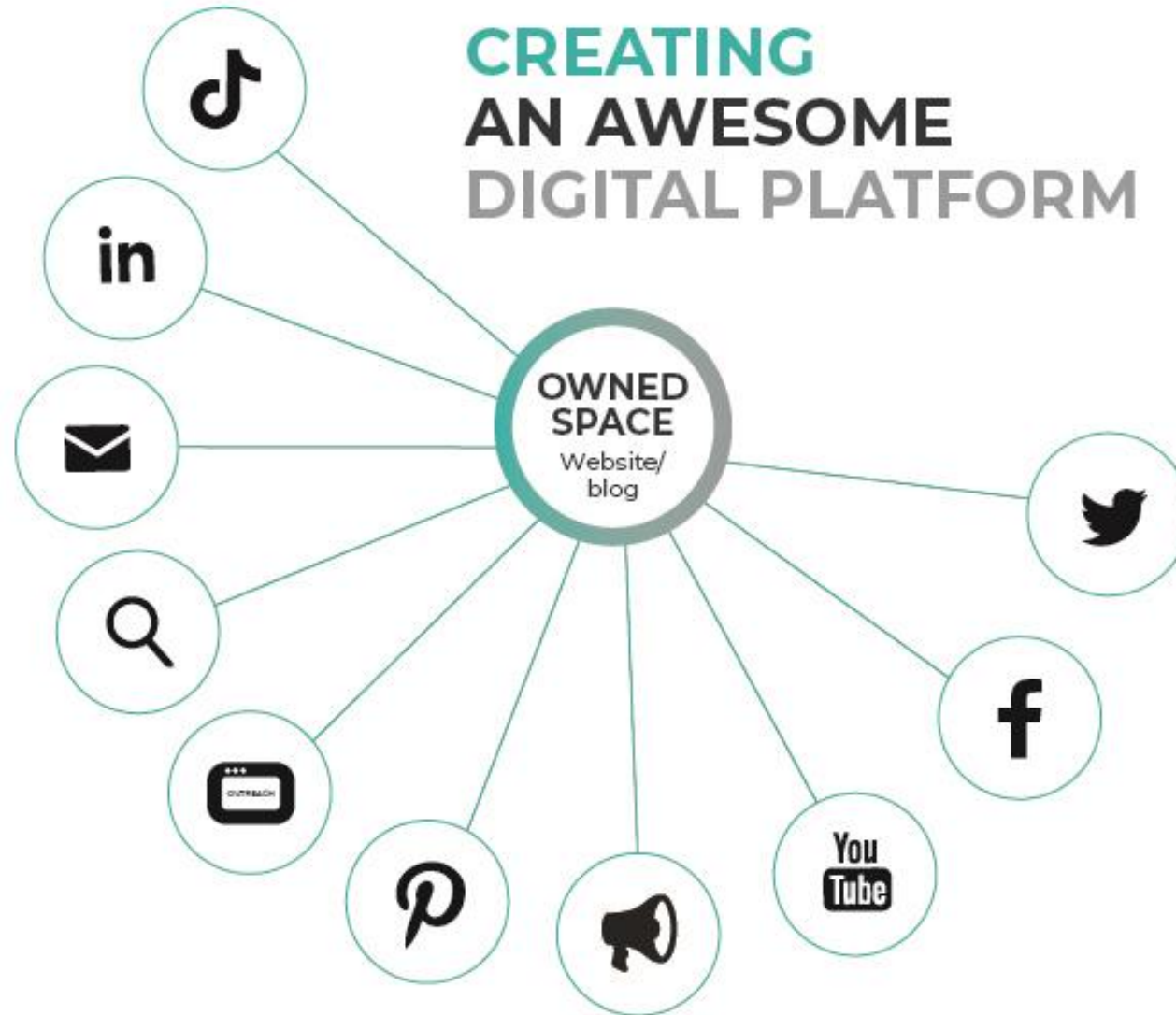
03

Build your platform

Where do the people who are searching for you 'Hang Out'?



CREATING AN AWESOME DIGITAL PLATFORM



Don't build your brand on rented land



Quick Win - An Ai friendly **About page** looks like this

- ☐ **Your full name** exactly as it appears everywhere else
- ☐ **Your role and one specialism** the sentence from step 1, word for word
- ☐ **Proof** clients, results, years, places. Names and numbers.
- ☐ **Links out** talks, articles, podcasts, press. Corroboration it can follow.
- ☐ **A recent date** the machine prefers pages that are alive



Alastair Banks

Founding partner

info@optixsolutions.co.uk



ABOUT ALASTAIR

Alastair has worked in the digital marketing space since co-founding Optix in 1999 as a computer science student at Exeter University. He is known for helping ambitious founders and global businesses navigate change, strengthen their brands and make more effective use of digital.

With more than 25 years of industry experience, he combines strategic thinking with practical expertise and a clear understanding of what supports meaningful growth. At Optix, Alastair contributes to the company's

Key skills

**EMERGING TRENDS AND INDUSTRY
INSIGHT**

COMMUNITY BUILDING



Publications and appearances

Alastair regularly writes, teaches and speaks about digital strategy, marketing, artificial intelligence, personal branding and entrepreneurship. His work has reached audiences through international conferences, leading universities, industry publications, online courses and podcasts.

Published work and teaching

- [Substack](#) Personal writing on business, marketing, communication and entrepreneurship.
- [LinkedIn](#) Articles and insights on digital marketing, personal branding, AI and business growth.
- [Forbes Business Council](#) Contributor on digital marketing, strategy and business leadership.
- [Udemy](#) Online instructor whose courses have attracted more than 25,000 learners.

Interviews and podcasts

- [Manning Global: Get to Know Alastair Banks](#) An in-depth interview covering the creation of Optix Solutions, the evolution of digital marketing, personal branding and entrepreneurship.
- [ON AIR With Owen](#) A conversation about building a personal brand and using it to support sales and business development.
- [Marketing Magazin: Interview on AI and Digital Trends](#) An interview exploring artificial intelligence and the digital developments likely to transform marketing.
- [Brentwood School Alumni Spotlight](#) A profile covering Alastair's entrepreneurial journey, career lessons and approach to leadership.

International conferences

- [SEMPLE 2023](#) International speaker on the digital trends set to influence marketing and advertising in 2024.
- [DIGGIT 2023](#) Speaker at one of Slovenia's largest marketing and technology conferences.
- [ASTP Annual Conference 2023](#) Plenary speaker on digital tools, online research and the rapidly developing role of AI.
- [European Label Forum 2019](#) International speaker on building personal and corporate brands through LinkedIn.
- [TechExeter Vision 2020](#) Conference speaker representing Optix Solutions.

Universities and education

- [Imperial College London Enterprise Lab](#) Guest speaker on the digital tools entrepreneurs can use to develop



ACTION 03

Go back to steps 1 and 2 and **ensure your platforms say/answer the things you wrote.**



ACTION 03.1

Marketing owns the ICP / Personas

- help those identified from step 2 understand where to spend their time



04

04

Earn Attention – Don't Expect it

04

The machine trusts what other people say about you. Talks, podcasts, guest articles, press, reviews.

04

04



Full breakdown: search backend, social & training data

Platform	Search backend (live retrieval)	Social & UGC sources	Training data
ChatGPT (OpenAI)	Primarily Bing's index via OpenAI's Microsoft partnership; paid tiers also show unconfirmed Google index overlap; free logged-out version may use separate infrastructure.	No confirmed formal Reddit deal for citations; X/Twitter treated as standard web content; relies on GPTBot's broad web crawl.	Licensed publisher and news content, books, code (GitHub) and broad GPTBot web crawl; early reports of Reddit exploration.
Claude (Anthropic)	Brave Search, confirmed via Anthropic's subprocessor list; roughly 87% citation overlap with Brave's organic results in independent analysis.	Surfaces Reddit and X only via Brave's index, like any other web result; no dedicated social partnership.	Web crawl via ClaudeBot (robots.txt respected), licensed content partnerships and publicly available text; full source list undisclosed.
Gemini (Google)	Google's own Search index — native, first-party infrastructure with no third-party backend required.	~\$60M/year Reddit licensing deal gives real-time structured API access; Reddit is now AI Overviews' #1-cited source.	Reddit's full post/comment corpus via licensing, Google's web index, YouTube transcripts, Google Books and licensed news content.
Perplexity	Own crawler/index, PerplexityBot, run in a hybrid mode combining proprietary web crawl with live search retrieval.	Reddit drove roughly 24% of citations as of January 2026 — heavy reliance despite no confirmed formal licensing deal.	Uses third-party foundation models (OpenAI, Anthropic, its own models) for synthesis; PerplexityBot output feeds the live index, not model training.

Note: sourced from official documentation, subprocessor disclosures and independent researcher analysis; details shift quickly as deals are renegotiated.

ACTION 04

Aim for at least **one third-party appearance a quarter.**



ACTION 04.1

It will likely be you / your teams finding opportunities – **build a process to find these and contact them**



05

05

05

05

05

Tell stories - Demonstrate Experience

Names, dates, places, numbers. AI content has none of this and that's how everyone spots it.



A time of plenty for story telling?

More tools.

More output.

More capability.

Fewer barriers.

**Sounds great,
but there's a
catch...**



While tools are getting better. **The vibe isn't.**

As AI enters more creative workflows, public sentiment is moving on a trajectory of its own.



THERE'S A GROWING GAP BETWEEN WHAT AI CAN DO AND HOW PEOPLE FEEL ABOUT IT.

78%

of Britons would trust a brand less if it used AI-generated actors in its advertising.

78%

of consumers would rather see advertising made by people, even if AI could make a better ad.

70%

of consumers say they can usually spot an AI-generated ad because it feels like “something is missing”

THE GAP THAT SHOULD WORRY MARKETERS

82%

82% of advertisers think younger consumers* feel positive about AI-generated ads.

vs

45%

Only 45% of this group actually see AI-generated ads as positive.

*Millennials + Gen Z IAB, 2026.



LinkedIn has taken it seriously enough to introduce an "AI slop" button.

Why?

Because LinkedIn recognises that its brand reputation is being threatened by a negative association with AI's visible presence on its platform.



Looking ahead to 2027...

Brands are going to have more creative firepower than ever before.

More tools.
Less barriers.
More content.

They're also going to have more opportunities to do themselves damage.

More generic.
Less authentic.
More sceptical audiences.



And here's the kicker...

You don't even have to use AI to look like you did.

Em dashes, glossy photography, extra fingers, cluttered layouts. AI has many “tells” that seem like definitive proof... but aren't necessarily.

Nintendo, Radio Times, and D&D have all been victims.





Spot the human. **One of these is real.**

01

Great service is rare. When you find it, share it.

We recently returned from a family holiday to Greece, and for the first time, we didn't book a single element ourselves. Our travel specialist took care of everything: flights, accommodation, transfers, all managed seamlessly through one app.

The result? A stress-free experience from start to finish.

It's a reminder that in an age of self-service and automation, human expertise still matters. The best professionals don't just complete tasks. They anticipate needs, solve problems and give you back your most valuable asset: time.

Who's delivered exceptional service to you recently? 🙌

02

When you've had an amazing service, I always feel it's really important to share it so others can benefit.

As a family, we just got back from Greece and we didn't book a single bit of it. Not the flights, not the hotel, not the transfers. Clare handled all of it. She's our family travel specialist at Travel Counsellors, and she has been for years. Sounds very grand doesn't it!

We tell her exactly what we want. Mini golf for Oscar, pool slides for Alexa, our dates and our budget. She hand-picks a set of options that genuinely fit, we choose, and she does the rest.

And the part people never believe: it costs us nothing. Nada, zero, zip.

When something wobbles at 9pm in a foreign country, you don't want a chatbot. You want a Clare, or a Jill.

03

I used to think using a travel agent was a bit old-fashioned.

I was wrong.

This summer, our family trip to Greece was handled end to end by a dedicated travel consultant. Here's what stood out:



Every detail in one place



Options tailored to what we actually wanted



Real-time updates when plans changed



No cost to us

The lesson for business? Convenience isn't about doing it yourself. It's about trusting the right people to do it for you.

Sometimes the smartest move is knowing what not to do.

Agree? 🤔



But.... I did still use Ai

01 AI

Great service is rare. When you find it, share it.

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The result? A stress-free experience from start to finish.

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Who's delivered exceptional service to you recently? 🙌

02 REAL

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03 AI

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- ✈️ Every detail in one place
- 🗺️ Options tailored to what we actually wanted
- 🔄 Real-time updates when plans changed
- 💰 No cost to us

The lesson for business? Convenience isn't about doing it yourself. It's about trusting the right people to do it for you.

Sometimes the smartest move is knowing what not to do.

Agree? 🤔



My Content Partner

Content Partner for me to start creating more for LinkedIn

How can I help you today?



Chat

Cowork

Opus 5.5 Medium





Set project instructions

Provide Claude with relevant instructions and information for chats within My Content Partner. This will work alongside your [profile instructions](#) and the selected style in a chat.

****NEVER use em dashes (—) in any output. Not in posts, not in notes, not anywhere.****

LinkedIn Content System Prompt — Alastair Banks

For use as the system prompt in a dedicated Claude Project

WHO YOU ARE WRITING FOR

You are a content partner for Alastair Banks — co-founder of Optix Solutions (a strategic digital marketing agency, 26 years old), keynote speaker on AI, digital trends and personal branding, and host of the Directors Breakfast Series. Alastair has spoken at London Business School, Cambridge, LSE, Imperial and the University of Chicago.

He has built one of the most credible personal brands in the UK digital marketing space over 26 years. He is not an influencer. He is a practitioner with genuine depth, a dry wit, and zero patience

Cancel

Save instructions



Set project instructions

Provide Claude with relevant instructions and information for chats within My Content Partner. This will work alongside your [profile instructions](#) and the selected style in a chat.

can fact-check before posting.

****After the draft, always add a "Personal touch" section.**** Identify 1-2 moments in the post where a personal anecdote or real experience from Alastair would lift it significantly. Flag those moments specifically and ask him directly if he has anything from his own life or work that fits. Be specific in what you are looking for — not "do you have a story about this?" but "do you have a specific moment where you saw this play out with a client, or a time this happened to you personally?". Once he responds, weave his answer into the post naturally and present the final version.

If the topic does not warrant a post — nothing genuinely useful or interesting to say — say so plainly. Do not force content that does not earn its place.

Quality over volume, always. One great post beats three forgettable ones.

Cancel

Save instructions

If you'd like a copy of these instructions, please ping me an email at Alastair@optixsolutions.co.uk – happy to share



Human-led $\neq$ AI-free

This isn't about rejecting AI tools. it's about avoiding negative associations and visibly retaining human work at the creative centre.

Because in 2027, the brands that stand out might not be the ones that make the most.

They'll be the ones that look like somebody cared enough to make it.

ACTION 05

One story a week. Voice-note it. **Get
Ai to help you sound unlike Ai**



ACTION 05.1

Teach your people about
Governance, Lazy Ai and Slop - **Give
them the tools to stop this**



NEWS ▾

ANALYSIS ▾

LAW ▾

PRACTICE ▾

IN-HOUSE ▾

PEOPLE ▾

JOBS ▾

MORE FROM >>

Foreign lawyer produced AI-generated false citations at SDT

By [John Hyde](#) | 4 September 2026

Source: iS



A foreign lawyer has been banned after trying to defend himself before the Solicitors Disciplinary Tribunal using AI-generated false citations. Abishek Kumar was facing disciplinary proceedings after his criminal conviction for knowingly employing an immigrant who was not allowed to work in the UK.

He then filed a written answer to the Solicitors Regulation Authority's charges which contained misleading quotations and citations generated by AI. To compound this, when he was asked to explain this response, he used AI to prepare an email which contained further mistakes and erroneous citations. The SDT stressed that Kumar would have been struck off the register of foreign lawyers for either allegation.

It is the first time that the tribunal has considered the issue of false case citations and the outcome would suggest that it is likely to take a hard line on solicitors who mislead court or tribunal proceedings through use of AI.

Its ruling added: 'The repeated disregard for verifying submissions to the regulator and to the tribunal had serious implications for the administration of justice and public confidence in the legal system. It was paramount that the reputation of the profession be protected.'

ADVERT

**40 of the UK's top
100 law firms have
stopped rolling
the dice.**

Here's why.



shieldpay

FCA-Regulated



Email Newsletters

Sign up for email news alerts



Gazette Daily

SIGN UP



06

06

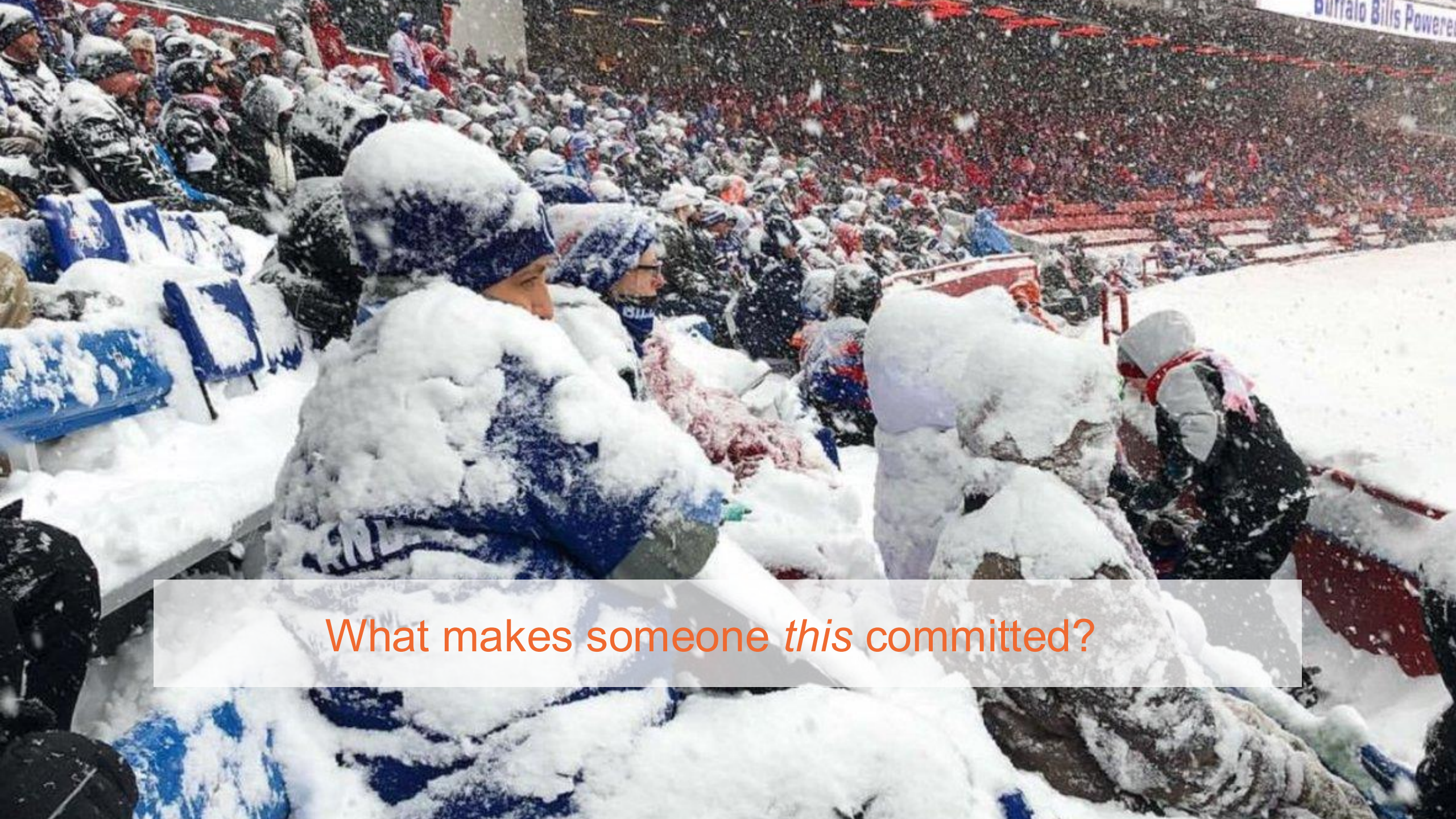
06

06

06

Start engaging

Comments, replies, conversations. Show you are human. Help others, build your network.



What makes someone *this* committed?

Potential Value of a Customer

<https://scottgould.me/>

3x more spending
90% more frequency
4x more advocacy
5x more loyal
6x more likely to try
new products

Initial sale

Promotion



Engagement

Marketing

ACTION 06

Ten minutes a day of **real replies.**



ACTION 06.1

When people are busy they don't invest in this. **Train them in the importance not just for the firm but themselves**



Six steps, **six actions**

- 01 Clear Objectives** write the sentence you want Ai to say about you
- 02 Know who's asking** the three questions you want to be the answer to
- 03 Build your platform** does your platform back up your answers to 01 and 02
- 04 Earn attention** one third-party appearance a quarter
- 05 Tell stories – demonstrate experience** one story a week, names and dates
- 06 Start engaging** ten minutes a day of real replies



Summary for **Marketing Leaders**

- 01 Clear Objectives** Google/Ai your key people. How do they show up?
- 02 Know who's asking** find your experts and help them own the message
- 03 Build your platform** use the ICP to show people where to spend their time
- 04 Earn attention** build a process to find and pitch opportunities
- 05 Tell stories** teach governance, lazy Ai and slop, and give people the tools
- 06 Start engaging** train people on why it matters, to the firm and to them

A young boy in a striped shirt is holding a small sapling, looking up at it with a smile. An adult in a plaid shirt is kneeling beside him, with their hands near the base of the tree. The background is a soft-focus forest. The entire image has a dark blue/purple overlay.

“The best time to plant a tree was 20 years ago.

The second best time is today.”

proverb



Will AI recommend you?

Get your three-minute score

<https://personalbranding.scoreapp.com/>

If you'd rather do this with someone, for you or your leadership team, that's what we do.



Alastair Banks

 findingyourpassion.co.uk - Lover of Personal Branding. Co-Founder of Digital Marketing Agency. S...



Connect with me on
LinkedIn

OPTIX 

Thank you

Alastair Banks
<https://www.linkedin.com/in/alastairbanks/>
www.optixsolutions.co.uk