NEWS WITH EDGE

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Hello from the team at Edge!

If you asked an AI tool to describe your organization's AI capabilities, how confident are you in what its answer would be? Would it accurately explain what your technology can deliver? As more buyers use AI tools to research potential vendors, your messaging may reach them through a summary you didn't write.

That's the question behind this month's article.

In this month's article, *Is Your AI Story Safe for Answer Engines and the Boardroom?*, Mary Obregon looks at how to get that messaging right. Small distinctions matter: saying your technology "supports compliance" makes a very different promise than saying it "ensures compliance." Mary's article offers practical ways to explain your capabilities, support your claims and see what happens when an AI tool summarizes your story.

The conversation continues in the latest episode of *Edge Unscripted*, "When Words Become Promises: The Risk in Your AI Story." I encourage you to give it a listen/watch and then take a look at your own messaging.

To help you get started, complete the AI Claims Readiness Scorecard. It's a useful next step before your next announcement or campaign, and gives you a chance to consider whether the story reaching your buyers matches what your business can deliver.

If this raises questions about your own AI story, I'd love to hear from you.

To set up a time to chat, contact me via email, via phone (651.247.7872), or set up a time in my Calendar.

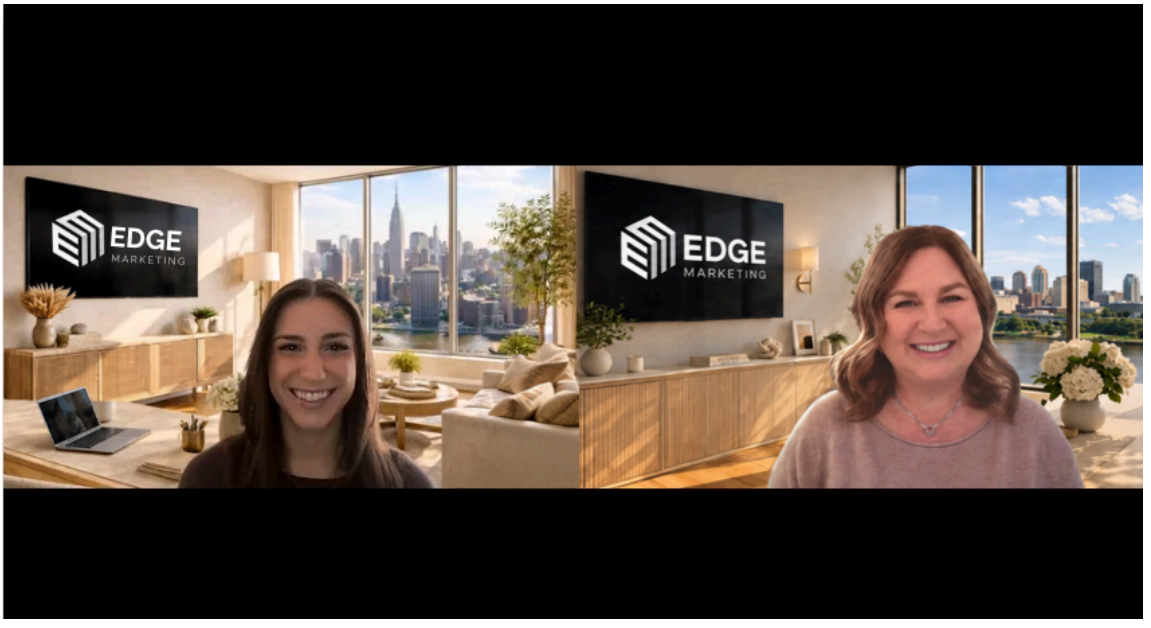
Looking forward to hearing from you,



Amy L. Juers, MBA
Founder and CEO, Edge Marketing, Inc.



Episode 28: When Words Become Promises - The Risk in Your AI Story



Your AI story now has to make sense to the people evaluating your company and to the answer engines summarizing it for them. In the latest episode of Edge Unscripted, Vicki LaBrosse and Mary Obregon discuss how one word can change a promise, how to run a "machine test" on your own messaging, and

why the goal is the clearest claim you can prove, not the biggest one you can make.

Let's go off script! Click to check it out on YouTube!

Is there a topic you'd like our experts to cover, or would you like to showcase your expertise in an upcoming podcast? Let us know!



Is Your AI Story Safe for Answer Engines and the Boardroom?

For years, marketers have been taught to take complex products and services and turn them into a message people can quickly understand and remember. AI has made that job a little more complicated.

Check out the full article for Mary's insights into defending what you say while also thinking about how those claims might be interpreted, summarized and repeated by AI systems.

CLICK TO READ THE FULL ARTICLE

About the Author:

Mary joined Edge Marketing in 2020 and has quickly established herself as an expert in translating complex regulated-industry brand positions into social media content that earns genuine engagement. She leads Edge's social media and brand strategy practice for clients across legal technology, accounting, and professional services.

Mary's talent for making sophisticated B2B positioning accessible and engaging on LinkedIn and other platforms has made her a key contributor to client programs that require both strategic depth and platform-native execution.





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