

Palise: Testimonial Drafts (21 May 2026)

Palise: Testimonial draft options (for Palise to pick from)

Date: 21 May 2026 **Context:** Palise asked Adam to put together some testimonial ideas they can pick from, edit and approve. They want to use one for a Rank4AI / Muswell Rose marketing surface.

Six variants below in different lengths and angles. Palise can pick whichever fits the use case, edit names/attribution as they prefer, and send back approved copy.

Variant 1 — Short pull-quote (32 words) — homepage slider

Attribution: Steve Palise, Founder, Palise Property Buyers Agency

We came to Adam and the Rank4AI team for AI search and left with something more useful, a clearer view of our brand, our entity, and how all the small things connect.

Variant 2 — Medium (98 words) — “connection” angle, case study card

Attribution: Steve Palise, Founder, Palise Property Buyers Agency

The honest version is this: we were already doing most of what Adam and the Rank4AI team preach. We just weren't connecting it. The podcast, the books, the courses, the team, strong pieces, no wiring. They went back to the start with us, simplified things, and joined the dots. What started as an AI search project ended up being about brand, entity and

structure. They didn't dismiss SEO and Google either, quite the opposite, they pushed us to fix the basics there first. Lucky for us, the raw material was there. The strategy was learning how to link it.

Variant 3 — Medium (107 words) — whole-company impact angle

Attribution: Steve Palise, Founder, Palise Property Buyers Agency

What surprised me was the reach of it. This wasn't a marketing exercise that sat with one person. The Rank4AI team's questions landed on me, on the senior team, on the juniors, everyone had to think harder about what we actually do and how we say it. By the end, the work on digital footprint and consistency of voice had shifted how we explain ourselves internally, not just externally. The other surprise was how comfortable Adam was working alongside our existing agency, collaborative from day one, no turf, just better output. We hired them for AI search. We came away with something broader.

Variant 4 — Long (208 words) — full arc for long-form testimonial page

Attribution: Steve Palise, Founder, Palise Property Buyers Agency

We hired Adam and the Rank4AI team to help us with AI search. What we got was something more useful than that. They took us back to the start and made us look at the small things, the bits we'd quietly assumed weren't worth the time. They pushed us hard on digital footprint, on consistency of voice, on saying the same thing about ourselves in every place we appear. More than once they asked us to explain what we actually do, in laymen's terms, and the asking itself did half the work. By the end, the project had moved from AI search to brand, entity and structure, and the benefit reached well beyond the marketing team. Senior management, the juniors, me, we all sharpened up. They didn't write off SEO and Google either, which we half expected from an AI-focused agency. They pushed us to fix the foundations there first. And they were genuinely happy to work alongside our existing agency, which is rarer than it should be. We were fortunate that a lot of what they preach, we were already doing. The change they brought was connecting it. Same ingredients, properly wired. That's the bit that turned out to matter most.

Variant 5 — Long (218 words) — education-first opening

Attribution: Steve Palise, Founder, Palise Property Buyers Agency

The thing that stood out early was that Adam and the Rank4AI team didn't try to sell us anything. They taught. That matters to us because it's how we run our own business, education first, acquisition second, so we knew the approach when we saw it. They started by simplifying. Going back to basics. Looking at the small things that, it turned out, mattered more than we'd given them credit for. We came in thinking AI search. We left with a clearer handle on our brand, our entity and the way our content, podcast, books, courses and team connect, or didn't, before they wired it together. They were pragmatic with it too. SEO and Google weren't pushed aside for the shiny AI conversation, they were the first thing the team told us to get right. They asked all of us, senior team, juniors, me, to articulate what we do in plain language, and the conversations that produced were as valuable as the deliverables. They were comfortable working alongside our existing agency, which I appreciated. A lot of what they advised, we were already doing in pockets. Their contribution was the joining-up. That's a quieter kind of value, but it's the one that's stuck.

Variant 6 — Short (78 words) — Gillian voice, ops/marketing perspective

Attribution: Gillian Cox, Palise Property

Working with Adam and the Rank4AI team pulled us together in a way I didn't expect from an AI search engagement. They kept it simple, kept asking us to explain things in plain terms, and made consistency of voice feel like a project everyone owned. They were also pragmatic about SEO and our existing agency, no jostling, just getting on with it. The pieces were already there. They helped us connect them. One of our more useful projects.

Notes

- Steve's title is still unlocked in the brand doc. Swap "Founder" for "Owner/Director" if the lock has landed differently.

- Variants 2, 4, 5 name “Adam and the Rank4AI team” directly. Easy find-replace for “Rank4AI” or “the Rank4AI team” alone if Palise want a less personal endorsement.
- “Lucky / we were already doing it” beat under-weighted on purpose. Overplayed it can read as Palise damning themselves with faint praise. Variant 2 leans hardest on it if they want that frame.
- Variants 3 and 4 carry the SEO/Google pragmatism + happy-to-work-with-existing-agency beat that Adam specifically wanted in.