

Stay Visible in the AI Shift with **Digital Continuity Strategy Session**

Google is already rewriting search results with AI.
Chat platforms are moving buying decisions inside the chat.
Customer expectations are compounding.

You don't need every new tool — you need a clear plan.

\$395 for a one-hour **Digital Continuity Strategy Session**.

You'll leave with a clear roadmap, local insight, and next steps that make sense for your business and budget.

BOOK NOW: lynn@cyberprarmy.com

What's Already Changed — **and Why You Can't Wait**

AI IS REWRITING FIRST IMPRESSIONS.

Google is testing AI-written meta descriptions and summaries that can reshape how your business appears in search results. If you're not monitoring, your message (and your click-throughs) can change without you knowing.

SEARCH IS BECOMING ACTION.

ChatGPT now allows in-chat product purchases powered by Stripe. That means discovery and conversion may happen without customers ever visiting your website.

CUSTOMER EXPECTATIONS ARE COMPOUNDING.

Response times, personalization, and authenticity now define credibility. Consistency matters more than volume - systemization wins.

ATLANTIC CANADA IS LAGGING.

Only 12.2% of Canadian businesses are currently using AI to deliver goods or services, and 17.9% plan to adopt AI software within the next year.

(Statistics Canada, Canadian Survey on Business Conditions, Q2 2025).

Regional adoption in Atlantic Canada is lower, which means early movers will own the conversation.



What You'll Leave With (in One Focused Hour)

- 1 BASELINE SNAPSHOT**
A quick read on your website, search footprint, social bios, and listings — reframed for the AI era.
- 2 MINI ROADMAP (3–5 STEPS)**
Your prioritized action plan: what to fix now, what to automate later, and what to prepare for 2026.
- 3 COST-CONTROL GUIDANCE**
Know where to invest and what to skip. Avoid shiny-object tools that drain time and money.
- 4 MESSAGING GUARDRAILS**
Protect your voice across web, search, and chat — so AI doesn't rewrite your story.
- 5 LOCAL ADVANTAGE**
Advice grounded in Atlantic realities: practical budgets, real timelines, and achievable change.
- 6 FOLLOW-THROUGH OPTIONS**
Apply your session fee toward a Cyber PR Army Continuity Package if you want hands-on help implementing your plan.

SESSION FORMAT

- 60 minutes (on Zoom or in-person in Greater Moncton)
- Concise written summary within 24 hours
- Optional: real-time website and Google Business Profile checks

WHO IT'S FOR:

- Business owners and managers who want clarity without jargon
 - Teams who need a plan before investing in new tools
- Atlantic organizations that can't afford to be left behind in 2026

Pricing

\$395

Book your session: meeting.calendarhero.com/StrategyMeeting

Have multiple sites or a larger team? Ask about our half-day workshop options.



Questions You Might Be Asking

WILL THIS OVERWHELM MY TEAM?

No. You'll walk away with a short, prioritized plan — three to five clear steps. You decide when to implement each one.

DO WE NEED TO BUY SOFTWARE FIRST?

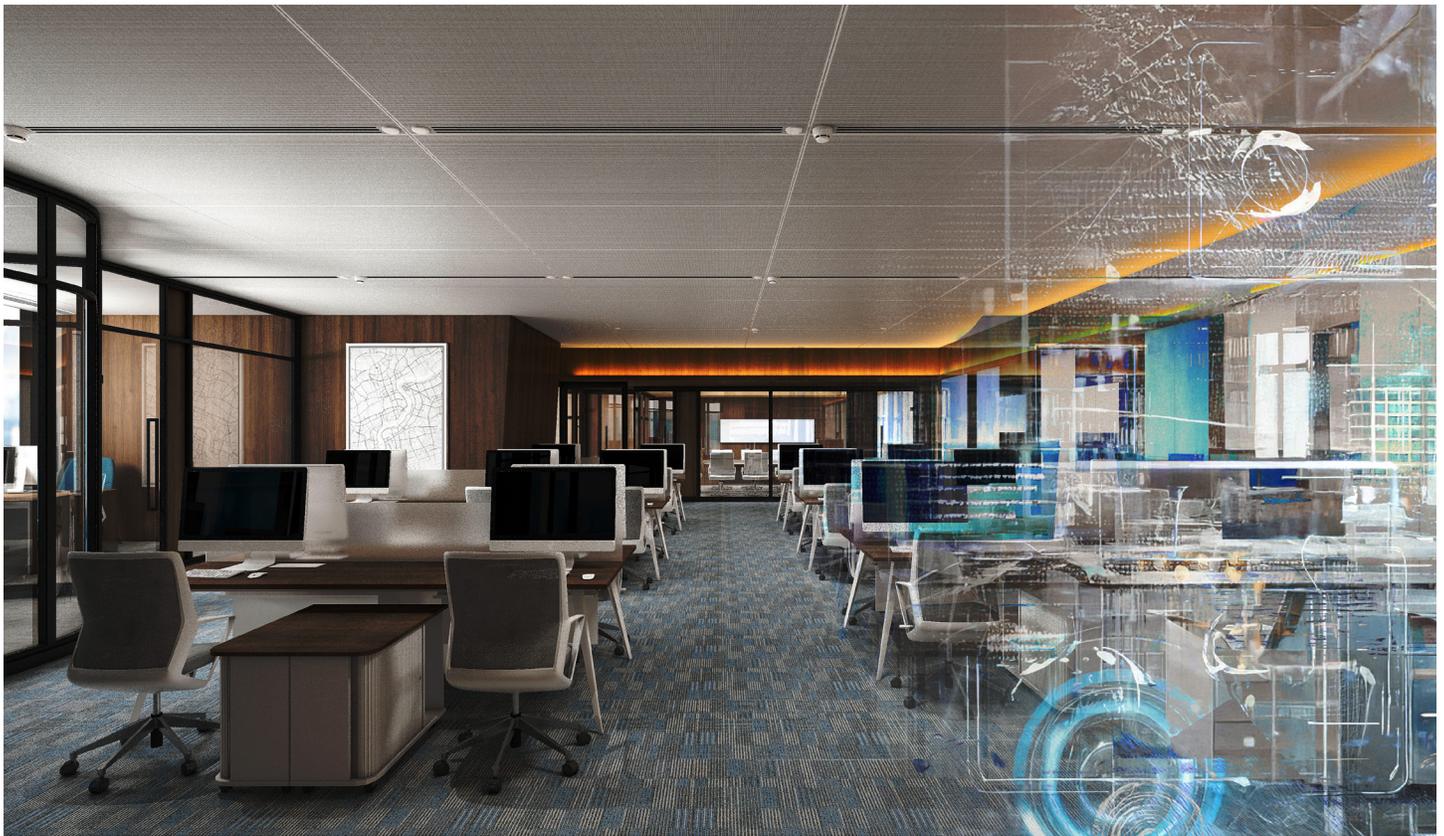
No. We focus on process, messaging, and readiness. Tools should serve the plan, not drive it.

CAN YOU HELP US IMPLEMENT THE PLAN?

Yes. Our Continuity Packages provide ongoing support. Your session fee becomes a credit if you move forward within 30 days.

IS THIS RELEVANT IF WE'RE ALREADY USING AI?

Absolutely. We'll assess your stack, identify gaps, and help align your brand voice across every platform.



REFERENCE

Statistics Canada — Canadian Survey on Business Conditions, Q2 2025 (11-621-M2025008)
<https://www150.statcan.gc.ca/n1/pub/11-621-m/11-621-m2025008-eng.htm>

