

Broadcastwell Launchpad

A practical introduction to AI search evidence

Free learning for people who want to read evidence carefully.

Independent referrals for people who already know suitable B2B buyers.

Paid work through a separate hiring process.

Orientation, v2026-10. About 45 minutes. The full Foundations course takes about four hours including assessment.

Three independent routes

Participation never creates hiring priority

Learn: eight open lessons, synthetic practice and optional assessment.

Refer: reviewed application, safety briefing, both signatures and tax/payment readiness.

Paid work: funded roles on the careers page. The six paid samples remain on hold.

Joining, declining, completing or leaving Launchpad, referrals, revenue and Exchange activity do not affect applications, interviews, paid assessments or hiring.

What Broadcastwell measures

Defined buyer questions and the evidence in their answers

Which B2B software companies an answer names.

Which domains and pages the answer cites.

How observations vary by question, engine and date.

Current service engines: ChatGPT, Claude, Perplexity, Google AI Overviews and Google AI Mode. A study's historical scope stays as published.

Named, cited and recommended

One synthetic answer can contain three different facts

Answer: Consider AuroraOps and BeaconRoute. A category guide at fieldnotes.example explains the workflow.

Named: AuroraOps and BeaconRoute. Cited: fieldnotes.example.

The citation alone does not establish that Fieldnotes is a recommended product.

First 15-minute outcome: write a short evidence note with the question, date, engine, names, citation and limitation. The example is fictional.

Category discovery and comparison

The question changes what an observation can establish

Discovery: Which software helps a dental group manage multiple locations?

Comparison: How does AuroraOps compare with BeaconRoute?

A favorable answer to the second question does not establish that an unaided buyer would discover AuroraOps.

Keep supplied product names visible in the method. Do not relabel a named-product comparison as category discovery.

The boundary of an observation

Six of ten means six of these ten answers

Synthetic finding: AuroraOps was named in 6 of 10 valid answers on one engine on one date.

Unknown: buyer reach, market share, revenue loss and future answers.

A useful next step: check question fit, record exclusions and plan a comparable repeat.

Keep the denominator, engine, question set and observation date attached to every claim.

An Absence Index record

The published record is a research starting point

Locate the category, release date, method and exact reported measure.

Separate a measured zero from an unavailable or excluded answer.

Write what the record says, what it cannot establish, and a proportionate next question.

A sampled result does not establish universal absence, product quality or lost revenue. Preserve the release's own scope.

Variation and a fair repeat

Mixed observations belong in the report

Synthetic repeat: one engine names AuroraOps more often; another remains unchanged.

Report both observations and any changes to the questions or conditions.

An improvement after an edit does not, by itself, show that the edit caused it.

Do not cherry-pick favorable answers or turn missing evidence into a measured zero.

The Free 10-question check

A limited one-engine starting point

Use the public sample or a result from a company we have permission to assess.

Explain the scope before interpreting an answer.

The course never requires a real prospect list, private client data or a paid tool run.

The free check is distinct from the paid Category Audit. A limited observation is not a complete diagnosis or evidence of commercial harm.

A suitable buyer conversation

The useful outcome can be no purchase

Does the company sell B2B software in a relevant category?

Does the buyer have an actual discovery or comparison question and want evidence?

Does the available scope fit the decision, timing and budget?

No pressure to approach friends or family, rescue an application, or make a purchase to unlock a milestone.

Current retail offers

Check availability before making a recommendation

Category Audit: \$490 once.

AI Visibility Diagnostic: \$990 once, currently paused.

Fix Sprint: \$2,900. Program: \$13,500 per 90 days, billed \$4,500 monthly.

Sprint and program scope are agreed by conversation. Agency wholesale: \$1,000 for the first client per month, then \$490 per additional client per month. White-label Category Audit: \$490. Neither has a referral schedule.

Buyer credits and partner commissions

A credit reduces new cash; it does not get deducted twice

Audit credited to Sprint: \$2,900 minus \$490 leaves \$2,410 new cash.

Sprint commission target: \$290. If \$50 Audit commission was already paid, the additional commission is \$240.

Diagnostic credited to Sprint: \$290 minus \$225 already paid leaves \$65 additional commission.

One eligible credited fee applies once. Product eligibility and accepted customer terms control.

The disclosure beside every recommendation

I earn a referral commission from Broadcastwell if you purchase through my referral.

Place the disclosure where the buyer sees the recommendation.

Use it before an email link, visibly in a social post, and clearly in spoken or video recommendations.

Use 'may earn' only when the relationship is genuinely conditional.

We review the first public promotion, then spot-check. Repeated breaches pause the partner. A footer or disclosure on another page is insufficient.

Before an introduction

Approval, permission and a dated attribution record

Complete the independent application, safety step, both signatures and restricted tax/payment onboarding.

Register the company and obtain acceptance before an introduction.

Protection: 90 days from registration, extended to 180 after a documented conversation inside the first 90.

New individual partners working in California, Massachusetts or New Jersey wait for lawyer review. Learn remains open. A program's 12-paid-month tail is separate from referral protection.

A useful introduction

A fictional practice conversation

We noticed a defined category-discovery question that may be worth checking.

The observation is limited. We can share its scope and source before suggesting a service.

Would an introduction be useful? A refusal ends the approach.

Attach the exact commission disclosure in any real referral-bearing recommendation. Practice stays synthetic and learner-owned.

The limits on a partner's authority

An introduction creates no power to bind the company

No negotiating, custom quoting, closing, collecting customer money or signing for Broadcastwell.

No promised mentions, rankings, leads, revenue, income or employment.

No Indian office held out, fabricated urgency, scraped lists, fake reviews or unauthorized paid advertising.

There is no fee, purchase, starter kit, quota, exclusivity, downline or recruiting reward.

The prospective referral schedule

Most participants may earn nothing

Audit \$50. Diagnostic \$225 flat, with the offer paused.

Sprint \$290 total target, net of commission already paid on one credited fee. Program 10% of new retained cash, up to its first 12 paid months.

First distinct retained customer: \$100 once. Third: \$150 once. Upgrades count as the same customer.

Genuine unrelated retail customers only. No self/related-company purchases or partner-recruitment rewards. Existing partners retain accepted rights unless they choose a prospective upgrade.

Four dates in every commission record

Acceptance, collection, refund closure and payment due

Audit/Diagnostic: the refund condition closes 30 days after delivery, subject to any timely refund.

Sprint: day-30 remeasurement and refund determination. Program month 1: second invoice issued; an absent invoice does not silently close the condition.

Pay within seven calendar days after the product condition closes and tax forms are complete. Earlier mandatory law still applies.

Both lawyers review at the first referred payment collection and finish before the first commission payout. Broadcastwell pays sending fees. Correctly paid commissions remain final after ordinary later refunds.

A certificate with a precise meaning

Broadcastwell Launchpad Foundations, certificate of completion

25 questions: at least 20 correct and all five safety questions correct.

Structured synthetic case: at least 6/8, with full accuracy and ethics scores.

Automatic scoring and retakes. Optional public verification shows only the consented display name, title, version, issue date and random ID.

This is not an accredited qualification, referral approval or a promise of results, income or employment.

Learning and paid work

A learning exercise never substitutes for paid company work

Use public, synthetic or personally permitted material.

Keep the portable evidence case we create for our own learning.

Company research, content, engineering or prospecting requires a separate paid scope and correct legal classification.

The six \$150 paid samples are on hold. Funded jobs use the careers page. Nobody is hired before lawyer review; HR handles candidate communication.

Participation and privacy

We choose what to join and what to share

Open lessons need no account. Enrollment saves only the learning record needed for assessment and completion.

Email permission and public verification are separate, unticked choices with withdrawal controls.

The Exchange is optional. HR cannot see Launchpad activity through this program, and applicant data stays hiring-only.

No revenue leaderboard, required public posting or contact-list submission. Restricted tax data never enters the applicant tracker or shared partner sheet.

The next step is ours to choose

A useful first lesson takes about 15 minutes

Learn: begin 'Read an answer' and keep a bounded evidence note.

Refer: read the fixed terms and 45-minute safety briefing before applying.

Paid work: review the separate funded roles, or stop here with the resources.

Start at app.broadcastwell.com/launchpad. No countdown, quota or public commitment. Declining has no hiring consequence.