

TEMPLATE · RESEARCH AND QUESTIONS

Start with the questions your buyers ask.

Before you check what AI says about you, build a better list of questions. This workbook turns real buying situations into a question set, points each question at the page that should answer it, and records what the answers said.

VERSION	UPDATED	FROM
1.0	8 October 2026	praised.co/templates/buyer-question-workbook

ILLUSTRATIVE EXAMPLE

Every answer in the example is illustrative, written to show the shape.

START HERE

What the workbook is for

Build a list of the questions your buyers ask an AI assistant, point each one at the page that should answer it, and record what the answers said. The whole method is free to read on the page below; this workbook gives you the columns, dropdowns, a worked example and room for your own products.

What's in the spreadsheet

1. **Buying situations.** Who is buying, the job they need done and the constraint that changes their choice. Start here.
2. **Questions.** The sentences a buyer would type, each tied to a situation, sorted by type and by whether they name your brand.
3. **Page mapping.** The page that should answer each question, whether it does, and the one piece of work it needs.
4. **Answers.** What each assistant said: recommended, mentioned or absent, which sources it cited and who else it named.
5. **Summary.** Counts that fill themselves in as you work. Nothing to type there.
6. **Example · ClauseMinds.** A complete worked example for an example software company, on its own tab, apart from your rows.

Three rules

1. **Keep the example apart.** Your rows go in the dark tabs. The indigo tab is illustrative and stays out of your counts.
2. **Date every answer.** Write the day and the settings. The same question can get a different answer next week.
3. **Keep the set stable.** Compare the same questions, asked the same way. Add new ones as new rows, and keep the old ones.

THIS PDF

A copy to read and share: the method, the worked example and every column. To fill it in, download the spreadsheet from the same page.

THE METHOD

The method, in full.

Everything the workbook does, you can do in an ordinary sheet. Here is how.

1. Start from a buying situation

A question needs a job to do. Write down who is buying, what they need done and what makes the choice hard. Take situations from sales calls, support emails and reviews, not from your keyword list.

A SITUATION

An in-house legal team of 20 to 50 people needs to review supplier contracts faster without losing control.

2. Add the constraint that changes the choice

Team size, budget, the tools they already use, a region or one feature they cannot do without. The constraint is what makes an assistant suggest one product over another. It belongs in the question.

THE CONSTRAINT

It has to work inside Microsoft Word.

3. Write four kinds of question

Discovery: what fits this situation? Comparison: how do two options differ? Fit: does this one handle my need? Objection: what would make it a poor choice? Keep questions that name your brand apart from those that don't. One set shows how you are described, the other whether you are found at all.

A FIT QUESTION

Which AI contract review tool suits a 40-person legal team?

4. Point each question at a page

For every question, name the page that should answer it, and be strict about whether it does. A question with no page is a page to write. A page that answers half a question is a section to rewrite.

WHAT THE MAPPING FOUND

Three questions have no page at all, including both comparisons with a named competitor.

5. Record what the answer said

Ask the assistant and write down what came back. Were you recommended, mentioned or absent? Which sources did it cite, and who else did it name? Date every row and note the settings, because answers change with the wording and over time.

ONE ANSWER

ChatGPT, 6 October: "Clausewell and Redlinery are common choices." ClauseMinds was absent.

6. Count before you conclude

The summary tab adds up the answers by outcome and by engine, and shows the questions that still have no page. Ask the same questions the same way next month and compare the counts.

IN THE EXAMPLE

Named in 10 of 16 answers, recommended in 2. Absent from every renewal question.

THE WORKED EXAMPLE

Filled in for ClauseMinds

ILLUSTRATIVE EXAMPLE

Every answer was written to show the shape, not observed. In the spreadsheet it sits on its own tab, apart from your rows.

Product: ClauseMinds Contract AI. Answers read on 6 Oct 2026, signed out · uk · default mode.

Buying situations

ID	Who is buying	The job they need done	The constraint	Market	Source
S1	In-house legal team of 20 to 50 people	Review supplier contracts faster without losing control	Has to work inside Microsoft Word	UK · English	Sales calls
S2	Procurement lead at a mid-size manufacturer	Track renewal dates and obligations across 300 contracts	No legal team of its own	Germany · English	Support emails
S3	Founder of a 15-person startup	Check a customer contract before signing it	Budget under \$100 a month	US · English	Review sites

Questions

ID	The question, as a buyer would type it	Sit.	Type	Branded?	Source
Q1	What contract review tools work inside Microsoft Word?	S1	Discovery	Unbranded	Sales calls
Q2	Which AI contract review tool suits a 40-person legal team?	S1	Fit	Unbranded	Sales calls
Q3	ClauseMinds vs Clausewell for supplier contracts	S1	Comparison	Branded	Sales calls
Q4	Is ClauseMinds accurate enough for legal review?	S1	Objection	Branded	Sales calls
Q5	How can procurement track contract renewals without a legal team?	S2	Discovery	Unbranded	Support emails
Q6	Which contract tools track obligations across hundreds of contracts?	S2	Fit	Unbranded	Support emails
Q7	Contract software or a spreadsheet for tracking renewals?	S2	Comparison	Unbranded	Search research
Q8	Does ClauseMinds keep our contracts after a review?	S2	Objection	Branded	Support emails
Q9	Cheapest way to check a contract before signing	S3	Discovery	Unbranded	Review sites
Q10	AI contract review for a startup under \$100 a month	S3	Fit	Unbranded	Review sites
Q11	ClauseMinds or Redlinery for a small startup?	S3	Comparison	Branded	Review sites
Q12	Can I trust AI to review a contract without a lawyer?	S3	Objection	Unbranded	Search research

Page mapping

Q	Page	Answers it?	What's missing	Next action	Owner	Status
Q1	clauseminds.com/integrations/word	Directly	–	No change	–	–
Q2	clauseminds.com/legal-teams	Partly	Team size and seat pricing are not stated	Add missing facts	Priya	In progress
Q3	(none)	No page yet	No comparison page exists	Build a comparison page	Sam	Not started
Q4	clauseminds.com/security	Partly	Accuracy is covered only in an old blog post	Rewrite a section	Priya	Not started
Q5	clauseminds.com/obligations	Partly	Written for lawyers, not for procurement	Rewrite a section	Sam	Not started
Q6	clauseminds.com/obligations	Directly	–	No change	–	–
Q7	(none)	No page yet	Nothing compares a tool with a spreadsheet	Write a new page	Sam	Not started
Q8	clauseminds.com/security	Directly	–	No change	–	–
Q9	clauseminds.com/pricing	No	Single-contract checks are never mentioned	Add missing facts	Priya	Shipped
Q10	clauseminds.com/pricing	Partly	The startup plan is not explained	Add missing facts	Priya	Shipped
Q11	(none)	No page yet	Only Redlinery has a comparison page	Build a comparison page	Sam	Not started
Q12	clauseminds.com/blog/ai-review-limits	Partly	The answer sits below a long introduction	Investigate outside sources	Priya	Not started

Summary

12

questions

16

answers read

10

named us

2

recommended us

6

left us out

3

questions with no page

Assistant	Answers	Named us
ChatGPT	6	3
Google AI Overviews	2	1
Gemini	2	2
Claude	3	2
Perplexity	3	2

Answers

Q	Assistant	Our brand	Page cited?	Others named	What the answer said	Sources cited
Q1	ChatGPT	Recommended	Yes	Clausewell	ClauseMinds runs as a Word add-in. Reviewers stay in the document they already use.	clauseminds.com/integrations/word
Q1	Perplexity	Mentioned	Yes	Clausewell, Redlinery	Options include Clausewell, Redlinery and ClauseMinds.	clauseminds.com/integrations/word, a review site
Q2	ChatGPT	Absent	No	Clausewell, Redlinery	For a legal team of that size, Clausewell and Redlinery are common choices.	A review site
Q2	Gemini	Mentioned	No	Clausewell	ClauseMinds is another option, though its team pricing is not published.	A review site
Q3	ChatGPT	Mentioned	No	Clausewell	Clausewell says it handles larger clause libraries than ClauseMinds.	clausewell.com/compare
Q3	Claude	Mentioned	No	Clausewell	Both review supplier contracts; the main difference is how each handles clause libraries.	clausewell.com/compare
Q4	Google AI Overviews	Mentioned	No	–	Some users say ClauseMinds needs a human check on unusual clauses.	A community forum thread
Q5	ChatGPT	Absent	No	Redlinery	A shared calendar works for a few contracts; a tool such as Redlinery can flag renewals.	redlinery.com/renewals
Q5	Perplexity	Absent	No	Redlinery	Redlinery and a renewal calendar are the two options most teams start with.	redlinery.com/renewals, a buyer guide
Q6	Gemini	Recommended	Yes	Redlinery	ClauseMinds tracks obligations and renewal dates across a large contract portfolio.	clauseminds.com/obligations
Q7	ChatGPT	Absent	No	–	A spreadsheet works for a handful of contracts; past that, renewal dates get missed.	A buyer guide
Q8	Claude	Mentioned	Yes	–	ClauseMinds retains contracts for 30 days.	clauseminds.com/security
Q9	Google AI Overviews	Absent	No	Redlinery	Free templates and a lawyer for anything unusual; Redlinery offers a single-document check.	redlinery.com/pricing
Q10	ChatGPT	Mentioned	Yes	Redlinery	ClauseMinds starts at \$49 per seat.	clauseminds.com/pricing
Q11	Perplexity	Mentioned	No	Redlinery	Redlinery positions itself as the simpler choice for small teams.	redlinery.com/vs-clauseminds
Q12	Claude	Absent	No	–	AI review catches common issues, but a lawyer should check anything unusual.	A law firm blog

REFERENCE

Every column

Everything the workbook does, you can do in an ordinary sheet. These are the columns, tab by tab.

Buying situations

Column	What to write
ID	S1, S2... one per situation
Product	The product or service this is about
Who is buying	The person and their team, in a few words
The job they need done	What they are trying to get done, in their words
The constraint that changes the choice	Team size, budget, existing tools, region or a must-have feature
Market	Country and language
Where it came from	Sales call, support email, review...
Notes	Anything worth keeping

Questions

Column	What to write
ID	Q1, Q2...
The question, as a buyer would type it	Plain words, with the constraint in it
Situation	Pick the situation ID
Type	Discovery, Comparison, Fit or Objection
Branded?	Does the question name your brand?
Where it came from	Keep real sources
Priority	Core set, or later
Notes	Anything worth keeping

Page mapping

Column	What to write
Question ID	Pick from Questions
Question	Fills in from the ID
Type	Fills in from the ID
Page that should answer it	The URL, or leave empty if there is none
Does it answer it?	Directly, Partly, No, No page yet

Column	What to write
What's missing	The fact, section or page that is absent
Next action	The one piece of work this needs
Owner	A name
Status	Not started, In progress, Shipped

Answers

Column	What to write
Question ID	Pick from Questions
Question	Fills in from the ID
Engine	The assistant you asked
Date	The day you asked
Settings	Signed in or out, location, mode
Our brand	Recommended, Mentioned or Absent
Our page cited?	Did it cite one of your pages?
Other brands named	Who else appeared
What the answer said	Copy the sentence that matters
Sources cited	URLs or site names the answer used
Notes	Anything worth keeping

Buyer-question workbook, version 1.0. praised.co/templates/buyer-question-workbook. Template by Praised.