AI Ready PDX Action Items

From Ryan/Paul 1-on-1 meeting - December 3, 2025

Website Updates (This Week)

- ☐ **Make logo at top larger** - Should be almost the size of the one at bottom
- ☐ **Fix footer text** - Currently too dark and gray
- ☐ **Fix hero background image** - Ryan prefers the coffee shop style image (square without roof, says "coffee", has activity inside) - reference image exists in handouts
- ☐ **Change "About" link to "FAQ"** - Navigation label update
- ☐ **Fix industry icons** - Some have dots/artifacts in the PNG transparency (civic/education one has different style - green vs outline)
- ☐ **Get website ready for Stephanie review** - Send to Stephanie for non-technical feedback on messaging clarity

Chatbot Improvements

- ☐ **Tighten chatbot responses** - Get more focused/relevant answers
- ☐ **Ensure all questions are captured** - Analytics/logging for what visitors ask
- ☐ **Feed common questions into FAQs** - Use chatbot data to improve FAQ section

Newsletter

- ☐ **Add newsletter signup popup** - Timed popup after visitor is on site for a few seconds ("Subscribe to our free newsletter")
- ☐ **Create "AI News You Can Use" newsletter** - Weekly text newsletter with actionable AI highlights
- ☐ **Focus on practical applications** - Key things people can actually DO with AI
- ☐ **Include case studies** - Real examples of implementations

Podcast

- ☐ **Launch "AI Ready PDX Podcast"** - Monthly audio podcast
- ☐ **Get on Spotify and Apple Podcasts** - Distribution channels
- ☐ **Use bridge logo for podcast artwork** - The data-flow-under-bridge logo
- ☐ **Reduce repetitiveness** - Add rubric to self-evaluation loop for podcast script generation
- ☐ **Pull content from YouTube AI channels** - Get transcripts from AI news YouTube channels that don't have audio podcasts
- ☐ **Add web article sources** - Pull from The Verge, TechCrunch, etc.

LinkedIn Page

- ☐ **Create AI Ready PDX LinkedIn page**
- ☐ **Use polling feature** - Post each newsletter story as a LinkedIn post with poll ("Do you see yourself using this capability? Yes/No")
- ☐ **Ryan will promote** - Once page is up, Ryan will post "go follow our new company"

Marketing Collateral

- ☐ **Update one-pager** - Incorporate Ryan's feedback
- ☐ **Get one-pager ready for outreach** - Ryan/Rich want to start outreach soon

White Papers & Case Studies

- ☐ **Case study: Trevor's inventory tool** - "In 24 hours from requirements, we had a tool for our D2C customer"
- ☐ **Case study: Calendar app** - Paul's multi-calendar unified view with meeting prep
- ☐ **Case study: Personal assistant app** - Meeting prep with interaction summaries

- [ ] **Case study: AI Ready PDX itself** - "By the following Monday, we had automated outreach to 5,000 people with a web page, newsletters, pricing models, podcasts, chatbot"
- [ ] **White paper format** - Include in newsletter, not just standalone - "Here's what's new + here's a case study of how we implemented it"

Content Strategy

- [ ] **Newsletter and podcast should overlap** - Same content, different format/frequency
- [ ] **One weekly, one monthly** - Decide which is which
- [ ] **Stories from podcast become LinkedIn posts** - Each story posted separately throughout the week, then newsletter consolidates monthly

Priority Order (per Ryan)

1. Get website ready this week
2. Newsletter/podcast infrastructure (LinkedIn page, Spotify account)
3. One-pager updates
4. Start outreach

Notes

- Rich is already wanting to talk to people - outreach is imminent
- Value proposition: "Just listen to the podcast and do it - you'll do everything you'd pay us to do. But our value is sitting down, engaging, helping you think bigger."
- Logo feedback: "hard to embroider" - not a priority concern right now