DIGIMARCON MID-ATLANTIC · PHILADELPHIA · 8 OCT 2026

THE AUTHORITY MULTIPLIER

Turn your company's real expertise into a Content Factory — and an AI team you can trust.

DENNIS YU

CEO, Local Service Spotlight



Prompt · workbook · skills

SCAN NOW

SOUND FAMILIAR?

More content.
More channels.
Same team.
Prove it.

THE SHIFT

AI made content cheap.
Proof is the scarce thing now.

Buyers, Google and AI answers reward the same thing: verifiable expertise from real people.

START HERE

Your best content is already inside your company.

Experts. Customers. Frontline wins.
Record them — don't prompt them.



With Damon Wee and the Marina Bay Sands marketing team, Singapore — learning together, not an endorsement.

THE MACHINE

The four-stage Content Factory

PRODUCE

Record proof

Interviews · job sites · live teaching

›

PROCESS

Make useful assets

Transcript · article · clips · evidence

›

POST

Adapt to the reader

Company site · LinkedIn · YouTube

›

PROMOTE

Amplify a winner

Organic signal first, then a small test

PLUMBING access · naming · source links · tracking · permission

MAA improves every cycle



Ken Okazaki and me — an interview gives the factory a human voice.

1 · PRODUCE

Record proof, not prompts.

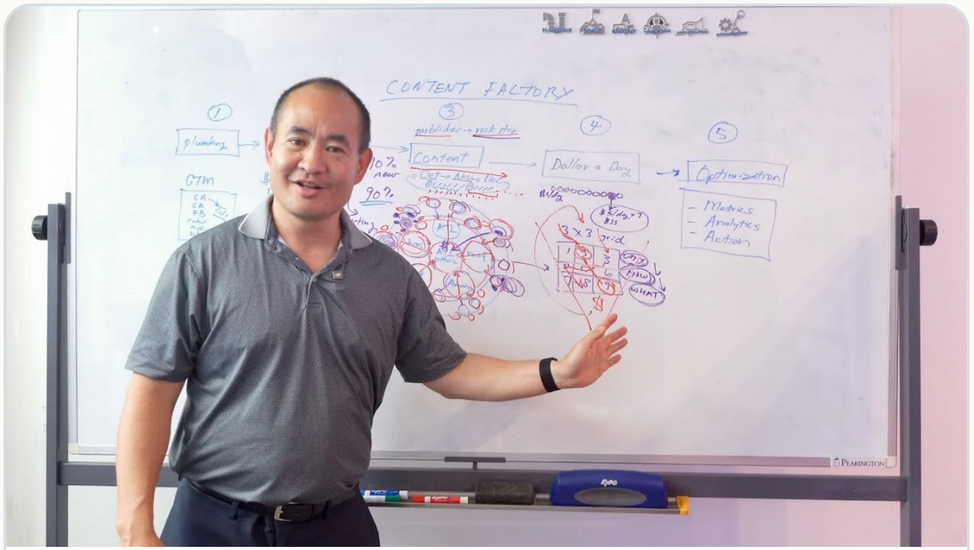
1 Who do you help?

2 How do you solve it?

3 What's the proof?

Fifteen minutes with one expert. Keep the original recording.

One recording. Many useful answers.



1 recording

Named speakers · saved transcript · timestamps

One definitive article
preserves the story

Three short clips
one complete lesson each

A diagram or still
explains the method

One follow-up email
a useful next step

3 · POST

Give every audience its own doorway.



Jack Wendt and me teaching the Topic Wheel — at DigiMarCon Minneapolis.

Company site
explains the program

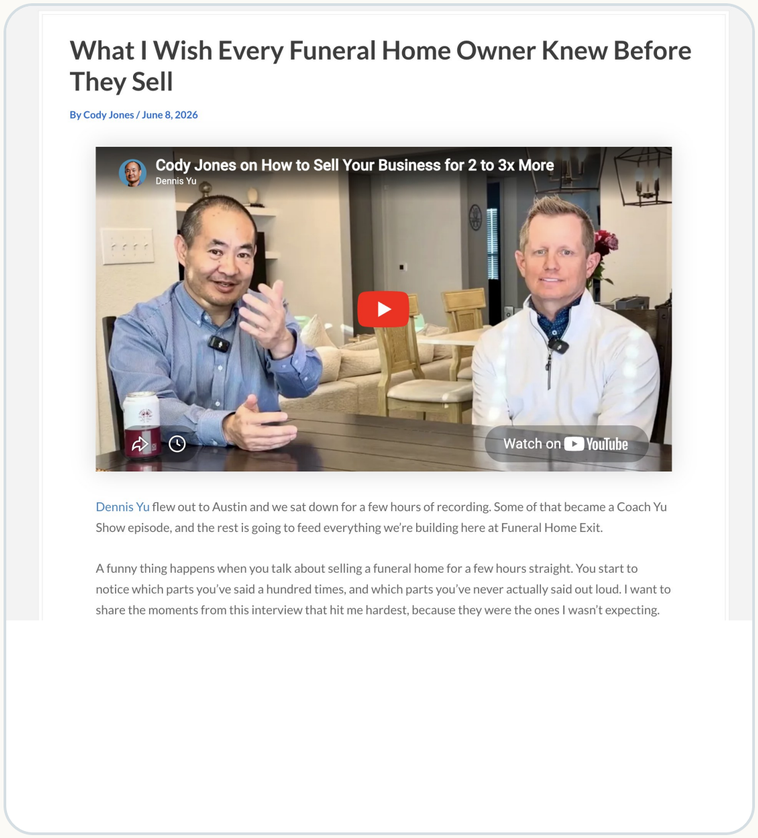
Executive's LinkedIn
tells the lesson

Partner or trade site
gives its readers context

SAME SOURCE · DIFFERENT READER

CASE · CODY JONES

One recording. Four audiences.



Funeral Home Exit
Owners preparing to sell

DennisYu.com
Founders and succession

BlitzMetrics
Valuation and marketing

Local Service Spotlight
Local-service application

The full case
SCAN

Four live articles, 12 contextual links between them. Each answers a different reader's question. **Outputs — not proof of revenue.**

SAME MACHINE · YOUR COMPANY ILLUSTRATIVE

One expert. Many doorways.

Health system

A cardiologist explains one procedure

→ Patient article · referring-physician post · 3 clips · FAQ

B2B manufacturer

A sales engineer walks a real install

→ Spec explainer · buyer guide · demo clips · rep email

University

A professor answers applicants' questions

→ Program page · parent email · reels · counselor brief

Bank or credit union

A branch lead solves a member problem

→ Local page · LinkedIn post · short video · newsletter



CASE · HARRY GOLD

Expertise becomes a library.

1 interview · 1h 41m

7 clips + article

4 platforms

$0 boosted · organic first

The Harry, David and Erik case library

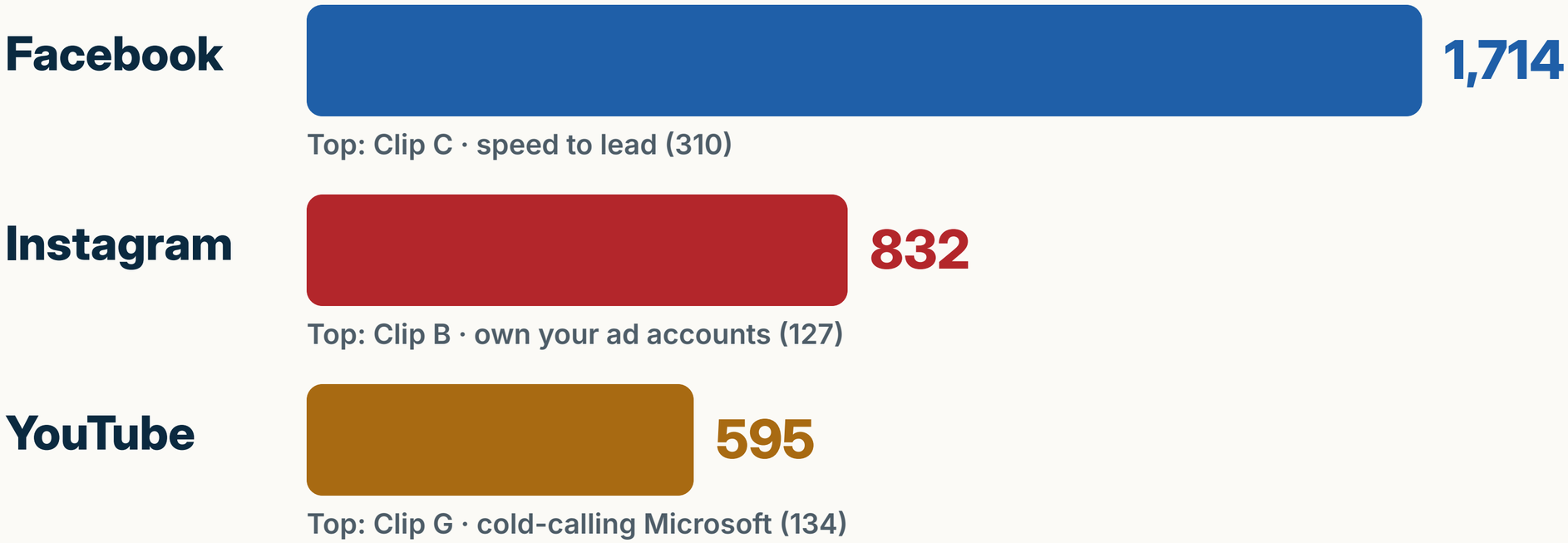
Harry Gold and me at Seaport World Trade Center.

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4 · PROMOTE

Platforms pick different winners.



Harry Gold case snapshot: 3,141 clip views. Views — not unique people, leads or revenue.

THEN — AND ONLY THEN

Put a small, approved budget behind the winner.

One creative. One audience. One buyer action.
A stop rule before you start.

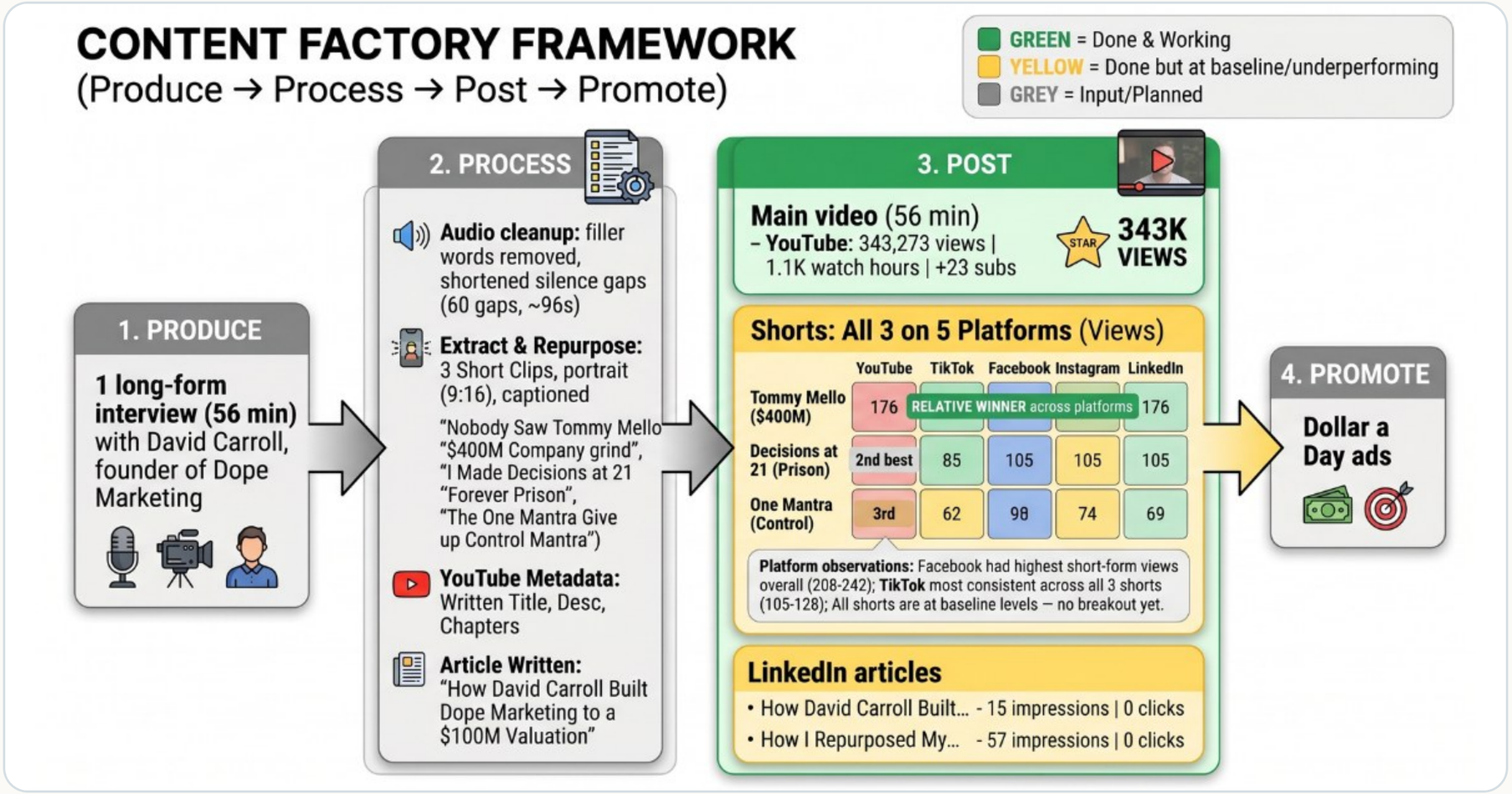
DOLLAR A DAY TEST

$7

$1 × 7 days

Illustrative test budget

Inspect the whole chain.



Every asset traces back to one source.

Open each destination. Check captions, dates and the next action.

Historical graphic. Updated case: 58 minutes, 16 assets.

BEFORE YOU MULTIPLY

Aim it.
One audience.
One offer.

We help **[audience]** achieve **[outcome]** using **[technique]**. Next action: **[one action]**, measured by **[metric]**.



MAP IT

Find the proof gap.

WHAT YOU HAVE

Real work, reviews, interviews, mentions

THE PROOF GAP

What must the buyer believe — and what proof would earn it?

WHERE YOU WANT TO GO

One offer. One buyer. One measurable action.

Every AI job must move an asset across this bridge.

WINNING SEARCH AND AI ANSWERS

Proof tied to a real entity beats volume.

Partner article
a distinct angle

Public video
the original conversation

YOUR ENTITY HOME
one offer + original proof

Service page
what a buyer can do next

Reviews + mentions
other people's words



Topic Wheel

A link is not an endorsement. Count verified connections, not cloned pages.

YOUR AI TEAM

Don't give AI a prompt. Give it a job.

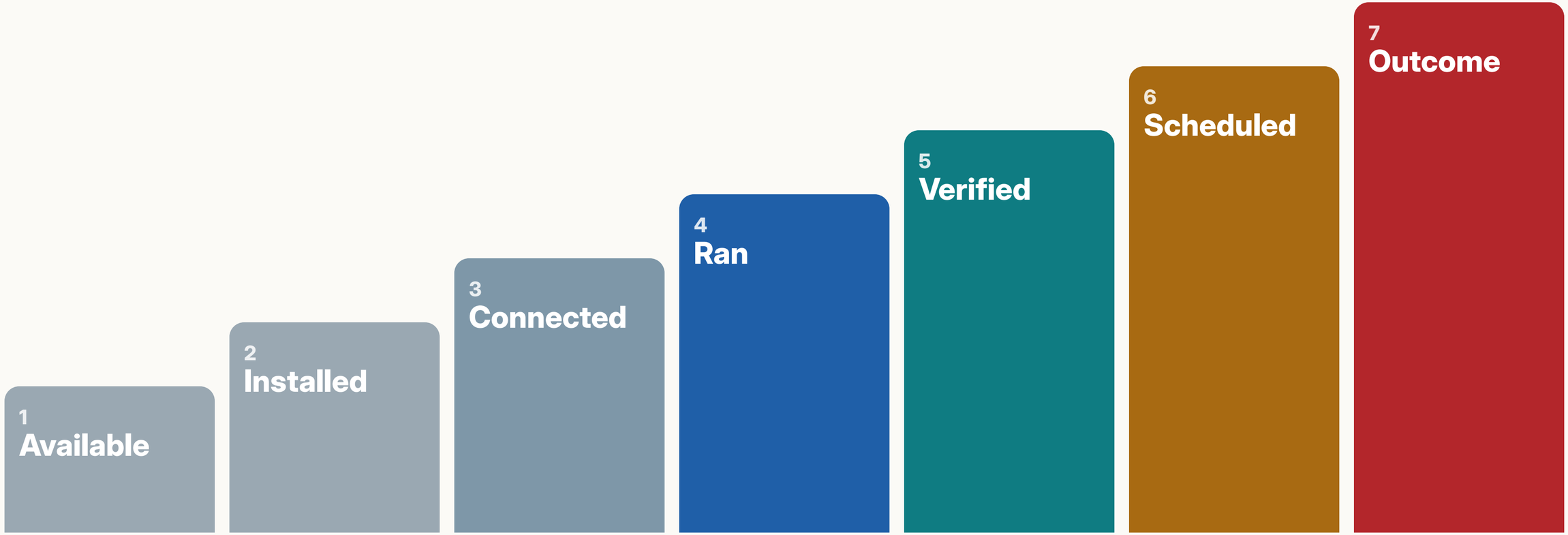
"Improve my marketing" is not a job. "Draft one sourced brief" is.

THE JOB CARD

INPUT	approved sources only
OUTPUT	one draft, in one place
ACCEPTANCE	how we know it's right
OWNER	a named human
BOUNDARY	no publish · send · spend

REALITY CHECK

A demo is not a deployment.



A download does not prove a verified run. Count what ran, was checked — and changed a business number.

GUARDRAILS

Built so legal can say yes.

AI drafts

Research, first drafts, clips, reports — inside approved tools.

Humans approve

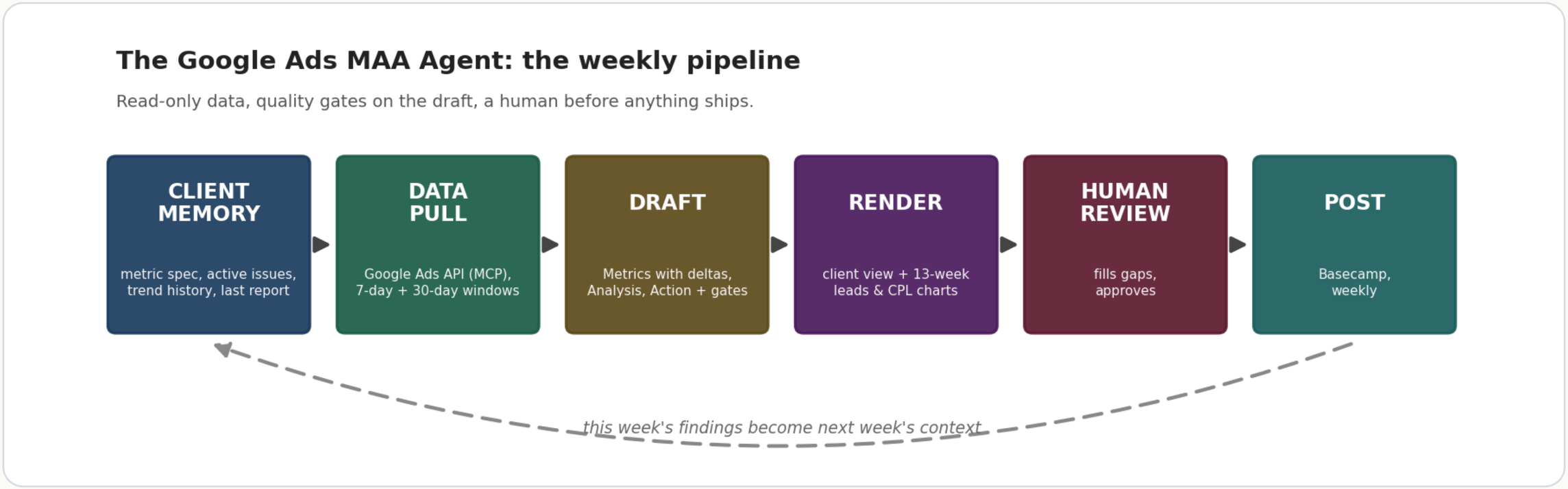
Brand, legal, compliance and the expert sign off. No publish, send or spend without a yes.

Receipts prove

Source, version, output link, QA, approver, next owner — every run.

RUN IT WEEKLY

Metrics → Analysis → Action



Output count is not a business result.

Read calls, qualified leads, pipeline and sales — same window, same definition.

dennisyu.com/digimarcon

LEARNING

Turn every mistake into a test.

READER	Podcast-centered heading	→ Buyer-centered title
AUTHOR	CMS author not verified	→ Right byline, read back
RENDER	Double spacing around video	→ Scoped fix, page inspected

Corrections documented in the Cody package write-up. Turn each into a review question for the next run.

MONDAY MORNING

Your camera roll is an untapped asset library.

Start with five recordings, not fifty. Name the people, topic and date. Keep the originals.



Alex Makowski and me — real conversations belong in a source library.

YOUR NEXT 30 DAYS

Run a pilot, not a transformation.

Week 1

Pick one program + one expert. Record 15 minutes.

Week 2

Process: 1 article, 3 clips, 1 email. Route approvals.

Week 3

Post to 2–3 doorways. $7 test on the clip that earned attention.

Week 4

MAA readout to your manager. Scale or stop.

The full plan, prompts and templates are in the companion guide.

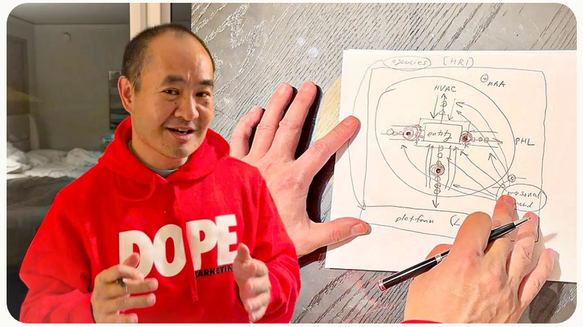
PITCH IT TO YOUR BOSS IN ONE SENTENCE

"Give me one expert, one hour and $7. In 30 days I'll bring back an article, three clips and a measured result."

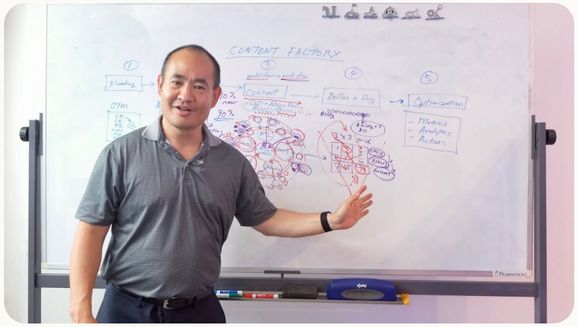
Promise outputs and a readout — not results you can't control yet.

GO DEEPER

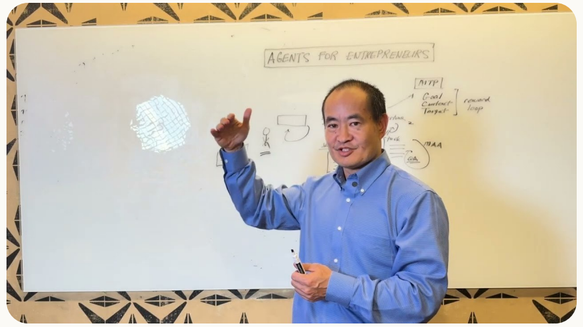
Watch the method, then use it.



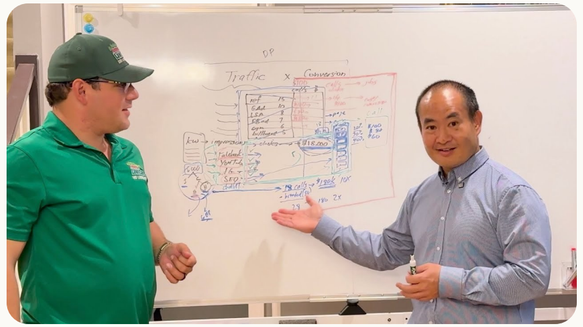
The Marketing Mechanic Framework



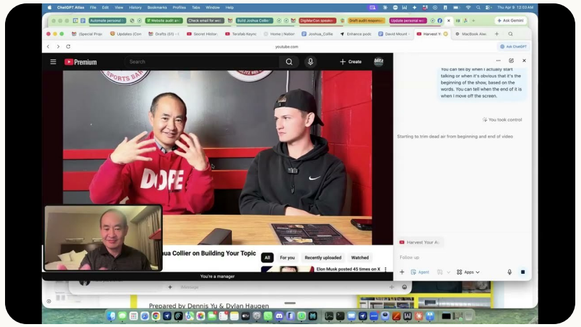
Content Strategy That Drives Sales



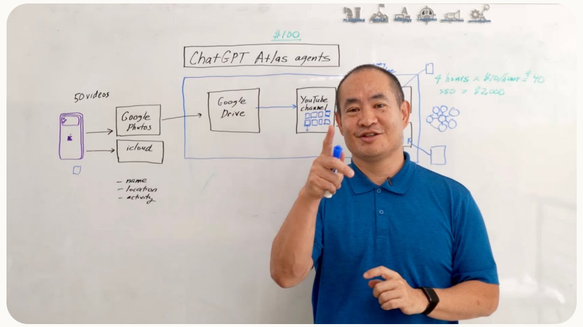
The AI Agent Framework



How to Actually Measure SEO



Over My Shoulder: AI Agents at Work



50 iPhone Videos in 24 Hours

Video series

START HERE



THANK YOU, PHILADELPHIA

Keep the proof visible.

DENNIS YU · CEO, Local Service Spotlight · linkedin.com/in/dennisyu

Today's slides + guide
SCAN TO DOWNLOAD

The DigiMarCon kit
PROMPT + SKILLS

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