

# 1,000 viral videos for her clients. Her own name serves a blank page.

Arriana Acuna ran multi-regional hospital systems for a decade, got laid off mid-COVID, and rebuilt herself into the founder of Operations Media — the done-for-you content agency whose Viral Breakdown system claims 1,000+ viral videos for other founders. She holds the cleanest entity slate of all 20 operators in this room: one unambiguous Google node, no namesakes, nothing to repair — and almost nothing built on it. The domain bearing her name literally serves an empty page.

24

KNOWLEDGE GRAPH CONFIDENCE — ONE CLEAN NODE, ZERO NAMESAKE COMPETITION

0.0

AHREFS DOMAIN RATING OF OPERATIONSMEDIA.COM

0

TRACKED MONTHLY SEARCHES FOR "ARRIANA ACUNA"

114

BYTES SERVED BY ARRIANAACUNA.COM — REGISTERED, EMPTY, NO TITLE

Prepared for

**Arriana Acuna · Operations Media, LLC · St. Petersburg, FL**

by Dennis Yu · Local Service Spotlight · June 2026

Data: Ahrefs (pulled 06/10/26), BlitzMetrics KG Explorer, operationsmedia.com, arrianaacuna.com, Apple Podcasts

# She diagnosed the "trust recession." Her own trust infrastructure is the unbuilt half of the business.

Arriana's own words, on her own site: "We're in a trust recession... people buy from people. Not logos." She's right — and it's exactly why her current setup leaks. Every signal a founder, an event booker, or an acquisition target checks before trusting her — her name in Google, an entity home, a Knowledge Panel, press, search presence — is missing, while the proof itself (a decade of hospital operations, a working content machine, a named methodology) sits unplumbed.

## Dennis's read — the cleanest slate in the room

**This is a construction job, not a repair job.** Garrett McClure fights obituaries on his name. Tom Shipley is buried under a 1970s folk musician. Dennis himself is fragmented across 19 duplicate nodes. Arriana has **one** unambiguous Knowledge Graph node (confidence 24, KGID kg:/g/11lmdctsh), an uncommon name with zero competition, and a clean — just empty — page one. Everything she publishes from today accrues to a single entity. Nobody else in the room starts this clean.

## What the data says (sources inline, each page)

- operationsmedia.com: **DR 0.0, 1 ranking keyword, ~6 organic visits/month** (Ahrefs, 06/10/26)
- "arriana acuna": **0 tracked searches/month**; not in Ahrefs' SERP database at all
- **Two** LinkedIn profiles, **two** RocketReach listings — her identity signals are split
- Site has **zero schema markup** (0 JSON-LD blocks) and live typos — including "Authority"
- Room context: **0 of 20 DealCon attendees have a Knowledge Panel**

## What 90 days changes

TODAY	DAY 90	WHY IT MATTERS
One undescribed KG node; no entity home; arrianaacuna.com blank; zero schema anywhere	Entity home live with Person schema; node described "Founder & CEO, Operations Media"; panel claim filed	The diligence moment — a founder or seller Googling her — returns a verified identity instead of scattered profiles
Demand capture: 0 branded searches; pipeline runs on DMs, referrals, and her physical presence at events	Definitive "Viral Breakdown" article + facts page ranking #1 on her name and her own methodology	She finally owns the terms she invented — before a competitor or an AI engine defines them for her
Distribution: daily organic reels on rented platforms; reach resets to zero every post	\$30/day engine (\$10 LinkedIn / Meta / YouTube) recycling her proven clips at her exact buyer, 2–3×/week	Repetition with the few thousand founders and dealmakers who can actually write her a check

**Year-1 frame: ~\$12–14k all-in** (\$10,950 media at \$30/day + ~\$1–3k tooling and registrations; agent labor starts on our side) against a model that needs roughly **one net new retained client** to break even (assumptions visible, p.14). Unlike every other attendee, Arriana already employs the production team — a 20-year ads specialist, ex-Marvel/Disney/Warner editors — that this plan needs. We supply the plumbing and the method; her own machine runs it.

Everything in this report is executable by the same 10-skill agent library running our other personal-brand builds (dennisyu.com/dealcon). Her personal time commitment: ~2 hours/week — less than she already spends on camera.

# One clean node at confidence 24 — the best starting position of all 20 attendees

We ran every DealCon attendee through the BlitzMetrics KG Explorer (Google Knowledge Graph Search API; its resultScore is the confidence figure). Most names returned noise: namesakes, duplicates, dead musicians. Arriana returned exactly one thing — herself.

<p><b>1</b></p> <p>KG OBJECT RETURNED FOR HER NAME — SINGLE &amp; UNAMBIGUOUS</p>	<p><b>24</b></p> <p>CONFIDENCE — THE "EXISTS BUT UNDESCRIBED" FLOOR</p>	<p><b>kg:/g/11lmkdctsh</b></p> <p>HER KG MID — TYPED "PERSON"</p>	<p><b>None</b></p> <p>DESCRIPTION, IMAGE &amp; PANEL ATTACHED TO THE NODE</p>
---	---	---	---

## What Google holds on "Arriana Acuna" today

FIELD	CURRENT VALUE	TARGET (DAY 90 → MONTH 12)
Entity type	Person (correctly typed)	Person — enriched, corroborated
Description	Blank — Google can't say who she is	"Founder & CEO of Operations Media"
Confidence	24	40+ (described) → 100+ (corroborated)
Knowledge Panel	Does not render	Renders → claimed in Search Console
Namesake competition	None found — the name is hers alone	Keep it that way: publish early, publish consistently

### Why 24 is an asset here

Confidence 24 is the score Google gives an entity it has seen but cannot describe. For common names that's a disambiguation war. For "Arriana Acuna" there is **no war** — every podcast, article, schema block, and profile published from today feeds one node. Compare: Tom Shipley's own node sits at 24 **underneath** a 1970s musician; Dennis Yu's signal is split across 19 duplicate objects. Her slate is clean on both sides — nothing bad to suppress, nothing duplicated to merge.

### What moves 24 → 150+

The same plumbing every panel is built from: **(1)** an entity home on a domain she controls, with Person schema and sameAs links to every profile; **(2)** one canonical bio, headshot, and role string repeated across 12+ corroborating profiles; **(3)** third-party mentions that state her role in plain text — podcasts, press, directories. Since 2025 a Knowledge Panel (or 100k+ followers) is also the entry ticket to Google's **Search Profiles**. Her ticket is the panel.

KG figures: BlitzMetrics KG Explorer pulls, June 2026. Confidence numbers are Google's literal resultScore values; they move when corroboration moves.

# The vault is real: a story Hollywood couldn't script, and a content machine that already runs daily

Authority building fails when there's nothing true to amplify. That is not her problem. Everything below exists today — verified on her own properties unless flagged as self-reported.

ASSET	WHAT WE VERIFIED	WHY IT CONVERTS
<b>The origin story</b>	"Delivering babies, running hospital systems, and scaling multi-regional healthcare operations" for ~a decade (MHA, Regis University) — then she and her entire team were laid off mid-COVID. "I didn't choose media. Media chose me."	Booker bait. The healthcare → media arc is a podcast and keynote pitch that writes itself.
<b>A named methodology</b>	The <b>Viral Breakdown</b> system — her proprietary process; claims 1,000+ viral videos and millions of views (self-reported). Plus a second named offer: the <b>90-Day Operations Install</b> for \$100k+/month companies.	Named IP is ownable in search — today nobody owns the term. Page 10.
<b>A real positioning wedge</b>	"Creators are not operators by nature. That's the gap. And I solved it." Operator-turned-director is a differentiation no pure creative can copy; site claims \$19M+ generated across companies (self-reported).	One sentence that separates her from every content agency in Tampa Bay.
<b>The team bench</b>	Named on-site team with former <b>Marvel, Walt Disney, Warner Brothers</b> credits (Josh Turchetta, Serqe Que) and a 20-year ads specialist (Sergio Chavez).	She's the only attendee whose in-house staff can execute this entire plan.
<b>Named, on-record fans</b>	Four attributed testimonials on the homepage — Fidel A., Rocky Mountain Auto, Kimberly Mockel, Cassidy Riggs — two on video.	Raw material for case films and schema-marked reviews.
<b>Earned media seed</b>	<b>Expansive CEO podcast, Ep. 222</b> — "Unscripted Authority: How Founders Get Seen (and Trusted)," Oct 14, 2025, 50 minutes, host Hannah Chapman, CFP.	50 minutes of her voice — a full content-factory load. Page 10.
<b>DealCon-native ambition</b>	LinkedIn: expanding into M&A — "building an ecosystem of powerful, aligned companies."	Authority pre-sells sellers. Same flywheel we show Bodnar and Shipley.
<b>Live digital pulse</b>	Active personal Facebook video, IG @arrianaacuna_, LinkedIn posting; site footer © 2026 (current); "Book To Speak" CTA already live.	The engine runs daily. It just points at rented land.

**The pattern:** she is not missing proof, people, or production capacity — she's missing **plumbing**. Her own pitch is "one shoot day, three months of content." Nobody has ever pointed that machine at her own name. That's the entire engagement.

# Authority Score: **26/100** — rank 13 of 20 in this room

Grades measure how visible and reusable her authority is today — not whether the underlying business is good. It is. That's what makes this a 90-day fix, not a 2-year one.

CHANNEL	WHAT WE FOUND (VERIFIED 06/10/26)	FASTEST FIX
<b>F</b> Personal entity home	Does not exist. arrianaacuna.com is registered but serves a <b>114-byte empty page</b> — no title, no content. Her bio lives only on a company funnel page (/our-story). Zero Person schema anywhere on the web that we could find.	Stand up the facts-first entity home; resolve who owns the blank .com (if her: rebuild on it; if not: arrianaacuna.co/.org are open).
<b>F</b> Search authority	operationsmedia.com: <b>DR 0.0, 1 ranking keyword, ~6 organic visits/month</b> . "arriana acuna" and "operations media": 0 tracked searches. A media company whose own search footprint is statistically zero.	Definitive article + entity home + backlink seeding; her 187 referring domains today pass no authority.
<b>D</b> Knowledge Graph	One clean Person node (kg:/g/11lmkdctsh) at confidence 24 — but <b>no description, no image, no panel</b> , and nothing currently feeding it.	Page 11: schema + corroboration loop + claim. Cleanest path in the room.
<b>D</b> Press & third-party proof	One podcast appearance found (Expansive CEO Ep. 222). No press page, no features, no directory profiles (Crunchbase, The Org), no Wikipedia/Wikidata. Google has almost nothing independent to corroborate her against.	2 podcast bookings/month; the healthcare → media story is an easy yes for hosts.
<b>C-</b> Identity hygiene	<b>Two LinkedIn profiles</b> (/in/arrianaacuna and /in/arriana-acuna-mha-146553a1) splitting history and followers; <b>two duplicate RocketReach listings</b> ; IG handle carries a trailing underscore (@arrianaacuna_) because the clean handle isn't hers.	One canonical URL, one bio, one headshot; merge/retire the MHA profile; dedupe the brokers.
<b>C</b> Site QA	Live on the homepage of a media company: " <b>Visibility. Authority. Influence.</b> " (misspelled), "PR Managment" (x2), "We makes the world feel it," and testimonials labeled " <b>Operational Media customer</b> " — the wrong company name, 5 times. Footer social icons on every page link to <b>generic facebook.com / instagram.com / x.com / linkedin.com / youtube.com</b> — not her accounts.	One-hour copy QA pass. An agency selling polish can't ship typos above the Book-a-Call button.
<b>C+</b> LinkedIn	Right headline ("Done For You Media"), real activity, M&A positioning — her strongest professional channel. Undercut by the duplicate profile and zero links back to an owned home.	Canonicalize, then make it the Dollar-a-Day creative pool.
<b>B+</b> Content engine	Daily short-form output, on-camera fluency, a real production team, a named system. The machine works — it has simply never had an owned destination to point at.	Keep shipping; reroute every post's link to the new canonical home.

# 20 dealmakers, 0 Knowledge Panels — and her lane is empty

Google Knowledge Graph confidence scores for the DealCon cohort (BlitzMetrics KG Explorer, June 2026). The benchmark bars show what "done" looks like; the room sits at the undescribed-entity floor — and Arriana sits exactly on it, with one critical difference: her node is clean.

## Entity confidence — her vs. the benchmarks vs. the room



### What 215 cost Matt Bodnar

Years of compounding: a Forbes 30 Under 30 listing, a podcast with ~5M downloads, consistent press, and a name Google has heard thousands of times. He's the only attendee whose entity carries a description ("Entrepreneur"). Deanna Wallin is next at 129 — built on public-company filings. Everyone else: 24–107, mostly noise.

### What 24 → 150+ costs Arriana

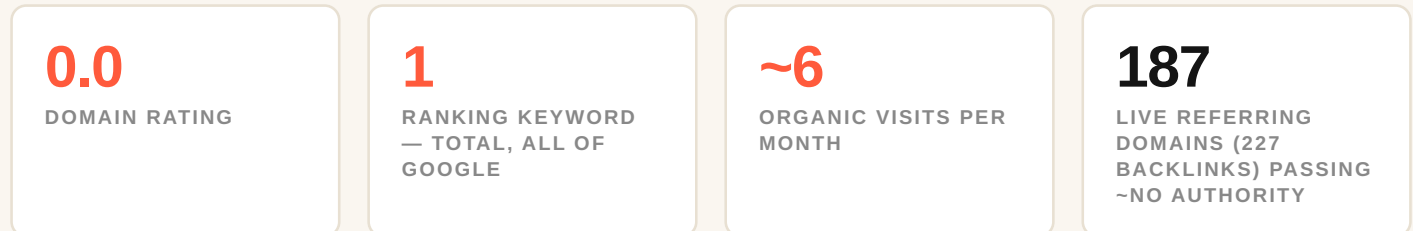
Plumbing, not fame. Dylan Haugen — Dennis's Local Service Spotlight co-founder — renders a live panel at 197 on the strength of a consistent, corroborated entity, not celebrity. Arriana needs no suppression (Garrett's obituaries), no disambiguation (Shiple's musician), no consolidation (Dennis's 19 fragments). Hers is the shortest distance between here and a panel of anyone on the leaderboard.

**Leaderboard position:** Authority pre-score 26/100, rank 13 of 20 — held back almost entirely by Web DR 0.0 and missing press, the two most mechanical fixes on the board. Her social and content sub-scores already beat half the room. The gap between #13 and top-5 is execution, and execution is what she sells.

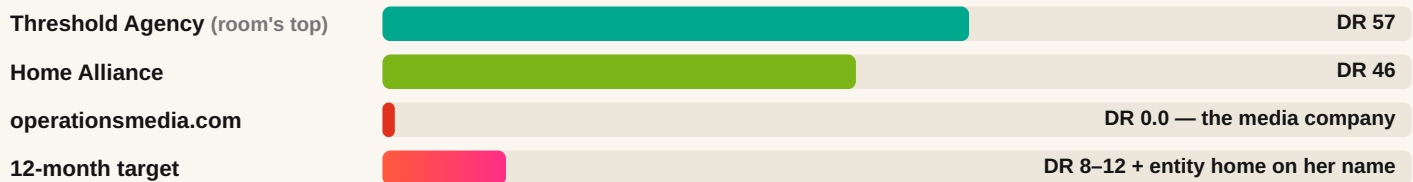
Scores: BlitzMetrics KG Explorer (Google KG Search API resultScore) + DealCon pre-score leaderboard, June 2026. 0/20 attendees have a Wikipedia or Wikidata entity; none renders a personal Knowledge Panel.

# operationsmedia.com is a funnel, not a home — and Google treats it accordingly

The site looks good to a human who already arrived. To Google it barely exists: a GoHighLevel funnel with no blog, no articles, no schema, and link equity that rounds to zero. All figures: Ahrefs, pulled June 10, 2026.



## Domain authority, in room context (Ahrefs DR, 0–100 log scale)



## Leaks we verified on the live site losing trust today

"Authority," "PR Managment," "We makes..."	Misspellings live on the homepage of a company selling brand polish — including in the founder section headline ("Visibility. Authority. Influence.") and the solutions menu.
"Operational Media customer" x5	Every homepage testimonial credits the wrong company name. Five times. Google reads brand inconsistency as entity inconsistency.
Footer social icons → nowhere	Every page's social icons link to generic facebook.com, instagram.com, x.com, linkedin.com, youtube.com — not her properties. A visitor literally cannot navigate from her site to her actual channels.
Zero structured data	0 JSON-LD blocks sitewide (raw-HTML check, 06/10/26). No Organization schema, no Person schema, no review markup on four perfectly good testimonials.
arrianaacuna.com: blank	Registered, resolves, serves 114 bytes — an empty funnel-builder shell with no title tag. First question for Arriana: do you control it? (If yes, it becomes the entity home. If no, .co/.org/.media are open — verified available 06/10/26.)
73 lost referring domains	260 all-time → 187 live. Small numbers, but at DR 0.0 every reclaimed link matters; a redirect-and-reclaim pass is nearly free.

**None of this needs her hours.** It's a copy-QA pass, a links fix, a schema install, and one new page — agent work, measured in days. The expensive part (a credible business worth pointing at) is already done.

# Nobody is searching her name yet — so the panel can be built **before the demand arrives**

"arriana acuna" has 0 tracked monthly searches and doesn't appear in Ahrefs' SERP database at all (June 10, 2026). That sounds bad. It's actually the cheapest possible moment to build: she gets to construct her page one in an empty stadium, so it's standing when the spotlight hits.

<p><b>0</b></p> <p>TRACKED SEARCHES/MO: "ARRIANA ACUNA" (AHREFS)</p>	<p><b>0</b></p> <p>TRACKED SEARCHES/MO: "OPERATIONS MEDIA" (AHREFS)</p>	<p><b>100%</b></p> <p>OF HER PAGE-ONE REAL ESTATE IS RENTED (SOCIAL/BROKER)</p>	<p><b>?</b></p> <p>WHAT AI ENGINES SAY ABOUT HER — UNTESTED (FLAGGED BELOW)</p>
--	---	---	---

## What a prospect finds today — live web search on her name, June 2026

RESULT	WHO CONTROLS IT	WHAT THE BUYER CONCLUDES
operationsmedia.com/our-story	Hers (funnel)	Real founder, compelling story — on a page with no schema and a Book-a-Call form
LinkedIn — /in/arrianaacuna	Rented	Active, credible... then the <b>second</b> LinkedIn profile appears and splits the picture
LinkedIn — /in/arriana-acuna-mha...	Rented (dup)	"Which one is current?" — the MHA-era profile carries her healthcare history
Facebook + Instagram profiles	Rented	Energy and volume — but no proof wall, no facts, no destination
RocketReach x2	Broker (dup)	Two contact-broker listings, duplicated — data brokers already disagree about her
Apple Podcasts — Expansive CEO Ep. 222	Earned	The one third-party trust asset — currently linked from nothing she owns

### The contrast that matters

Garrett McClure's page one shows obituaries. Tom Shipley's shows a dead musician. Arriana's is **clean but shallow** — nothing bad to bury, and also nothing that closes. Every slot is social or broker; if she stops posting, her search presence evaporates. An entity home converts page one from rented to owned permanently.

### AI engines — the new diligence layer

We have **not yet tested** what ChatGPT, Perplexity, and Gemini answer for "Who is Arriana Acuna?" — flagged as unverified. With zero schema and one podcast, they have little to retrieve, so answers will be thin or wrong. The fix is the same plumbing: entity home + Person schema + corroborated profiles, then a quarterly AI-answer audit (ai-search-visibility skill).

Sources: Ahrefs Keywords Explorer & SERP database (06/10/26 — keyword returns volume 0; SERP query returns no tracked positions); live web search composition, June 2026; raw-HTML schema check, 06/10/26.

# A real engine running entirely on rented land

Her social output is the strongest thing in this audit — consistent, on-camera, on-message. The problem is architectural: every follower, view, and DM lives on platforms she doesn't own, split across duplicate identities, with no canonical URL receiving any of it.

CHANNEL	WHAT WE FOUND (JUNE 2026)	ACTION
<b>LinkedIn — personal</b>	/in/arrianaacuna — headline "Done For You Media," active posting, M&A expansion language. <b>A second live profile</b> (/in/arriana-acuna-mha-146553a1, "Arriana Acuna, MHA") carries her healthcare-era history (Regis MHA 2017–19; CareRev; City of Detroit) and still surfaces in search.	Canonicalize /in/arrianaacuna; fold the MHA history into it (it's her best credibility!), then retire the duplicate.
<b>Instagram</b>	@arrianaacuna_ — "Arriana Acuna   Done For You Media." Active reels. Trailing-underscore handle = the clean handle isn't hers. Follower count: <b>not independently verifiable</b> from here — flagged.	Keep; bio link → entity home. Watch the clean handle.
<b>Facebook — personal</b>	facebook.com/arriana.acuna — active video posting, including the "trust recession" clip and Operations Media milestone posts.	Strong Dollar-a-Day creative source; cross-link everywhere.
<b>Company channels</b>	YouTube / TikTok / X exist per intake brief — <b>handles unverified</b> , because the company site never links to them: every footer icon points at generic platform homepages.	Wire real URLs sitewide; verify handles; claim matching ones.
<b>Data brokers</b>	RocketReach holds <b>two separate listings</b> for her. Crunchbase, The Org: absent.	Dedupe brokers; create the missing directory profiles — they're KG corroboration.

## The split-identity tax

Two LinkedIn profiles divide engagement, follower count, search ranking — and Google's confidence. Duplicate broker listings tell the Knowledge Graph there might be two of her. The trailing-underscore IG handle weakens handle-consistency signals. None of this is fatal; all of it is friction on a node that needs every signal pointing one direction. This is the same fragmentation tax Garrett pays with three handles — hers is smaller and cheaper to fix.

## The reroute (4 P's: Plumbing first)

Nothing about her posting cadence changes. What changes: **(1)** one canonical name, headline, headshot, and bio across every platform; **(2)** every bio link and every post CTA points at the entity home; **(3)** the site's social icons point back at the real channels — closing the loop Google walks when it verifies sameAs claims. Content (Publish) and ads (Promote) only compound once this loop closes.

**Honest limitation:** follower and view counts for her channels could not be independently pulled for this audit and are deliberately not quoted. The strategy above doesn't depend on them — Dollar-a-Day buys precision reach regardless of follower count.

# Repurposing beats creating — her best assets are already filmed

The Content Factory rule: one strong source → one canonical article → clips, posts, and ads that all point home. Arriana already has the sources. Ranked by leverage:

ASSET (REAL, VERIFIED)	CONTENT-FACTORY PLAY	SKILL	OUTPUT
<b>1. Expansive CEO Ep. 222 — "Unscripted Authority"</b> (Oct 14, 2025 · 50 min · host Hannah Chapman, CFP)	Her only earned long-form is a goldmine: cut 12+ clips (the hook–details–solution formula segment leads), transcribe into the definitive "How founders get seen" article on her entity home, feature it as the hero interview, add quote cards. The episode page becomes a sameAs corroboration link.	content-factory	12 clips · 1 article · 20 posts
<b>2. The origin story</b> (delivering babies → multi-regional hospital ops → COVID layoff → media)	Film once with her own crew: a 3-minute "From delivery rooms to the director's chair" piece. It becomes the entity-home hero, her speaker reel opener, and the podcast pitch that books her 2 shows/month. The one-sentence differentiator — "Creators are not operators. That's the gap. I solved it." — is already written.	personal-brand-strategist	1 film · keynote spine · booking kit
<b>3. The Viral Breakdown system</b> (her named methodology; claims 1,000+ viral videos — self-reported)	Nobody owns "Viral Breakdown" in search — not even her. Write THE definitive article: what it is, the steps, receipts, FAQs. It becomes what Google and AI engines quote, her lead magnet, and a YouTube explainer series. Named IP without a canonical page is unclaimed property.	definitive-article-writer	1 canonical URL · lead magnet · series
<b>4. Her short-form library</b> (daily FB/IG reels + the client archive)	Don't make new ads — audition the existing library. Every proven clip enters the \$1/day test loop; organic winners become the paid creative pool. Her "trust recession" clip is candidate #1.	dollar-a-day-strategist	Creative pool · weekly MAA loop
<b>5. Four named testimonials</b> (Fidel A., Rocky Mountain Auto, Kimberly Mockel, Cassidy Riggs)	Upgrade from quote-wall to proof: 60–90-second before/after case films, review schema on the entity home, and a "receipts" highlight reel for the speaker page. Fix the "Operational Media" mislabel while we're in there.	positive-mentions-harvester	4 case films · schema'd reviews
<b>6. The 90-Day Operations Install</b> (her productized ops offer for \$100k+/mo companies)	One canonical offer page + a "what happens in 90 days" walkthrough video. Separates her from every content shop: she's the operator who installs systems, not just cameras.	definitive-article-writer	Offer page · walkthrough

**The meta-move:** her own sales pitch is "one shoot day, three months of content." Play #2 is exactly that — pointed at herself for the first time. Every asset above feeds one canonical home, which feeds the Knowledge Panel, which feeds every future deal. That's the factory she already owns, finally wired to her own name.

# From undescribed node to claimed panel: six moves, in order

The panel isn't applied for — it's **triggered**, when Google's confidence in one consistent entity crosses the render threshold. Her node exists (kg:/g/11lmdctsh, confidence 24). The moves below are the same sequence behind Dylan Haugen's live panel at 197.

## 1 Stand up the entity home (Week 1–3)

First, the domain question: arrianaacuna.com is registered but blank — if she controls it, build there; if not, **arrianaacuna.co / .org / .net and arriana.media were all open as of 06/10/26** — register tonight (~\$30). Structure: hero → stats bar → story → what I do (agency / speaking / M&A) → featured interview (Ep. 222) → testimonials → as-seen-on → connect. Person schema with every fact stated plainly.

## 2 One identity, everywhere (Week 1–2)

One bio, one headshot, one role string — "Founder & CEO, Operations Media" — across LinkedIn (merged to /in/arrianaacuna), Instagram, Facebook, the company site, and both RocketReach listings (deduped). The sameAs block on the entity home lists every profile; every profile links back. That closed loop is what Google verifies.

## 3 Build the corroboration layer (Week 2–6)

Create the missing third-party records that state her role in plain text: Crunchbase, The Org, podcast directories (Ep. 222 show notes already do this — link them), Regis University alumni note, St. Pete / Tampa Bay business press, guest articles. Target: **12+ consistent corroborating profiles**.

## 4 Feed the description (Week 2–8)

The node's empty description field is the visible symptom of missing corroboration. Schema description + repeated third-party role strings teach Google the sentence we want: **"Arriana Acuna — Founder & CEO of Operations Media."**

## 5 Watch the node (ongoing)

Re-pull the KG Explorer monthly. Milestones: description attaches (≈40+), image attaches, confidence climbs through 100+ as corroboration lands, panel renders. Uncommon name = no competing node can intercept the signals.

## 6 Claim it (the moment it renders)

"Claim this knowledge panel" → verify via her Google-connected accounts → she controls the photo, links, and facts buyers see at the diligence moment — and gains the entry ticket to Google Search Profiles.

MILESTONE	CONFIDENCE SIGNAL	WHAT IT UNLOCKS
Today	24, undescribed	Node exists; nothing renders
Described	~40+	Google can answer "who is she" in one line — AI engines inherit it
Corroborated	100+	Panel-render territory (Dylan: 197; Bodnar: 215)
Claimed	Panel live	She controls the diligence moment; Search Profile eligibility

# Run by agents — ours first, then hers

Each workstream maps to a skill in the 10-agent Local Service Spotlight library (dennisyu.com/dealcon). We bootstrap; by Day 90 her team — which already includes an ops partner, an ads specialist, and editors — runs the loop. Arriana’s personal commitment: **~2 hours/week on camera + approvals.**

PHASE	WORKSTREAMS (AGENT SKILL IN PARENTHESES)	EXIT CRITERIA — MEASURABLE
<b>Days 1–14</b> Stop the leaks	<ul style="list-style-type: none"> <li>• Site copy QA: "Authority," "PR Management," "Operational Media" ×5, footer links (site-audit pass)</li> <li>• Buy-box + one-sentence differentiation locked: the operator-director (personal-brand-strategist)</li> <li>• Mine every win, testimonial, and clip into a ranked proof library (positive-mentions-harvester)</li> <li>• Reputation wanted-vs-had → dated plan (reputation-gap-analyzer)</li> <li>• LinkedIn merge filed; RocketReach deduped; domain registered / .com ownership resolved</li> </ul>	Typos gone · real social links live · proof library ≥50 scored items · one canonical bio/headshot/role · domain in hand
<b>Days 15–45</b> Build the home	<ul style="list-style-type: none"> <li>• Entity home live: facts-first, Person schema, sameAs graph (personal-brand-website-agent)</li> <li>• Definitive "Viral Breakdown" article — own her own term (definitive-article-writer)</li> <li>• Corroboration loop: Crunchbase, The Org, directories, alumni, local press (knowledge-panel-entity-seo)</li> <li>• Film day: origin-story piece + 4 testimonial case films — shot by her own crew</li> </ul>	Schema validates · article indexed · 12+ consistent profiles · films in edit
<b>Days 46–75</b> Turn on distribution	<ul style="list-style-type: none"> <li>• Ep. 222 + film day → 40+ clips/posts, all pointing at canonical URLs (content-factory)</li> <li>• Dollar-a-Day live on 3 channels; first kill-the-bottom-90% cycle (dollar-a-day-strategist) — run in-house by her 20-yr ads specialist</li> <li>• Podcast outreach wave 1: 10 pitches on the healthcare → media story; 2 bookings/month cadence begins</li> </ul>	Ads spending \$30/day with benchmarks beaten · 2 podcasts booked · every bio link → entity home
<b>Days 76–90</b> Claim & hand off	<ul style="list-style-type: none"> <li>• KG node re-pulled; description/image verified; panel claim filed when it renders (knowledge-panel-entity-seo)</li> <li>• AI-engine audit: ChatGPT/Perplexity/Gemini describe her correctly (ai-search-visibility)</li> <li>• Skills installed on her side; Dom + team trained; QA loop self-documenting (recursive-self-improvement-qa)</li> </ul>	Panel rendered or corroboration on track · AI answers correct · her team runs the weekly loop without us

## The dashboard she sees weekly (baseline → Day-90 target)

BRANDED SEARCH / MO	ENTITY HOME	KG NODE	LINKEDIN PROFILES	PODCAST APPEARANCES	OPERATIONSMEDIA DR	INBOUND FROM SEARCH /MO
0 → <b>30–50</b>	None → <b>Live + schema</b>	24, blank → <b>Described, climbing</b>	2 → <b>1 canonical</b>	1 → <b>5+</b>	0.0 → <b>3–6</b>	~0 → <b>2–4 calls</b>

Year-1 targets continue past Day 90: panel claimed, confidence 100+, personal-site DR 8–12, branded search 100+/mo, "Viral Breakdown" position #1, AI engines quoting her canonical page.

# The \$30/day media engine: \$10 each on LinkedIn, Meta, YouTube

Dollar-a-Day doesn't buy traffic — it buys **repetition with the exact 2,000–5,000 founders and dealmakers who can write Operations Media a check**, using clips that already proved themselves organically. Annual cost: \$10,950. She is the only attendee with a 20-year ads specialist already on payroll to run it.

CHANNEL (\$10/DAY)	TARGETING (GCT: GOALS → CONTENT → TARGETING)	CREATIVE POOL (ALREADY EXISTS)	EXPECTED MONTHLY REACH @ 2025–26 BENCHMARKS
<b>LinkedIn</b> Thought-leader ads	Founders/CEOs of \$100k+/mo companies (her stated ICP); Tampa–St. Pete metro + national founder lists; M&A/agency-owner audiences for the DealCon flywheel	Her top organic posts; Ep. 222 clips; "trust recession" beat; operator-vs-creator riffs	~\$300 @ \$35–75 CPM (decision-maker premium) → <b>4,000–8,500 decision-maker impressions</b>
<b>Meta (FB+IG)</b> Retargeting first	Site visitors, video viewers, engaged followers + lookalikes of closed clients; event-attendee retargeting after every shoot day	Daily reels archive; testimonial case films; origin-story film cutdowns	~\$300 @ \$10–15 CPM → <b>20,000–30,000 impressions</b> — the "everywhere" effect during live deals
<b>YouTube</b> In-stream + in-feed	Custom-intent: searched "personal brand agency," "content agency for founders," "done for you content"; viewers of founder-brand channels	Viral Breakdown explainer series; origin film; Ep. 222 segments	~\$300 @ \$0.05–0.12 CPV → <b>2,500–6,000 completed views</b> of long-form proof

### Operating rules (MAA loop)

1. Every new clip gets **\$1/day × 7 days** — never boost cold creative big.
2. After 7 days, **kill the bottom 90%** by cost-per-15-second-view / CTR.
3. Winners get **\$30 over 30 days**, then face fresh challengers.
4. **Lighthouse targeting**: engaged audiences of marquee founder-brand figures and event lists — DealCon, Tampa Bay founder circles — so the right 2,000 people see her weekly.
5. Metrics → Analysis → Action weekly; her ads specialist runs it, she sees one page.

### What a year buys

~**350,000–540,000 targeted impressions + 30,000–70,000 completed views** concentrated on a few thousand founders, executives, and dealmakers — her exact buyer seeing her 2–3× a week, all year.

By month 3, retargeting turns every discovery call into surround-sound: the founder who met her Tuesday sees the Viral Breakdown explainer Wednesday and a client case film Friday. **That's her own service, applied to herself.**

Benchmark sources: LinkedIn median CPM \$31–38, C-suite 2–3× premium (TheB2BHouse, HockeyStack); Meta global avg CPM ≈\$11.76, US \$10–16 (Uproas, Braffon); YouTube CPV \$0.026–\$0.30, US skew (StoreGrowers, Stackmatix). Reach ranges use the conservative end of spend after fees.

# Sized honestly: every assumption visible, calibrated on her real numbers in week one

We don't know Arriana's retainer pricing — so the dollar column below runs on a **stated assumption** of a \$5,000/month average done-for-you retainer with 6-month average retention (mid-market norm for full-service DFY content; **replace with her actuals on the first calibration call**). Client-count levers are the real model.

LEVER (MECHANISM)	CONSERVATIVE	EXPECTED	AGGRESSIVE
<b>1. Inbound clients from owned search</b> entity home + Viral Breakdown article + panel capturing diligence and referral traffic	+1 retained client/yr → ≈\$30k	+3 → ≈\$90k	+6 → ≈\$180k
<b>2. Close-rate lift on existing pipeline</b> 90% of decision-makers are more receptive to consistent thought-leadership producers (Edelman×LinkedIn, ~3,500 execs)	+1 saved deal/yr → ≈\$30k	+2 → ≈\$60k	+3 → ≈\$90k
<b>3. Speaking flywheel</b> "Book To Speak" CTA is already live; a panel + speaker reel pre-sells stages	2 stages → pipeline	5 stages → pipeline + fees	10 stages → fees + anchor clients
<b>4. M&amp;A flywheel</b> sellers diligence buyers; her stated expansion is acquiring aligned companies	A claimed panel and clean entity make her a <b>credible acquirer</b> to every seller who Googles her — strategic upside, deliberately unquantified		
<b>Year-1 revenue-equivalent (levers 1–2)</b>	≈ \$60k	≈ \$150k	≈ \$270k
<b>All-in cost (media \$10,950 + ~\$1–3k tools/registrations; agent labor: ours to start)</b>	≈ 4× return	≈ 11× return	≈ 19× return

## What this model is NOT

Not a forecast — a sized hypothesis with sourced mechanisms and one declared assumption (the \$5k/6-month retainer unit; her real average replaces it in week one and every dollar figure rescales automatically). It also doesn't manufacture demand by itself: her name has 0 searches today. The model's first job is to **create** branded demand (content + ads + stages), then convert it on owned ground instead of rented feeds.

## Why the conservative case is hard to miss

It requires exactly: **two clients across twelve months** — one net-new from owned search, one saved by arriving pre-trusted — while spending less than a single trade-show booth. Meanwhile the non-revenue assets (panel, entity home, definitive article, corroborated node) compound permanently and transfer to her M&A ambitions. The downside case is "she only gets the infrastructure." The infrastructure is the point.

Thought-leadership stats: Edelman × LinkedIn B2B Thought Leadership Impact Reports (2024–25). Retainer assumption flagged inline; no revenue figures for Operations Media were available or used.

# Five quick wins before DealCon ends — then the 90-day clock starts

## 1 Fix the typos and the dead icons (1 hour)

"Authority" → Authority. "PR Managment" → Management. "Operational Media" → Operations Media (×5). Point every footer social icon at her real channels. Zero risk, protects every visitor from tonight on.

## 2 Collapse to one identity (this week)

Canonical LinkedIn: /in/arrianaacuna — fold the MHA profile's healthcare history into it, then retire it. Dedupe the two RocketReach listings. One bio, one headshot, one role string, everywhere.

## 3 Take the domain (tonight, ~\$30)

Find out who holds blank arrianaacuna.com (it may already be hers in a funnel account). Either way, register arrianaacuna.co and .org now — verified available June 10, 2026 — and the entity home build starts this week.

## 4 Install the skills (10 minutes)

dennisyu.com/dealcon → paste the prompt → run personal-brand-strategist on her own story. The same 10-agent library in this report, working for her before she leaves Denver.

## 5 Approve \$30/day (day one of the engine)

Her own ads specialist launches the \$1/day test loop on her existing reels — the "trust recession" clip goes first. Kill the bottom 90% in week two. Unicorns scale.

**"You've directed 1,000 viral videos for other people's names. Give your own name one weekend of plumbing and 90 days of the same machine — and the next founder, booker, or seller who Googles you meets a Knowledge Panel instead of a blank page."**



## Dennis Yu

Local Service Spotlight · BlitzMetrics

612-707-8045 · [dennisyu.com](https://dennisyu.com)

Prepared for Arriana Acuna by Dennis Yu, June 2026

Data: Ahrefs (06/10/26) · BlitzMetrics KG Explorer (June 2026) · live site inspections (operationsmedia.com, arrianaacuna.com) · Apple Podcasts · self-reported figures flagged inline