

# Google is surer of her than of 17 of the 20 dealmakers in this room. She owns none of it.

Ayelet Shipley sources the deals and runs the table at Speed M&A by JonesSpross — and 51 published episodes of the In/Organic Podcast quietly built her one of the strongest Google entities at DealCon: confidence **107**, object **kg:/g/11fs9zf762**. But the entity is homeless. Her name's .com sits unregistered, the show's own website credits her co-host, and the founders she cold-calls find only rented pages when they check her out. This is the fastest claim in the room — and the cheapest.

**107**

KNOWLEDGE GRAPH CONFIDENCE — THE #3 ENTITY AMONG 20 ATTENDEES

**0**

PAGES ABOUT HER ON THE WEB THAT SHE ACTUALLY OWNS

**Open**

AYELETSHIPLEY.COM — STILL UNREGISTERED AS OF JUNE 10, 2026

**0/68**

POSTS ON HER PODCAST'S OWN WEBSITE BYLINED TO HER

Prepared for

**Ayelet Shipley · Speed M&A by JonesSpross · In/Organic Podcast**

by Dennis Yu · Local Service Spotlight · June 2026

Data: BlitzMetrics KG Explorer (06/09/26), Ahrefs (06/10/26), GoDaddy (06/10/26), inorganicpodcast.co, jonesspross.com, dealconlive.com

# The room's hidden gem: a panel-grade entity built by accident, anchored to nothing

Most of the DealCon roster has the standard problem: real-world deal records, no digital signal. Ayelet has the opposite one — **the signal already exists**. Two years of co-hosting the In/Organic Podcast pushed her Google Knowledge Graph confidence to 107, third in the room behind only Matt Bodnar (215) and Billy Wilkinson (129), while the typical attendee sits near 24. What she never did is give that entity a home: no personal website, no claimed panel, no schema, and a show site that bylines every one of its 68 numbered posts to her co-host. She built equity in an asset and left it titled in other people's names.

## The verdict

**Highest claim-to-effort ratio of all 20 audits.** Her job is literally trust-at-first-touch: she sources sellers and buyers cold, then shepherds them to close. Every sourcing email triggers a "who is this?" search, and today that search lands on rented pages — her employer's bio, LinkedIn, podcast directories. Nothing she owns, nothing that compounds, nothing Google can anchor the 107 entity to. The fix is not building authority — it's **claiming authority that 51 episodes already paid for**. Domain + entity home + attribution parity + a claimed panel: 90 days, mostly agent labor.

## What the data says (sources, p.15)

- KG object **kg:/g/11fs9zf762**, typed Person, confidence **107** — strong, unclaimed, undescribed (BlitzMetrics KG Explorer)
- **ayeletshipley.com is available** — verified June 10, 2026; so are .co, .net, .org, .ai
- Ahrefs holds **zero SERP/volume rows** for "ayelet shipley" — nobody searches her yet; the greenfield is total
- 90% of B2B decision-makers are **more receptive to outreach** from consistent thought-leadership producers; 73% find it more trustworthy than marketing materials (Edelman×LinkedIn)

## The sourcing math — what changes when the entity gets a home

TODAY (ENTITY HOMELESS)	WITH THE AUTHORITY ENGINE	WHAT CHANGES
Cold outreach from a name with no owned footprint; every "who is this?" search ends on rented pages; the show site credits someone else	Name search → her entity home, claimed panel in motion, byline parity on the show she co-hosts	<b>More replies per 100 touches, fewer dead first calls</b> — receptivity mechanism sourced left
51 episodes + DealCon stage slots that evaporate after airtime — zero clips, zero canonical articles, zero ads under her name	Content factory: each recording → canonical article + 10–15 clips + Dollar-a-Day creative pool	<b>Every mic moment compounds</b> instead of expiring — the catalog is already recorded
Three different bios in circulation (employer, DealCon, podcast); uncustomized LinkedIn URL; no schema anywhere	One canonical facts page with Person schema + sameAs graph; Wikidata; consistent role string	<b>107 → 150+ with a description</b> — the panel-grade threshold the benchmarks clear

**Year-1 cost ≈ \$12k all-in** (\$10,950 of \$30/day media + ~\$1k tooling + \$12 domain; agent labor starts on our side). We deliberately do not model Speed M&A's private fee economics — but at lower-middle-market advisory scale, **one incremental closed deal repays this program many times over**. Conservative impact model: page 14.

Everything in this plan is executable by agents — the same 10-skill Local Service Spotlight library from the DealCon workshop. Ayelet's personal commitment: ~90 minutes/week on camera plus approvals. The 90-day calendar is on page 12.

# Google already built her entity. It's waiting for an owner.

Queried through the BlitzMetrics Knowledge Graph Explorer (Google Cloud Enterprise Knowledge Graph API), June 9, 2026. An uncommon name means zero disambiguation risk: this object is unmistakably hers — no namesake obituaries, athletes, or mobsters to fight, a luxury almost nobody else in the room has.

<p><b>kg:/g/11fs9zf762</b> HER KG MID — GOOGLE'S PERMANENT ENTITY ID</p>	<p><b>107</b> CONFIDENCE SCORE — "REAL OBJECT WORTH CLAIMING" BAND (40-120)</p>	<p><b>Person</b> ENTITY TYPES RETURNED: THING, PERSON</p>	<p><b>None</b> DESCRIPTION STRING — GOOGLE CAN'T SAY WHAT SHE IS</p>
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**What built the 107 (without her trying)**

- **Co-host credit in the show's directory metadata** — the Acast page is literally titled "Hosted by Christian Hassold & Ayelet Shipley," mirrored on Apple Podcasts, Amazon Music, and YouTube
- **Show notes on all 51 audio episodes link "Ayelet's LinkedIn"** — a steady, consistent name-to-profile signal, repeated for two years
- **Employer bio** at [jonesspross.com/team-member/ayelet-shipley](https://jonesspross.com/team-member/ayelet-shipley) (updated Sept 2025)
- **DealCon speaker pages** ([dealconlive.com](https://dealconlive.com)) carrying her name, photo, and bio

**What's missing — why no panel renders**

- **No entity home:** there is no page on the internet that Google can treat as "the official Ayelet Shipley source" — the .com is unregistered
- **No description:** the object has no descriptor string (Bodnar's says "Entrepreneur"); undescribed objects don't surface panels
- **No structured data:** no Person schema or sameAs graph found connecting the scattered profiles
- **No Wikidata entry,** and the show's website — her biggest signal source — describes only her co-host (p.5)

## The benchmarks — what "done" looks like

ENTITY	CONFIDENCE	DESCRIPTOR	PUBLIC PANEL	LESSON FOR AYELET
Matt Bodnar (attendee #1)	215	"Entrepreneur"	Renders	Years of podcast + press corroboration with an entity home to anchor it
Dylan Haugen (benchmark)	197	"Basketball player"	Renders	A described entity renders a panel and qualifies for a Google search profile
Panel-grade threshold	≈150+	Required	—	The Explorer's working read: 150+ with a description typically surfaces
Ayelet Shipley — today	107	None	Object only	Strong seed, no home, no descriptor — the exact gap this plan closes

**Why this matters beyond vanity:** since 2025, a Knowledge Panel (or 100k+ followers) is the entry ticket to Google's Search Profiles — and AI assistants doing buyer-and-seller diligence inherit whatever the Knowledge Graph believes. For a person whose job is being trusted by strangers at first contact, the panel is infrastructure, not decoration.

STRENGTHS

# The vault is fuller than she thinks — and most of it is already on tape

Repurposing beats creating. Everything below exists today, verified from public sources; nothing requires new accomplishments — only packaging, attribution, and distribution.

ASSET	WHAT WE VERIFIED	WHY IT'S LEVERAGE
<b>A top-3 Google entity</b> <span>rare</span>	KG confidence 107 with clean, collision-free disambiguation. Most attendees sit at ~24; several fight famous namesakes (a wrestler, a mobster, an Aptiv chairman). Her name is effectively hers alone, worldwide.	Shortest distance to a Knowledge Panel of anyone in the room except Bodnar.
<b>51-episode co-host catalog</b>	In/Organic Podcast: 51 audio episodes through E51 (Mar 12, 2026); 68 numbered releases counting the Substack era; distributed on Apple, Acast, Amazon Music, YouTube. Apple bills the hosts' "combined 20 years" executing M&A for venture and PE sponsors across the U.S. and Europe.	A two-year content library, already recorded — the raw material for the entire factory.
<b>A signature episode about HER</b>	E25 — "The Art & Science of Sourcing Deals w/Ayelet Shipley" (May 2025): her therapist → M&A origin story plus her full sourcing methodology, on the record.	The cornerstone for her definitive article and launch clip series (p.10).
<b>Proven solo-host range</b>	E44 (Dec 19, 2025): she solo-interviewed Carrie Kerpen on the Likeable Media exit, earnout negotiation, and the women-founder "exit gap."	An ownable lane — women selling agencies — that nobody else at DealCon occupies.
<b>The differentiator nobody can copy</b>	Licensed clinical training: MSW (Clinical Social Work), NYU; BA Psychology, Elon. Began as a therapist, then founded a sales consulting agency, then Director of M&A at an aggregator, now head of corp dev — per her employer and DealCon bios.	"The dealmaker who listens like a clinician" — a one-sentence position no rival can claim.
<b>DealCon insider status</b>	Spoke at DealCon (announced Sept 2024 on LinkedIn); listed on the 2026 summit speaker page; produced the on-the-ground DealCon 2025 roundups (E36, Oct 2; E37, Oct 11). The summit page's "schedule a call" CTA even routes to her Calendly.	She is already the de-facto voice of this community's deal flow — unannounced.
<b>Institutional anchor</b>	Dedicated bio page on jonespross.com (DR 11), professional headshot, public role: sources buyers and sellers, manages every deal intro → close at Speed M&A.	Third-party corroboration Google already trusts — needs only a link home.
<b>A real LinkedIn voice</b>	Observed posts 2023–2025: "deal sourcing is your oxygen," first-call psychology, agency-plateau M&A. Substantive practitioner takes, not engagement bait.	Proven organic copy = the seed creative pool for Dollar-a-Day (p.13).

**The pattern:** she has already done the expensive part — two years of consistent, credible, niche content that taught Google she exists. What's missing is the cheap part: a \$12 domain, one facts page, schema, and credit where credit is due. That inversion is why her audit is the best claim-to-effort ratio of the twenty.

# Authority Scorecard: 31/100 — strong entity, zero ownership

Grades measure how visible, owned, and re-usable her authority is — not whether the underlying substance exists. It does. That's what makes this a 90-day fix, not a two-year build.

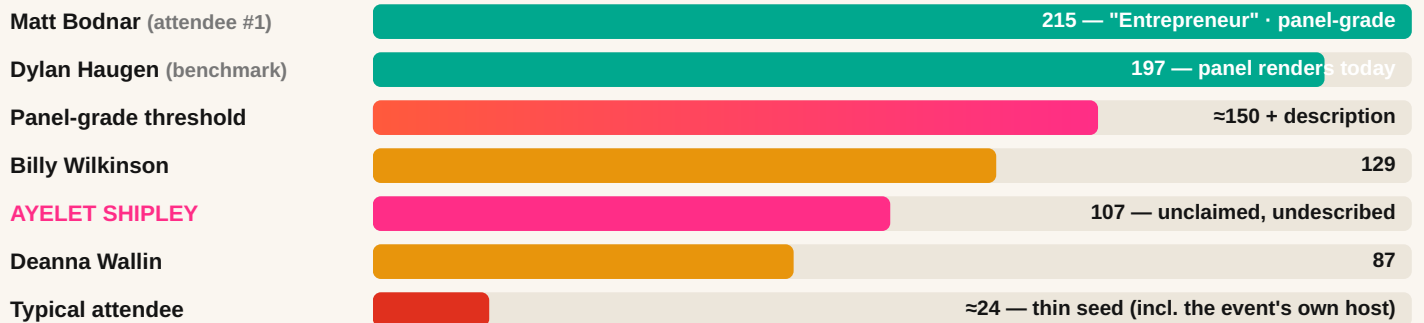
CHANNEL	WHAT WE FOUND	FASTEST FIX
<b>F</b> Entity home her own website	Does not exist. <b>ayeletshipley.com is unregistered</b> (verified June 10, 2026) — as are .co, .net, .org, and .ai. The #3 entity in the room has no address. Every day it stays open is a day a squatter could close the cheapest move on this list.	Register today (\$12). Ship a facts-first entity home with Person schema inside 14 days.
<b>F</b> Owned search real estate	A live name-search lands entirely on rented pages: employer bio, LinkedIn, podcast directories, event sites. <b>She owns zero of her own results.</b> Ahrefs holds no volume/SERP rows for the query at all — nobody is searching yet, so the shelf is empty and unguarded.	Entity home + 2–3 canonical articles → own 4 of the top 5 within a quarter.
<b>D</b> Podcast attribution her biggest signal source	The show's website is a Substack <b>bylined 100% to her co-host</b> — all 68 numbered posts, including her own DealCon roundups and the E44 interview she hosted solo. The site's about-blurb reads "I'm Christian Hassold, host..." with no mention of her. The audio feed carrying her co-host credit has been quiet since E51 (Mar 12, 2026) while the site publishes on without her name.	Byline & bio parity: add her to the show's About page, episode credits, and host schema.
<b>D</b> Knowledge Panel	Strong object (107, typed Person) but <b>no descriptor, no panel, no claim.</b> Sits below the ~150-with-description threshold the benchmarks clear. All the raw corroboration exists; it has never been wired together.	The 6-step claim path on page 11 — schema, Wikidata, corroboration loop, claim.
<b>C</b> Identity consistency	Three bio variants circulate (employer, DealCon, podcast) with different emphases; LinkedIn URL is the uncustomized <b>/in/ayelet-shipley-b16330149</b> ; no canonical headshot/role string pair reused across properties.	One bio, one headshot, one role string, everywhere. Claim a clean LinkedIn vanity URL.
<b>C</b> Content repurposing	51 episodes have produced <b>no clip library, no articles, no quote cards under her name.</b> Her best moments (E25, E36/37, E44) aired once and sank. The conference keynotes weren't captured into assets she controls.	Content factory on the back catalog: 1 episode → 1 canonical post + 10–15 clips.
<b>B-</b> LinkedIn	Her strongest owned-ish channel: real practitioner posts (2023–2025), every episode's show notes point here. But cadence looks episodic, follower count is login-walled (unverified), and the profile carries the entity load alone.	2–3 posts/week from the factory; profile becomes the bridge to the new entity home.

Composite authority 31/100 (#9 of 20) per the DealCon pre-score: 0.25·WebDR + 0.25·Social + 0.35·Press/Entity + 0.15·KP-Readiness. Her Web DR input is her employer's domain — she has none of her own. KG figures: BlitzMetrics KG Explorer, June 9, 2026.

# Third-strongest entity, ninth-place brand — the room's biggest gap between signal and ownership

All 20 DealCon attendees were run through the BlitzMetrics Knowledge Graph Explorer on June 9, 2026. **Zero have a public Knowledge Panel.** Most sit at the ~24 "thin seed" floor. Ayelet's 107 puts her in the top three on raw entity strength — while her composite authority ranks #9, because she owns no website, no schema, and no claimed assets. Nobody else's signal outruns their ownership this badly.

## Knowledge Graph confidence (0–215 observed range)



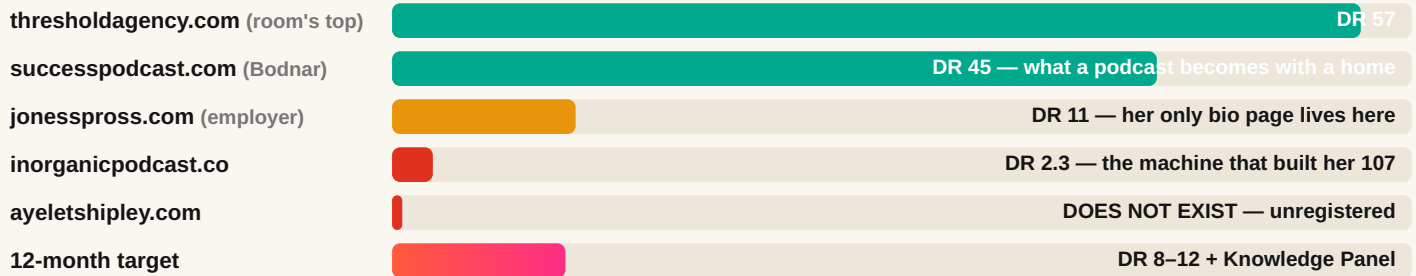
ATTENDEE	KG CONF.	COMPOSITE (RANK)	OWN-NAME DOMAIN	POSITION
Matt Bodnar	215	57 (#1)	DR 31	The model case: entity + home + podcast machine, aligned
Billy Wilkinson	129	41 (#4)	DR 0.3	Strong object, DR-57 company domain, weak personal home
<b>Ayelet Shipley</b>	<b>107</b>	<b>31 (#9)</b>	<b>None — unregistered</b>	<b>Top-3 entity, zero owned infrastructure — widest gap, fastest fix</b>
Deanna Wallin	87	55 (#2)	DR 40 (company)	Public-company data trail; entity needs consolidation
Tom Shipley (host)	24	33 (#8)	DR 1.6	\$2B+ in brand exits; Google barely knows him — the room's cautionary tale

**The before/after she can be:** in a room where the host's own entity reads 24, the person who claims a panel first becomes the visible proof the method works. Ayelet starts 83 points ahead of that floor — with the conference's own podcast correspondent seat already hers. First mover here isn't a slogan; it's a 90-day head start nobody else can buy back.

# Her entire web presence runs on domains other people control

There is no Ayelet Shipley website. The two domains doing her reputational work today are her employer's (DR 11) and a Substack she isn't bylined on (DR 2.3). Live Ahrefs Domain Rating, pulled June 10, 2026:

## Domain Rating (Ahrefs, 0–100 log scale)



## Name-domain availability verified June 10, 2026

DOMAIN	STATUS	ACTION
ayeletshipley.com	Available	<b>Register today</b> — the entity home. An uncommon name means it stays cheap exactly until someone notices her.
ayeletshipley.co / .net / .org	Available	Defensive registrations, 301-redirect to the .com (~\$40/yr total).
ayeletshipley.ai / .me	Available	Optional; .ai is on-brand for an AI-era dealmaker if she wants a lab/newsletter alias.

### The rented-anchor risk

Her single strongest bio page is owned by her employer. If her role, the firm's site, or the podcast's hosting ever changes, **the Knowledge Graph loses its main anchors overnight** — and the 107 entity she spent two years feeding starts to decay. An entity home she owns makes her authority portable across every future role, fund, or venture.

### Good for JonesSpross, too

This isn't a side project competing with the firm — it's top-of-funnel for it. The entity home's two doors mirror her actual job: **"I want to sell my agency"** → **Speed M&A intake**; **"I'm building through acquisition"** → **her sourcing conversation**. Her employer's DR-11 site gains a dedicated, linking advocate; she gains an asset no employer controls.

# The diligence moment: what a founder finds when she emails them cold

Her entire job begins with strangers deciding whether to reply. Here's the check they run. A live name-search sample, June 10, 2026 (ordering varies by engine and session; none of these pages is hers):

~#	RESULT	WHAT THE FOUNDER CONCLUDES	WHO CONTROLS IT
1	jonespross.com — team bio (Head of Corp Dev & Deal Mgmt)	Legit role at a real firm — good	Her employer
2	LinkedIn — /in/ayelet-shibley-b16330149	Real person, Austin TX — details behind login	LinkedIn
3	YouTube — E25 "The Art & Science of Sourcing Deals w/ Ayelet Shipley"	She knows sourcing — strong, if they click play	The show's channel
4	Acast — "Hosted by Christian Hassold & Ayelet Shipley"	Co-hosts a niche M&A podcast	Acast
5	Apple Podcasts — In/Organic Podcast listing	Same signal, third-party shelf	Apple
6	dealconlive.com — summit speaker bio	Conference-circuit credibility	Event organizer
7	Her LinkedIn posts ("deal sourcing is your oxygen"...)	Has a real point of view	LinkedIn
8	Facebook — personal profile	Civilian page; no business signal	Meta
—	<b>ayeletshibley.com: DOES NOT EXIST</b>	No official source to land on	<b>Nobody — yet</b>

## The empty-shelf finding

Ahrefs returns **zero rows** for the query "ayelet shibley" — no recorded volume, no tracked SERP. Nobody searches her name yet. That's not an insult; it's the **cheapest possible moment to take ownership**: no competition, no cleanup, no namesakes. Every result above is positive — just rented. She'd be furnishing an empty room she already has the keys to.

## The AI layer — the new first impression

Buyers and sellers increasingly ask ChatGPT, Perplexity, and Gemini "who is this?" before replying. Those engines synthesize exactly the corroboration graph at left — rented, thin, schema-free — and inherit whatever the Knowledge Graph believes about kg:/g/11fs9zf762 (currently: a Person with no description). **Week-1 action: baseline-test all three engines on her name**, then feed corrections through the entity home, schema, and byline parity. Re-audit quarterly.

**The good news nobody else in the room gets:** her search results contain no impostors, no obituaries, no stale job titles — the failure modes that plague the other 19 audits. Hers is a construction project, not a demolition. Own the .com, publish the facts page, wire the schema, and positions 1–5 are hers within a quarter on a query with zero competition.

# One real channel, carrying the entire load

Her social footprint is LinkedIn plus the show's directory pages — nothing else surfaced under her name. That's a thin perimeter for someone whose deal flow runs on trust, but it also means zero cleanup: every channel below is either working or simply absent.

CHANNEL	WHAT WE FOUND (PUBLIC VIEW, JUNE 10, 2026)	MOVE
<b>B-</b> LinkedIn primary channel	Real practitioner posts observed 2023–2025: agency-plateau M&A (2023), "excited to be speaking at DealCon" (2024), "deal sourcing is your oxygen... whether you're a self-funded searcher or a PE fund with \$500M AUM" and first-call psychology (2025). All 51 episodes' show notes link here. <b>Follower/connection counts sit behind the login wall — unverified.</b> URL is the default - b16330149 slug.	2–3 factory-fed posts/week; claim a vanity URL; profile links out to the new entity home (the bridge Google needs).
<b>B</b> Podcast directories	Acast page title carries her co-host credit verbatim; mirrored on Apple Podcasts and Amazon Music. This metadata is the single biggest reason her KG confidence is 107.	Protect it: keep the audio feed alive (it has been quiet since E51, Mar 12, 2026) and add her to host-level schema.
<b>C</b> YouTube @InorganicPodcast	Episodes post to the show's channel, including E25 — the best single video about her on the internet. No channel, playlist, or clip series of her own; her segments are findable only by scrubbing full episodes.	Clip engine (p.10): her beats → Shorts + a "Sourcing with Ayelet" playlist; embed E25 on her entity home.
<b>C</b> Substack / newsletter	The show's Substack reaches the niche's exact audience — under her co-host's byline only. She has no list of her own; her insights build someone else's subscriber asset.	Byline parity first; then a monthly "Sourcing Notes" letter syndicated from her entity home.
<b>F</b> X / Instagram / TikTok	No business presence found under her name. (Facebook exists as a personal, non-business page.) For her buyer — agency founders and PE/corp-dev — these are secondary anyway.	Skip for 90 days. LinkedIn + YouTube clips + retargeting cover the buy-side audience; don't dilute.

## The cadence plan (agent-run)

Mon: clip + caption from the catalog · Wed: practitioner post in her proven voice (sourcing, earnouts, founder psychology) · Fri: deal-market note tied to the week's M&A news — the show's own format, credited to her. Every post links one canonical URL on ayeletshipley.com. Agents draft; she approves from her phone. **~90 minutes/week of her time, total.**

## Flagged as unverifiable

LinkedIn followers/SSI (login-walled) · podcast download counts (never published) · episode-level listenership splits between hosts. None of these change the plan: the strategy keys off what buyers can see, and what Google can crawl — both fully mapped in this audit.

# Two years of recordings, zero derivatives — the factory's raw material is already in the can

Ranked by leverage. Every asset below is real, dated, and verified live. The Content Factory rule: one recording → one canonical article on her entity home + 10–15 clips + quote cards + posts, all pointing at one URL (Plumbing → Publish → Promote → Perform).

ASSET (VERIFIED)	WHY IT'S THE GOLDMINE	CONTENT-FACTORY PLAY
1. E25 — "The Art & Science of Sourcing Deals w/Ayelet Shipley" (May 2025, YouTube + feed)	The one episode where SHE is the subject: therapist → M&A origin story, sourcing methodology, qualifying conversations, enterprise-sales parallels. Her positioning, already articulated in her own voice.	The cornerstone. Transcribe → <b>definitive article "How to Source Agency &amp; SaaS Deals"</b> on ayeletshipley.com (the page Google and AI engines quote) + 12 clips + a 5-part LinkedIn carousel series. Embed the video on her homepage as the featured interview.
2. E36 + E37 — the DealCon 2025 Roundups (Oct 2 & Oct 11, 2025)	On-the-ground conference coverage with quotable stats (>55% of earnouts never pay out; cap earnouts at 15–20% of transaction value; culture fit as the real test). Proves she's the community's correspondent.	Make it a franchise: <b>film "DealCon Field Notes" at the June 2026 event — this month — and publish within 72 hours</b> as the next episode + article + 10 clips tagging every speaker quoted. The room becomes her distribution.
3. E44 — solo interview with Carrie Kerpen, Likeable Media (Dec 19, 2025)	She hosted alone: a marquee female founder on exiting, earnout protection, and the women-founder "exit gap." An ownable lane nobody else at DealCon occupies — and a natural fit for her clinical-listening brand.	<b>"The Exit Gap" series:</b> canonical article + clips; pitch the angle to women-founder and exit-planning communities as guest spots; build the lighthouse audience for Dollar-a-Day (p.13) from its engagers.
4. The therapist → M&A story itself (employer bio, DealCon bio, E25)	MSW (NYU), BA Psychology (Elon), licensed-clinician training, then a sales consultancy, then aggregator M&A. The only "dealmaker who listens like a clinician" in this market — differentiation that can't be copied.	Definitive essay: <b>"Deals Are Clinical Work"</b> — what therapy taught her about seller psychology, deal fatigue, and earnout fights. Her About-page narrative, her keynote spine, and her best cold-outreach P.S. line.
5. E47 (Tom Shipley, Jan 15, 2026) + E51 (Herringbone origination, Mar 12, 2026)	Two episodes squarely on her core topic — origination engines, buy-boxes, seller readiness ("magic number," retention–growth–profitability triangle) — with guests her exact audience follows.	Clip both against the sourcing article; <b>target each clip at the guest's and DealCon's engaged audiences</b> (lighthouse targeting) so the niche sees her beside names it already trusts.
6. Her LinkedIn archive (2023–2025 posts)	"Deal sourcing is your oxygen," first-call psychology, agency plateaus — organic copy that already proved it lands with practitioners.	Seed the <b>Dollar-a-Day creative pool:</b> rerun the best posts as thought-leader ads at \$1/day tests; the winners earned their budget before spending a cent.

**Why repurposing wins here:** she doesn't need a content habit — she has a backlog. 51 episodes × even 8 usable clips each is a 400-clip library waiting in someone else's channel. The factory's only new ask of Ayelet is ~90 minutes/week on camera going forward; the first 90 days run almost entirely on what's already recorded.

# From 107-and-homeless to claimed panel: six moves, in order

The Explorer's working thresholds: ~24 = thin seed · 40–120 = real object worth claiming · **150+ with a description = panel-grade**. Ayelet starts at 107 with clean disambiguation — the shortest panel path of any unclaimed entity in the room. Each move below feeds the next.

## 1 Register the name — today

ayeletshiple.com (+ .co/.net defensively). \$12 and ten minutes. Every other step anchors to this URL; it is the single point of failure while unregistered.

## 2 Ship the entity home with Person schema

Facts-first one-pager (BlitzMetrics template): hero + role string → stats bar (51 episodes, deals managed intro → close, MSW/NYU) → story → two doors (sell-side / buy-side) → featured interview (E25 embed) → as-heard-on wall → connect. JSON-LD Person with **sameAs** to LinkedIn, Acast, Apple, YouTube, the JonesSpross bio, and the DealCon speaker page — wiring every existing signal into one node.

## 3 Fix attribution at the source

Add her bio to the show's About page and episode credits (today it reads "I'm Christian Hassold, host..." — a one-paragraph fix her co-host can ship in an afternoon), restore the dormant audio feed's cadence, and have the jonespross.com bio link to her new home. Reciprocal links from her two strongest corroborators are the cheapest confidence points available.

## 4 Build the corroboration loop

Wikidata item (podcast co-host + corp-dev role, citing the directory pages); Crunchbase and The Org profiles; Podchaser + Listen Notes host claims; consistent headshot, bio, and role string on all of them. Twelve-plus consistent third-party profiles is the pattern Google rewards with a descriptor.

## 5 Earn fresh third-party signals

Two guest spots/month pitched with the harvested proof library — M&A, agency-exit, and women-in-deals shows; the DealCon network supplies warm intros. Each appearance adds an independent page corroborating the same entity facts.

## 6 Claim it

Monitor the KGMID monthly in the KG Explorer. When the panel surfaces (typical after steps 2–4 land), **claim it via Google's "Get verified" flow**, which unlocks suggesting the photo, description, and links — and qualifies her for a Google Search Profile.

METRIC	TODAY (06/09/26)	DAY-90 TARGET	MONTH-12 TARGET
KG confidence (kg:lg/11fs9zf762)	107, no description	130+ w/ descriptor forming	150+ · "M&A executive & podcast co-host"
Public panel	None (0/20 in the room)	Surfaced or claim filed	Claimed & enriched — first in the room
Corroborating profiles, consistent	4 (employer, LinkedIn, directories, DealCon)	12+	20+, refreshed quarterly

KG figures and thresholds: BlitzMetrics Knowledge Graph Explorer (Google Cloud Enterprise Knowledge Graph API), queried June 9, 2026. Confidence scores are comparative signals, not Google-published guarantees; the claim flow is Google's standard panel-verification process.

# Agents do the 400 boring hours; she does 90 minutes a week

Each workstream maps to a skill in the Local Service Spotlight 10-agent library (the system from the DealCon workshop). We bootstrap on our side; by Day 90 the loop runs itself and hands her the keys. The June 2026 DealCon lands inside Phase 1 — we film there.

PHASE	WORKSTREAMS (AGENT SKILL IN PARENTHESES)	EXIT CRITERIA — MEASURABLE
<b>Days 1–14</b> Claim the ground	<ul style="list-style-type: none"> <li>Register ayeletshiple.com + defensive TLDs — day 1</li> <li>Buy-box + one-sentence differentiation: "the dealmaker who listens like a clinician" (personal-brand-strategist)</li> <li>Mine all 51 episodes + posts + stage slots into a ranked proof library (positive-mentions-harvester)</li> <li>Reputation wanted-vs-had → this plan, dated (reputation-gap-analyzer)</li> <li>Canonical bio/headshot/role string; LinkedIn vanity URL claimed</li> <li><b>DealCon June 2026: film Field Notes onsite</b> + AI-engine baseline test</li> </ul>	Domain owned · proof library ≥50 scored items · one bio everywhere · DealCon footage in the can · ChatGPT/Perplexity/Gemini baseline documented
<b>Days 15–45</b> Build the home	<ul style="list-style-type: none"> <li>Entity home live: facts page, two doors, E25 featured, Person schema + sameAs (personal-brand-website-agent)</li> <li>Definitive article #1: "How to Source Agency &amp; SaaS Deals" from the E25 transcript (definitive-article-writer)</li> <li>Attribution parity: show About page + episode credits + jonespross.com bio links home (knowledge-panel-entity-seo)</li> <li>Wikidata, Crunchbase, The Org, Podchaser, Listen Notes corroboration loop</li> <li>Film day #1: 6 short narrations (origin story, sourcing, earnouts, exit gap) in one afternoon</li> </ul>	Site live & schema validates · article indexed · 12+ consistent profiles · both anchor sites link to her home · 6 films in edit
<b>Days 46–75</b> Turn on distribution	<ul style="list-style-type: none"> <li>Clip engine on the back catalog: 40+ clips, quote cards, carousels, all pointing at canonical URLs (content-factory)</li> <li>"Sourcing with Ayelet" playlist on the show's YouTube; clips cross-posted to LinkedIn</li> <li>Dollar-a-Day live on 3 channels: \$1/day × 7-day tests, kill the bottom 90% (dollar-a-day-strategist) — page 13</li> <li>Guest-spot wave 1: 10 pitches, 2 bookings via the DealCon network</li> <li>Definitive article #2: "The Exit Gap" from E44</li> </ul>	2+ posts/wk shipping · ads spending \$30/day with winners identified · 2 podcasts booked · both articles climbing for their terms
<b>Days 76–90</b> Claim & hand off	<ul style="list-style-type: none"> <li>KGMID monitored; panel claim filed the moment it surfaces (knowledge-panel-entity-seo)</li> <li>AI-engine re-audit vs. day-1 baseline; corrections fed via schema + corroborators (ai-search-visibility)</li> <li>Handover: skills installed on her side, QA loop self-documenting (recursive-self-improvement-qa)</li> <li>90-day scorecard vs. the dashboard below</li> </ul>	Panel claimed or claim pending · AI engines describe her correctly · weekly loop runs without us

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

KG CONFIDENCE	ENTITY HOME	OWN-NAME SERP OWNED	SHOW-SITE BYLINES	CLIPS PUBLISHED	INBOUND DEAL CONVOS /MO
107 → <b>130+</b>	None → <b>Live, DR 4–8</b>	0 → <b>4 of top 5</b>	0 of 68 → <b>parity</b>	0 → <b>40+</b>	baseline → <b>+2–4</b>

Year-1 continuation: KG 150+ with descriptor · panel claimed · personal DR 8–12 · the sourcing article top-3 for its term · a 400-clip library compounding at \$30/day.

# \$30/day buys her exact buyer seeing her 2–3× a week, all year

Dollar-a-Day doesn't buy traffic — it buys **repetition with the 2,000–5,000 agency founders, SaaS operators, and PE/corp-dev people who constitute her entire market**, using content that already proved itself. GCT discipline: Goals (seller + buyer deal flow) → Content (proven clips) → Targeting (below). Annual cost: \$10,950.

CHANNEL (\$10/DAY)	TARGETING	CREATIVE POOL (ALREADY EXISTS)	EXPECTED MONTHLY REACH @ 2025–26 BENCHMARKS
<b>LinkedIn</b> Thought-leader ads	Agency founders/owners 10–200 employees; SaaS founders; PE + corp-dev titles; DealCon and In/Organic page engagers; her guests' follower graphs (lighthouse)	Her proven posts ("deal sourcing is your oxygen," first-call psychology); E25 + E44 clips; DealCon Field Notes beats	~\$300 @ \$35–75 CPM (senior-title premium) → <b>4,000–8,500 decision-maker impressions</b>
<b>Meta (FB+IG)</b> Retargeting first	Entity-home visitors, video viewers, newsletter clickers + lookalikes of engaged deal contacts	Origin-story reel (therapist → M&A), earnout stat cards (>55% never pay), Kerpen exit-gap clips	~\$300 @ \$10–15 CPM → <b>20,000–30,000 impressions</b> — the surround-sound effect during live deals
<b>YouTube</b> In-stream + in-feed	Custom-intent: searched "sell my agency," "agency valuation," "M&A earnout"; viewers of M&A/agency-growth channels	E25 segments; "Sourcing with Ayelet" playlist; DealCon interview cuts	~\$300 @ \$0.05–0.12 CPV → <b>2,500–6,000 completed views</b> of long-form proof

### Operating rules (MAA loop)

1. Every 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:** aim winners at engaged audiences of DealCon, the show's guests, and women-founder exit communities — borrowed trust, precisely aimed.
5. Metrics → Analysis → Action weekly; agents run the loop, she sees a one-page scorecard.

### What a year buys

**~350,000–540,000 targeted impressions + 30,000–70,000 video views**, concentrated on a few thousand people who can sign an LOI or send her a seller.

By month 3, retargeting turns every live negotiation into surround sound: the founder she emailed Tuesday sees her earnout clip Wednesday and her DealCon stage moment Friday. **That's trust-at-first-touch, manufactured — for less than one conference booth.**

Benchmark sources: LinkedIn median CPM \$31–38, senior-audience premium 2–3× (TheB2BHouse, HockeyStack); Meta global avg CPM ≈\$11.76, US \$10–16 (Uproas, Braffton); YouTube CPV \$0.026–\$0.30, US skew (StoreGrowers, Stackmatix). Reach ranges use the conservative end of spend after fees. Same benchmark set as the companion DealCon audits.

# Counted in deals and hours, not invented dollars

Speed M&A's fee schedule and her compensation are private — so this model deliberately stops at the deal-flow line, where every input is either sourced or stated as an assumption. Baseline: outbound-led sourcing where each first touch starts cold, plus conference presence that currently expires on contact.

LEVER (MECHANISM)	CONSERVATIVE	EXPECTED	AGGRESSIVE
<b>1. Outbound receptivity</b> 90% of decision-makers more receptive to consistent thought-leadership producers (Edelman×LinkedIn)	+1 qualified seller convo/ mo	+3 /mo	+6 /mo
<b>2. Inbound deal flow</b> entity home + panel + \$30/day repetition; her Calendly already gateways the DealCon funnel	2 inbound leads/yr → <b>0–1 incremental LOI</b>	6/yr → <b>1 LOI</b>	12/yr → <b>2–3 LOIs</b>
<b>3. Cycle velocity</b> trust pre-built = fewer stalled first calls; 73% trust thought leadership over marketing materials	Fewer ghosted intros and faster seller "yes" — counted as time, not revenue, to avoid double-counting		
<b>4. Conference compounding</b> each stage slot → permanent ranked assets	DealCon June 2026 alone yields the Field Notes episode, 10+ clips, and a quarter of ad creative — assets that keep selling after the room empties		
<b>5. Career option value</b> the entity follows HER, not any employer	A claimed panel and owned audience travel across every future firm, fund, or venture — strategic upside, unquantified by design		
<b>Year-1 all-in cost</b>	≈ \$12k — \$10,950 media + ~\$1k tooling + \$12 domain (agent labor starts on our side)		
<b>Break-even logic</b>	At typical lower-middle-market advisory economics, a single incremental closed deal repays the program many times over — the conservative case asks for less than one.		

## What this model is NOT

Not a revenue forecast — a sized hypothesis with sourced mechanisms. It won't fix deal quality, legal capacity, or market timing, and sourcing attribution is genuinely noisy: a founder warmed by six months of clips still says "I heard the podcast." We mitigate with trackable paths — her Calendly, UTM-tagged links on every clip, and a "how did you find me?" field on the entity home's intake.

## Why the conservative case is hard to miss

It requires only: one extra qualified conversation a month and two inbound leads a year — from a person who already has the #3 entity in the room, an empty SERP with zero competitors, a 51-episode catalog of ready creative, and a community funnel that already routes through her calendar. The expensive part of authority — earning the substance — is done. We're only paying for the plumbing and the distribution.

# Five moves before the next episode drops

Every item below is zero-risk, near-zero-cost, and reversible by nobody — because each one claims something that is already hers.

- 1 Register ayeletshiple.com — today**

\$12. Verified available June 10, 2026. The single cheapest move in all 20 DealCon audits, and the one a stranger could take off the table tomorrow.
- 2 Claim the LinkedIn vanity URL**

Replace /in/ayelet-shiple-b16330149 with a clean handle; set the profile link to the new domain the day it's live.
- 3 Ask for byline parity on the show site**

One paragraph added to the About page + host credits on episode posts. Her co-host ships it in an afternoon; her biggest signal source finally says her name.
- 4 Approve the entity home (we build it)**

Facts page with Person schema, E25 featured, two doors (sell-side / buy-side), sameAs graph wired to every existing profile. Live inside 14 days.
- 5 Film DealCon Field Notes this month**

She's already the room's correspondent (E36/E37 proved it). Capture the June event onsite; publish within 72 hours; tag every speaker quoted.

**"You spent two years and 51 episodes teaching Google who you are — it answered with a 107. Give us 90 days and \$12, and the next founder who checks you out lands on a page you own, under a panel with your name on it."**

SOURCES	PRIMARY DATA BEHIND THIS AUDIT
Entity & room	BlitzMetrics Knowledge Graph Explorer (Google Cloud Enterprise KG API), all 20 attendees, June 9, 2026 · DealCon pre-score leaderboard (composite 31/100, #9 of 20)
Web & search	Ahrefs DR: jonesspross.com 11, inorganicpodcast.co 2.3 (June 10, 2026) · Ahrefs SERP API: zero rows for "ayelet shiple" · GoDaddy availability check, June 10, 2026 · live name-search sample
Career & content	jonesspross.com team bio (mod. Sept 2025) · dealconlive.com speaker pages · inorganicpodcast.co archive + episode pages (E36 Oct 2, E37 Oct 11, E44 Dec 19, 2025; E45–E51 Jan–Mar 2026; site posts through E68, Jun 7, 2026) · Acast/Apple/Amazon listings · her public LinkedIn posts
Benchmarks	Edelman×LinkedIn B2B Thought Leadership Impact Reports (2024–25) · 2025–26 ad-cost compilations (LinkedIn, Meta, YouTube; p.13) · Flagged unverifiable: LinkedIn followers, podcast downloads, Speed M&A fear economics, the unnamed aggregator, on-air roles in site-only posts E52–E68

## Dennis Yu · Local Service Spotlight

612-707-8045 · dennisyu.com · the same 10-skill agent library from the DealCon session

Claim the object. Raise the score.  
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