

She pitched five Sharks on ABC in January. Google still shows her college homework.

Caroline Castille built and sold one of Florida's largest angel groups, runs an Orlando agency-turned-holdco managing \$150M+ in client revenue, and on January 7, 2026 stood on Shark Tank telling five Sharks how she and her co-founder sold \$11.8 million of golf tees — the biggest earned-media moment anyone in the DealCon room has had this year. Five months later: **no Knowledge Panel, a personal site at Domain Rating 0 that never mentions any of it, and a college Prezi outranking her own domain on her own name.**

87

KNOWLEDGE GRAPH CONFIDENCE — A REAL OBJECT, NO PUBLIC PANEL

0.0

DOMAIN RATING OF CAROLINECASTILLE.COM (AGENCY: 39)

0

KEYWORDS HER DR-39 AGENCY SITE RANKS FOR — ANYWHERE

5 mo

SINCE SHARK TANK AIRED — HER OWN SITE STILL DOESN'T MENTION IT

Prepared for

Caroline Castille · Clickable Impact / FlightPath Golf

by Dennis Yu · BlitzMetrics · June 2026

Data: Ahrefs (pulled 06/10/26), Google Knowledge Graph via BlitzMetrics KG Explorer, ABC Shark Tank S17E8 (recaps), carolinecastille.com, clickableimpact.com, flightpathgolf.com, business.ucf.edu, Authority Magazine

The authority is already earned. The transmitter was never installed.

Most operators at DealCon must **create** proof before Google can believe them. Caroline's problem is the opposite — and far cheaper to fix. The Knowledge Graph already holds a real object for her at **confidence 87** (attendee average: ~24); a DR-85 university domain and network television already vouch for her. What's missing is plumbing: **an entity home, schema, a publishing cadence — and one name, because her biggest media moment was credited to "Caroline Sierra."**

The verdict

She is one consistent quarter away from the panel 19 other attendees are chasing. The expensive parts — a UCF Hall of Fame induction, a sold angel network, five Authority Magazine features, a Shark Tank appearance — are paid for. The cheap parts are broken: her personal site is a Convertri funnel with broken images, her DR-39 agency site ranks for zero keywords, and her YouTube channel describes a show with no episodes. Strategy: **consolidate the name, rebuild the home, republish the proof, and feed the 87.**

What the data says (all pulled June 10, 2026)

- carolinecastille.com: **DR 0.0, zero ranking keywords, zero organic visits** — root 301s to a Convertri subdomain
- clickableimpact.com: DR 39, 1,914 live referring domains — and **0 organic keywords** after its Feb 2026 relaunch
- flightpathgolf.com: DR 29, 43 keywords, ~416 US visits/mo — **her product out-ranks her**
- "caroline castille": 20 searches/mo; "caroline sierra": 10/mo — **her name demand is split across two surnames**
- YouTube @carolinecastille: channel live, **RSS feed returns zero public uploads**

The asymmetry in one table

ALREADY WON (HARD, EXPENSIVE)	CURRENTLY LEAKING (EASY, CHEAP)	WHAT THE LEAK COSTS
Knowledge Graph object kg:/g/11f0x6zg2d at confidence 87 — an uncommon name with no rival entities in the way	No Person schema anywhere she controls; no Wikidata; entity home invisible at DR 0; Shark Tank coverage feeding a different surname	The object stalls below the panel threshold while the "Caroline Sierra" layer hardens around her biggest proof
National TV: Shark Tank S17E8 (Jan 7, 2026) — \$11.8M lifetime sales told to five Sharks; recapped by Shark Tank Blog, Primetimer, AOL	No owned page hosts the story — not her site, not a /shark-tank page; flightpathgolf.com says "As Seen on Shark Tank" without naming her	The single largest trust asset of her career sells golf tees, not Caroline — and decays on other people's domains
UCF Hall of Fame "Notable Knight" + UCF 30 Under 30 (2020) on a DR-85 .edu; 5 Authority Magazine interviews; TBLI podcast; sold Florida Angel NEXUS (\$20M raised for 69 companies)	None of it linked from her site; no press page, no sameAs graph, no clips; the agency homepage names no founder and its title tag reads "Home (New)"	Buyers, founders, and investors who check her out find a "Hustle Harder" funnel with one testimonial — or a genealogy site

Year-1 frame: ~\$14k all-in (\$10,950 of \$10/day media + ~\$3k tooling; agent labor starts on our side) to rebuild the entity home, reconcile the name, republish the proof library, and aim it at her two funnels — brands hiring the growth engine, and founders pitching companies to it. Conservative impact math (p.14): **\$98k–\$430k in revenue-equivalents**, before counting the FlightPath halo.

Primary data: Ahrefs (June 10, 2026) · BlitzMetrics KG Explorer (June 2026) · inspections of all four owned domains · business.ucf.edu · Authority Magazine · Shark Tank Blog S17E8 recap. Citations continue inline per page.

Google's confidence in "Caroline Castille": 87 — a real object, one corroboration push from a panel

In Google's Knowledge Graph she is entity **kg:/g/11f0x6zg2d** — type Person, confidence 87 (BlitzMetrics KG Explorer, June 2026). For context: the room's only public panel (Matt Bodnar) sits at 215, and the attendee average is ~24. An 87 with an uncommon surname means **Google already believes she's a distinct, known person** — it's waiting for her properties to confirm it.



Why she's at 87 with no panel

The graph is fed by third parties she earned years ago: the UCF Hall of Fame and 30 Under 30 pages on a DR-85 .edu, five Authority Magazine interviews, The Ecomm Manager and Retail Exec features, the TBLI podcast, Florida Angel NEXUS press. What's missing is **first-party confirmation**: no Person schema on any owned property, no Wikidata item, an entity home Google scores at DR 0, and no fresh publishing since the press wave. The object exists; nothing she controls is feeding it.

The Castille–Sierra split

Shark Tank and its recap ecosystem (Shark Tank Blog, Primetimer, FinanceBuzz, AOL) credit **"Caroline Sierra"** — her married name. Search demand is now split: "caroline castille" 20/mo, "caroline sierra" 10/mo (Ahrefs, US). Google has no signal connecting the two, so **her single biggest corroboration event may be feeding a stray entity instead of the 87**. The fix is mechanical: alternateName in Person schema, one canonical bio noting both credits, and sameAs links from the FlightPath site to her entity home.

What the panel is worth to her specifically: Clickable Impact's new model asks two cold audiences to trust her — founders pitching their companies to her fund, and investors joining her quarterly events. Both Google her before the meeting. A claimed panel (photo, role, FlightPath, UCF honors) wins that moment; since 2025 it's also the entry ticket to Google's Search Profiles, and it's the grounding data AI assistants cite when asked "who is Caroline Castille?"

STRENGTHS

What Caroline has that money can't quickly buy

Every recommendation in this audit is a **repurposing** move, not a creation move. The vault is unusually full for someone whose personal site says only "Hustle Harder" — receipts in venture, e-commerce, consumer products, and national television.

<p>\$11.8M</p> <p>FLIGHTPATH LIFETIME SALES — STATED TO FIVE SHARKS ON ABC (\$17E8)</p>	<p>\$20M</p> <p>RAISED FOR 69 TECH COMPANIES AT FLORIDA ANGEL NEXUS BEFORE IT SOLD</p>	<p>\$150M+</p> <p>CLIENT REVENUE MANAGED BY HER 30+ PERSON TEAM (PER HER PUBLISHED BIOS)</p>	<p>2x UCF</p> <p>COLLEGE OF BUSINESS HALL OF FAME "NOTABLE KNIGHT" + 30 UNDER 30, BOTH 2020</p>
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STRENGTH	EVIDENCE (VERIFIED JUNE 10, 2026)
National TV proof	Shark Tank Season 17 Episode 8, aired Jan 7, 2026 (ABC): she and co-founder/husband Michael Sierra asked \$300k for 10%; revealed \$11.8M lifetime sales in 4 years and \$4.3M 2024 revenue before Kevin O'Leary, Barbara Corcoran, Lori Greiner, Robert Herjavec, and Michael Strahan. No deal — but the footage, the numbers, and the story are permanent assets. flightpathgolf.com already banners "As Seen on Shark Tank Made in the USA."
Institutional honors before 30	UCF College of Business Hall of Fame, "Notable Knight" award, Feb 13, 2020, in front of 800+ at Rosen Shingle Creek — on stage with UCF's interim president (business.ucf.edu, DR 85). Same year: UCF 30 Under 30 (ucf.edu winners list; B.S. Finance, B.A. Spanish, class of '15). The .edu corroboration most operators spend years chasing is already live.
A real venture track record	Built and helped sell Florida Angel NEXUS, one of Florida's largest angel groups: \$20M raised for 69 tech companies; folded into Florida Funders (announced Aug 2018, PRWeb). Founded the Florida Women Angel Investors Group & Conference (TBLI bio). On-camera Angel Capital Association interview (Vimeo, 2017) as NEXUS Director of Investor Relations.
Operator proof, twice over	Clickable Impact (founded 2017, per The Org): 30+ team, \$150M+ client revenue managed, 14 companies grown past their first \$1M (her published bios); repositioned 2026 as a marketing + VC "powerhouse" acquiring majority stakes in \$1M+ brands. Email On Performance (DR 28): pay-per-performance email/SMS — flagship case: a store from \$0 to \$80k+/month in email revenue. Plus the UCF Intern Program she started: 50+ students placed.
A press library nobody wired up	Five Authority Magazine interviews (PPC/email feature dated Mar 4, 2023; plus startup, launch-lessons, ecommerce-website, and top-5-ways features), syndicated by The Ecomm Manager and The Retail Exec; TBLI Podcast Ep. 30, "Caroline Castille Explains Angel Investing, Start-Ups and Being a Bad Ass" (Apr 27, 2020); GrowFL FlightPath feature; Orlando Sentinel UCF-entrepreneurs story (2015).
She owns the raw materials	An uncommon name with zero rival entities; the carolinecastille.com domain already registered; a KG object at 87; a YouTube channel already branded with an interview-show description; a portfolio site (flightpathgolf.com, DR 29) pulling ~416 organic US visits/mo it could route to her story.

The strategic read: her differentiated position is **"the operator-investor"** — the angel who raised \$20M and then went and built the \$1M-to-\$10M e-commerce playbook with her own hands (and proved it on national TV). Nobody else in the pitch-your-company inbox can say both. Every fix in this report exists to make that intersection visible at the moments deals and retainers are decided.

The diagnosis: earned authority, zero plumbing

Graded by impact on her two funnels (brands hiring the engine; founders and investors joining the holdco). None of these requires new achievement — they're wiring, consistency, and cadence gaps. That's what makes this a 90-day fix, not a 2-year build.

GAP	WHAT WE FOUND (ALL VERIFIED DIRECTLY)	FASTEST FIX
F carolinecastille.com — the entity home	DR 0.0, zero keywords, zero organic visits. Root 301s to home.carolinecastille.com , a Convertri funnel: "Hustle Harder" hero, broken image placeholders, empty og:description, og:type "article," no Person schema , "Affiliate Offers" in the main nav, and a single testimonial that praises her for being "a millennial." Zero mention of Shark Tank, UCF honors, NEXUS, or FlightPath.	Rebuild at the root as a facts-first entity home: hero → stats bar → story → three doors (Hire the engine / Pitch your company / Invest) → press wall → connect. Person schema with alternateName.
F YouTube — a show with no episodes	Channel @carolinecastille is live with a full interview-show description ("meet successful marketing executives, CEOs, and business owners...") and Clickable Impact keywords — but the public RSS feed returns zero uploads . She tells interviewers YouTube ads are a top channel; she has no video footprint of her own.	Film the show the description already promises. Episode 1: the Shark Tank debrief. Six episodes from one filming day.
D clickableimpact.com — authority without rankings	DR 39 with 1,914 live referring domains (6,453 live backlinks) and 0 organic keywords — the Feb 2026 relaunch (new VC positioning) orphaned the old content. Title tag still reads " Home (New) – Clickable Impact. " No founder named anywhere. No Organization schema. "ecommerce marketing agency" (2,428/mo, KD 5) sits unclaimed by a DR-39 site built to win it.	Fix the title string today; founder page + Organization/Person schema; redirect-and-reclaim audit; one definitive hub per money keyword.
D The unbanked Shark Tank moment	Aired Jan 7, 2026. Five months on: no owned page hosts the story; flightpathgolf.com says "As Seen on Shark Tank" without naming her ; every recap credits "Caroline Sierra" and links to zero properties she controls. "shark tank golf tees" (30/mo) and the episode's search halo route entirely to recap blogs.	Canonical /shark-tank page on her entity home + founder section on flightpathgolf.com naming both founders, cross-linked.
C Split identity	Two surnames in the wild (Castille professionally, Sierra on national TV) and three handle sets: carolinecastille (IG/LinkedIn/YouTube), carocastille (X/Facebook), caroline.castille (TikTok). Two phone numbers across her properties. Google can't merge what she hasn't connected.	One canonical name + alternateName schema; one handle set, bio, and headshot everywhere; data-broker sweep.
C SERP debris on her name	Page 1 of "caroline castille": a 2015 Orlando Sentinel student-founder piece (#6), her college Prezi (#7), her own site at #9 under the 2015 tagline "I don't need an alarm clock; my drive wakes me," and a MyHeritage genealogy page (#10). Nothing about Shark Tank, the agency's \$150M portfolio, or the Hall of Fame. (Full SERP: p.8.)	Entity home + fresh corroboration pushes owned, current surfaces into 7–8 of 10 slots on a 20-search/mo SERP.
C+ Press without plumbing	Five Authority Magazine features, Ecomm Manager + Retail Exec syndications, TBLI, GrowFL, ACA video — none linked from any owned page, no sameAs schema, never cut into clips. One-and-done media that Google can't attach to her entity with confidence.	Press page with live links + schema; every hit republished on-site; content factory turns each into 10+ clips/posts.

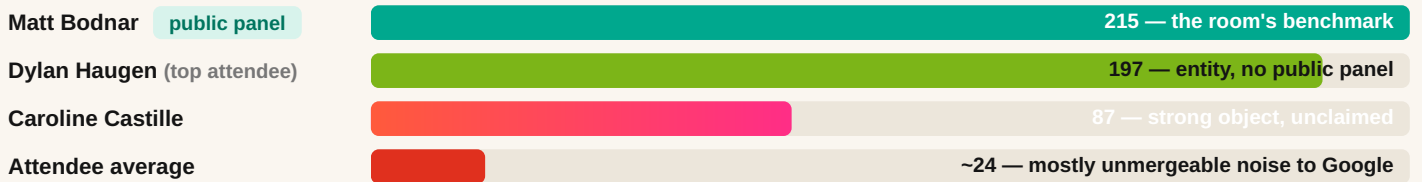
The pattern: every gap is an **execution** gap — agent work, not founder work. Caroline's personal cost for the entire 90-day plan on p.12: ~2 hours/week on camera plus approvals.

BENCHMARKS

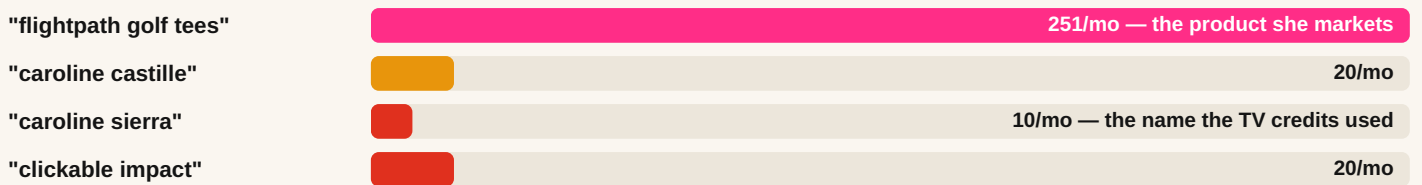
Top tier of the room on entity strength — bottom tier on broadcast

We scored the June 2026 DealCon roster on Knowledge Graph entity confidence — Google's own measure of how certain it is that a person is a distinct, known entity. Caroline sits in the room's top tier of unclaimed objects, far above the average — with less owned-channel output than almost anyone near her score.

Google Knowledge Graph confidence (BlitzMetrics KG Explorer, June 2026)



Branded search demand (Ahrefs, US, monthly)



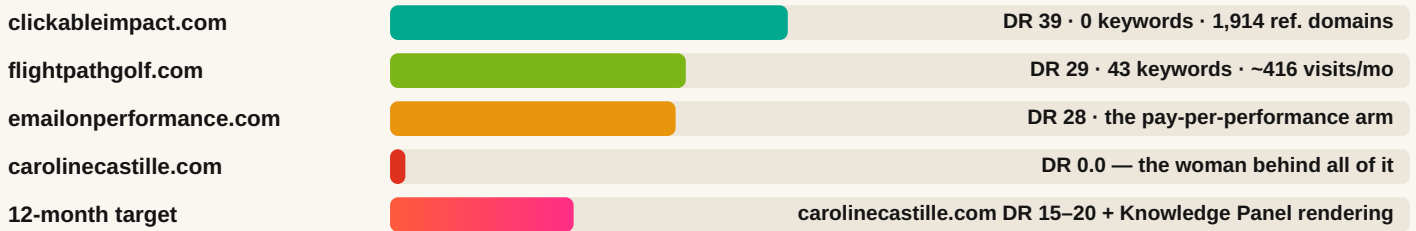
WHAT THE NUMBERS MEAN	READ
Her product out-searches her 12-to-1	FlightPath's tee draws 251 branded searches a month; Caroline draws 20 — split with another 10 under "Sierra." She built the demand engine and pointed it at everything except herself. The audit's job is to route a fraction of that machine at the founder.
87 is a head start, not a trophy	The gap between 87 and a rendering panel is corroboration she already owns: a .edu honors page, five Authority Magazine features, network TV. Wired together with schema and a real entity home, the same assets that produced 87 push it past the threshold. Left unwired, the score drifts as the press ages.
In-room authority ≠ internet authority	Inside DealCon, the Shark Tank founder needs no introduction. Outside it — where brands, founders, lenders, and AI assistants do their checking — demand for her name is 20 searches a month and her best page-1 asset is a 2015 newspaper story. The room knows; the graph barely hears about it.

The room read: only one person at DealCon has a public panel (Bodnar, 215). Caroline's 87 makes her one of the best-positioned operators in the room to be next — she's the only one whose missing ingredient is **wiring, not achievement**.

Every business she owns outranks her — including the golf tee

Four properties, one inversion: the founder who built three brands' authority kept none for herself. (Ahrefs, June 10, 2026; DR is logarithmic — the gap below is larger than it looks.)

Domain Rating & organic footprint



PROPERTY	FINDINGS	FIX
carolinecastille.com the entity home	Root redirects to a Convertri-hosted "home." subdomain — canonical fragmentation on her own name. Meta layer broken (empty og:description, og:type "article"), broken image placeholders in the body, no schema of any kind, an affiliate-offers page in the nav, and the proof — Shark Tank, UCF, NEXUS, \$150M portfolio — entirely absent. Google's last SERP crawl still lists the 2015 title.	Rebuild at the root (BlitzMetrics facts-first template): hero → stats → story → three doors (Hire / Pitch / Invest) → featured interview → press wall → connect. Person schema + sameAs + alternateName "Caroline Sierra."
clickableimpact.com the conversion surface	Real authority (DR 39, 1,914 live referring domains) and a bold 2026 repositioning — "We Don't Bet. We Build." — but zero organic keywords after the relaunch, a live " Home (New) " title tag, no founder anywhere, no schema, and two competing GTM containers. Founders are asked to pitch their life's work to an anonymous page.	Title fix today; "Who's behind this" founder section with the Shark Tank/UCF/NEXUS proof wall; Organization + Person schema; redirect audit to reconnect the 1,914 domains to live pages.
flightpathgolf.com the proof engine	Her only property that ranks: DR 29, 43 keywords, 22 in the top 3, ~416 US visits/mo (~\$11.3k/mo equivalent traffic value). Banners "As Seen on Shark Tank Made in the USA" — but tells the story with no founders on the page , and links nothing to Caroline's entity.	Founders section naming Caroline Castille (Sierra) + Michael Sierra; episode story page; sameAs to her entity home — the DR-29 site becomes her biggest corroborator.
emailonperformance.com the differentiator	DR 28. The pay-per-performance email/SMS model and the \$0 → \$80k/mo case study live here — her most quotable commercial proof, invisible to search and disconnected from her name.	Case-study page with real numbers; cross-link into the definitive-article hubs (p.10); founder attribution.

The design decision: one entity home (carolinecastille.com, rebuilt at the root) carrying the canonical bio, schema, and article layer — with clickableimpact.com as the deal-flow conversion page, flightpathgolf.com as the consumer-proof engine, and emailonperformance.com as the results archive, all four cross-linked under one name and one story. Today they read like four strangers.

What a founder sees before pitching her: "caroline castille"

The moment that decides her deal flow: a founder drafts the pitch email, an investor considers the quarterly event, a brand weighs the retainer — then they type her name. Page 1 (Ahrefs SERP overview, US, June 10, 2026 — most recent crawl):

#	RESULT	WHAT THE CHECKER CONCLUDES
KP	Knowledge Panel: none renders	No verified identity at the trust moment — while an 87 object sits one push from the threshold
1	Image pack	Mixed photos — not all her
2	LinkedIn — /in/carolinecastille	The one good result — on rented land
3	Facebook "Caroline Castille Profiles" directory	A pile of strangers with her name
4	Facebook personal profile	Personal, not professional
5	X / Twitter — @carocastille	Hers — ~717 followers, different handle than everywhere else
6	Orlando Sentinel: "Unafraid to fail, millennials at UCF..." (2015)	A good story — about the college student she was 11 years ago
7	Prezi: "Bsteps Model by Caroline Castille"	Literally her college homework — the dance-shoe startup deck
8	YouTube channel	A show description with zero public episodes
9	carolinecastille.com — "I don't need an alarm clock; my drive wakes me."	Her own site, beaten by 8 results, indexed under a 2015 tagline
10	MyHeritage — "historical records and family trees"	A genealogy database

The AI diligence layer

Ask an AI assistant "Who is Caroline Castille?" and it assembles an answer from exactly these surfaces plus the 2022–23 Authority Magazine bios — competent but dated, with **the Shark Tank chapter likely missing or attached to "Caroline Sierra"** and the 2026 holdco pivot absent (no current source explains it anywhere). We recommend running the live probe (ChatGPT, Perplexity, Gemini, Grok) as the Day-1 baseline and re-testing quarterly after the corroboration sweep — we have not yet probed the live answers.

Why this is a quarter's work, not a year's

"caroline castille" is a **20-search/mo SERP with no competing entity** — the debris outranking her is a college Prezi, an 11-year-old news story, and a genealogy page. She already holds 4–5 surfaces. A real entity home at the root, a /shark-tank page, schema connecting both surnames, and fresh on-site articles push owned, current results into 7–8 of 10 slots. There is no competitor to out-rank — **only her own 2015 self.**

The keywords that matter more than her name: "ecommerce marketing agency" — **2,428 searches/mo at difficulty 5** (CPC \$6.00, traffic potential 7,700) — plus "klaviyo agency" (802/mo, KD 14, CPC \$9) and "ecommerce email marketing agency" (567/mo, KD 18, CPC \$10). A DR-39 agency with a national-TV case study competes for **none of them**. Competitors pay \$6–\$10 a click for buyers she could own organically with three definitive pages.

Three handle sets, four warm-but-quiet audiences, zero retargeting pool

Caroline's social footprint is real but fragmented and under-fed — which costs her twice: Google and AI engines read social signals as entity freshness, and the Dollar-a-Day engine (p.13) needs active channels to build warm audiences from. Counts marked ~ are from our June 2026 roster research; the platforms block exact live verification.

CHANNEL	STATE (JUNE 2026)	THE PLAY
B- LinkedIn — /in/ carolinecastille	Her strongest surface: current headline (FlightPath Golf / Clickable Impact), real network in her exact ICP (DTC founders, e-comm operators, investors), and visible posting history on email/digital-marketing topics into 2025. The #2 result for her name.	2 posts/week from the factory + thought-leader ads; make it the distribution spine while the entity home is rebuilt.
C Instagram — @carolinecastille	~4k followers — her largest social audience; lifestyle-and-business mix. The handle matches LinkedIn/YouTube (good); the content rarely carries her commercial proof.	Shark Tank BTS reels, case-study carousels, UCF-arc story posts; retargeting seed for Meta ads.
D X — @carocastille	~717 followers under a different handle than IG/LinkedIn/YouTube. Quiet. Still ranks #5 for her name — thin corroboration occupying a premium slot.	Don't "do Twitter" — syndicate 3 factory clips/week; bio + link repointed to the entity home for freshness and corroboration.
F YouTube — @carolinecastille	Channel branded for an interview show ("marketing executives, CEOs, and business owners...") with zero public uploads (RSS verified June 10). Ranks #8 for her name as an empty room.	Six episodes from one film day; Episode 1 = the Shark Tank debrief. The channel description already wrote the format.
D TikTok @caroline.castille · Facebook /carocastille	A third handle variant on TikTok; Facebook under the X-style handle. Both dormant-to-light; both still listed in her own interview bios, so they're active parts of her corroboration graph.	Refresh bios + repoint links home; 30 minutes each, permanent corroboration gain. Syndicate vertical cuts.

What she has that most attendees don't

Warm audiences on every platform that matters to her ICP, a natural on-camera presence (she pitched live network TV and gives high-energy keynotes — her site's own words), and a content well that never runs dry: real client numbers, a TV episode, and an investing track record. Nothing in this plan asks her to become an influencer — it asks her channels to carry proof she already owns.

What the quiet is costing

- **Entity freshness:** stale handles age the 87 instead of feeding it.
- **No retargeting pool:** the Dollar-a-Day engine has no warm audiences to start from — the single cheapest asset she isn't building.
- **Her ICP reads daily:** Edelman×LinkedIn (~3,500 execs): 73% trust thought leadership over marketing materials; 90% are more receptive to outreach from consistent publishers.
- **The TV halo is expiring:** every week without owned Shark Tank content, the recap blogs absorb more of the moment.

The resolution is a factory, not a personality transplant. Caroline records ~2 hours a month; agents cut, caption, schedule, and syndicate across LinkedIn, IG, X, TikTok, and YouTube — one handle set, one bio, every post pointing at a canonical URL on her entity home. June 2026

Top assets to repurpose — already paid for, ranked, with the exact play

Content-factory rule: one proven asset → one definitive article on the entity home + 10–15 clips + quote posts, everything pointing at a single canonical URL. Caroline's queue is the deepest of any attendee we've audited this cycle — these are real broadcasts, real bylines, and real numbers, not ideas.

ASSET (REAL, VERIFIED)	WHY IT'S PROVEN	THE REPURPOSE PLAY
Shark Tank S17E8 (ABC, Jan 7, 2026 — with O'Leary, Corcoran, Greiner, Herjavec, Strahan)	Network television vetted the story: \$11.8M lifetime sales, \$4.3M 2024 revenue, a \$2M ad-spend education, and a no-deal ending full of operator lessons	The anchor: canonical /shark-tank page on her entity home — "What the Tank doesn't show you" — + a debrief film + 12 clips; alternateName schema so the "Caroline Sierra" coverage finally feeds her entity; lighthouse-target golf and DTC audiences with the cuts.
The UCF arc: Orlando Sentinel student-founder story (2015) → Blackstone LaunchPad (where FlightPath's tee was found) → Hall of Fame "Notable Knight" + 30 Under 30 (2020)	A complete hero's arc with live DR-85 .edu corroboration — institution-grade proof most operators can never buy	"UCF student founder to UCF Hall of Fame in five years" definitive page + 3-min film for the About section; press wall entries with schema; UCF/Orlando speaking pitches ride the same page.
The Authority Magazine five (PPC/ email feature Mar 4, 2023; + startup, launch-lessons, ecommerce-website, top-5-ways — syndicated by The Ecomm Manager & The Retail Exec)	~50 interview answers of evergreen, quotable IP in her own voice — living entirely on rented domains	Republish each as an on-site article (canonical + link to the original); cut the gems into a quote-card series: the food-truck-at-the-baseball-game targeting parable, the \$40k mastermind lesson, and "the \$250k we left on the table at FlightPath" email-list confession.
TBLI Podcast Ep. 30: "Explains Angel Investing, Start-Ups and Being a Bad Ass" (Apr 27, 2020) + ACA on-camera interview (2017) + the NEXUS record (\$20M / 69 companies / sold 2018)	Third-party-validated investing authority — the exact credibility her "Become an Investor" and "Pitch Your Company" funnels need	"Angel Investing, Explained by an Operator" hub feeding the investor funnel; re-clip both interviews; NEXUS + Florida Women Angel Investors story as the origin post; corroborates the investor half of her entity.
The \$0 → \$80k/month email-revenue case + the pay-per-performance model (Email On Performance)	Her most concrete commercial proof — specific, verifiable-feeling numbers in a category full of vague promises	Definitive hubs targeting "ecommerce marketing agency" (2,428/mo, KD 5) , "klaviyo agency" (802/mo, KD 14), "ecommerce email marketing agency" (567/mo, KD 18) — each anchored by the case study + a film.
The YouTube show that already has a description — and the DealCon room itself	The channel's promise ("meet successful marketing executives, CEOs, and business owners") is sitting unfulfilled; DealCon hands her 20 qualified first guests	Film 6 episodes in batches; embed each on a matching article; cards/end-screens/playlists; every episode feeds clips back to LinkedIn, IG, TikTok, X — the perpetual-motion machine.

Priority order = leverage: Shark Tank announces her (and merges the split name) · the UCF arc + Authority Magazine five build the entity-home article layer · TBLI/NEXUS converts the investor funnel · the email case study captures commercial search · the show keeps the feed alive permanently.

From 87 to a rendering panel: merge, corroborate, feed

For most of the room, the panel playbook starts at zero. Caroline's starts at "Google already believes — confirm it." Six moves, in order — all agent-executable, all feeding entity `kg:/g/11f0x6zg2d`.

- 1 **Rebuild the entity home at the root.** `carolinecastille.com` (not the Convertri "home." subdomain) becomes a facts-first page: who she is, the three doors, the stats bar (\$20M raised / \$150M+ managed / \$11.8M FlightPath / 2× UCF honors), press wall, featured interview. Person schema with **name "Caroline Castille," alternateName "Caroline Sierra" / "Caroline Castille-Sierra,"** `jobTitle`, and a complete `sameAs` graph.
- 2 **Reconcile the name everywhere she controls.** One canonical bio string — "Caroline Castille (credited as Caroline Sierra on Shark Tank)" — pushed to LinkedIn, `flightpathgolf.com`'s new founders section, `clickableimpact.com`, Email On Performance, and every directory. This is the move that routes her biggest media moment into **her** entity instead of a stray one.
- 3 **Unify the handle set.** One handle everywhere it's claimable, one headshot, one role string; refresh the X/Facebook/TikTok bios and repoint every link to the entity home. Update the data brokers (Crunchbase, RocketReach, ZoomInfo, The Org — The Org already lists her as CEO).
- 4 **Close the corroboration loop.** Wikidata item citing UCF, Authority Magazine, and the episode; press page with schema linking all five Authority Magazine features + TBLI + GrowFL + the Sentinel story; Organization schema on `clickableimpact.com` declaring her founder & CEO; `flightpathgolf.com` founders section linking back. The DR-85 UCF page already corroborates — her properties just need to point at the same facts.
- 5 **Feed it fresh, forever.** Panels follow living corroboration: the factory queue (p.10), two podcast guest spots a month (she's been a proven guest since TBLI 2020), and the YouTube show. ~2 founder-hours a month on camera; agents do the rest.
- 6 **Monitor monthly, claim at first render.** Re-pull the KG via BlitzMetrics KG Explorer each month; when the panel renders, claim it through Google's verification (site + LinkedIn + X), then file suggested edits: photo, description, featured links.

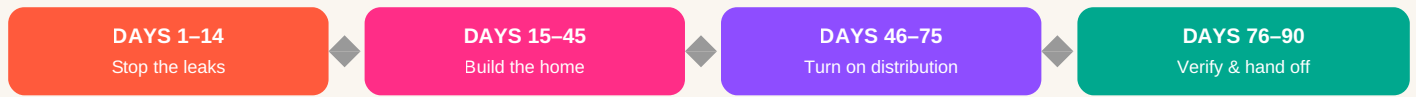
Entity facts today

KG MID: `kg:/g/11f0x6zg2d` · Type: Person/Thing · Confidence: **87** · Public panel: **not rendering** · No competing entities on the surname · Source: BlitzMetrics KG Explorer, June 2026.

The risk of doing nothing

Two stories harden in parallel: a fading "UCF student founder" layer from 2015–2020, and a growing "Caroline Sierra, no-deal Shark Tank contestant" layer from 2026 — **neither of which is the operator-investor running a \$150M portfolio.** AI engines are already learning whichever version the web feeds them.

Stop the leaks → build the home → turn on distribution → verify & hand off



PHASE	WORKSTREAMS (AGENT SKILL IN PARENTHESES — THE SAME 10-SKILL LOCAL SERVICE SPOTLIGHT LIBRARY RUNNING OUR OTHER DEALCON BUILDS)	EXIT CRITERIA — MEASURABLE
Days 1–14 Stop the leaks	<ul style="list-style-type: none"> clickableimpact.com QA: "Home (New)" title, founder section, Organization schema, GTM cleanup (personal-brand-website-agent) Mine every win into a ranked proof library — target ≥50 scored items (positive-mentions-harvester) Canonical bio written; the Castille/Sierra decision codified with alternateName (reputation-gap-analyzer) One-sentence buy-box: "the operator-investor who builds the growth engine" (personal-brand-strategist) Baseline AI probe: ChatGPT/Perplexity/Gemini/Grok answers archived (ai-search-visibility) 	Title fixed · founder visible on the agency site · proof library ≥50 items · one bio everywhere · baseline AI answers on file
Days 15–45 Build the home	<ul style="list-style-type: none"> carolinecastille.com rebuilt at the root: three doors, Person schema + sameAs + alternateName (personal-brand-website-agent) Canonical /shark-tank story page live; flightpathgolf.com founders section cross-linked Press wall with live links + schema; Wikidata, Crunchbase, The Org sweep (knowledge-panel-entity-seo) Film day #1: Shark Tank debrief + founder story + 4 e-commerce explainers in one afternoon Definitive hub #1: "ecommerce email marketing agency" with the \$80k case (definitive-article-writer) 	Entity home live at the root · schema validates · /shark-tank indexed · 12+ corroborating profiles consistent · 6 films in edit
Days 46–75 Turn on distribution	<ul style="list-style-type: none"> YouTube show launches: 6 episodes scheduled weekly; embeds on matching articles (content-factory) Authority Magazine republishing pipeline: 5 interviews → on-site articles + quote-card series (content-factory) "ecommerce marketing agency" + "klaviyo agency" hubs live (definitive-article-writer) Dollar-a-Day live at \$30/day across 3 channels; first kill-the-bottom-90% cycle (dollar-a-day-strategist) Podcast outreach wave 1: 10 pitches, 2 bookings/month cadence begins 	2 channels publishing weekly · 3 hubs indexed · ads spending \$30/day with benchmarks beaten · 2 guest spots booked
Days 76–90 Verify & hand off	<ul style="list-style-type: none"> KG re-pull vs the 87 baseline; SERP re-crawl of both name variants (knowledge-panel-entity-seo) AI re-probe vs Day-1 baseline; corrections fed via schema + bios (ai-search-visibility) Panel claim filed at first render; suggested edits queued Handoff: skills installed on Caroline's side; her ops lead runs the weekly loop; QA self-documents (recursive-self-improvement-qa) 	KG score climbing · AI answers current & merged under one name · her team running the loop without us

The weekly dashboard (baseline → Day-90 target)

"CAROLINE CASTILLE" /MO	PERSONAL SITE DR	KG CONFIDENCE	AGENCY KEYWORDS	YOUTUBE EPISODES	TOP-10 OWNED SLOTS	QUALIFIED INBOUND /MO
20 → 60+	0.0 → 8–12	87 → 120+ / panel renders	0 → 30+	0 → 6+	4–5 → 7–8	~0 → 2–4

Year-1 continuation: branded search 100+/mo merged under one name, personal DR 15–20, panel claimed and enriched, "ecommerce marketing agency" top 5, the show at 26+ episodes.

DISTRIBUTION

The Dollar-a-Day engine: \$10 each on LinkedIn, Meta, YouTube

Dollar-a-Day doesn't buy reach for its own sake — it buys **repetition with the few thousand DTC founders, e-commerce operators, and accredited investors who can write Caroline a check or pitch her a company**, using creative that already proved itself. Annual cost: \$10,950 — about half of one month of FlightPath's old ad budget.

CHANNEL (\$10/ DAY)	TARGETING (GOALS → CONTENT → TARGETING)	CREATIVE POOL (ALREADY EXISTS)	EXPECTED MONTHLY REACH @ 2025-26 BENCHMARKS
LinkedIn Thought-leader ads	Founders/owners of \$1–20M DTC, SaaS, and niche-media companies; e-commerce directors; agency owners weighing an exit; DealCon attendee + golf-industry lighthouse lists	Shark Tank debrief clips; "the \$250k email-list lesson"; the \$0 → \$80k case; NEXUS investing posts; UCF-arc story	~\$300 @ \$35–75 CPM (decision-maker premium) → 4,000–8,500 owner impressions
Meta (FB+IG) Retargeting first	Site visitors across all four domains, IG engagers, video viewers + lookalikes; geo-stack Orlando/Southeast for investor-event fills	Shark Tank BTS reels; FlightPath story cuts; quote cards from the Authority Magazine five; investor-event recaps	~\$300 @ \$10–15 CPM → 20,000–30,000 impressions — the surround-sound effect during live deals
YouTube In-stream + in-feed	Custom-intent: "ecommerce marketing agency," "klaviyo agency," "email marketing for ecommerce," "sell my ecommerce business"; viewers of DTC/marketing channels	The 6 show episodes; Shark Tank debrief film; case-study explainers; golf-audience crossover cuts for FlightPath	~\$300 @ \$0.05–0.12 CPV → 2,500–6,000 completed views of long-form proof

Operating rules (MAA loop)

1. Every clip gets **\$1/day × 7 days** first — never scale cold creative.
2. Kill the bottom 90% by cost-per-15-second-view / CTR.
3. Winners get **\$30 over 30 days**, re-tested against fresh challengers.
4. **Lighthouse targeting**: aim winners at DealCon, DTC-operator communities, golf-brand engagers (the FlightPath halo), and Florida investor pockets.
5. Metrics → Analysis → Action weekly; agents run the loop, Caroline 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, operators, and investors — her exact buy-box seeing her 2–3× a week, all year.

By month 3, every live conversation is surrounded: the founder who emailed Tuesday sees the Shark Tank debrief Wednesday, the \$80k email case Thursday, and the UCF story Friday. **That's the trust she earns in pitch meetings — amortized.**

Benchmark sources: LinkedIn median CPM \$31–38, decision-maker premium 2–3× (TheB2BHouse, HockeyStack); Meta global avg CPM ≈\$11.76, US \$10–16 (Uproas, Brafton); 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.

Year-1 tailwind: **\$98k–\$430k** in revenue-equivalents, for ~\$14k all-in

Baseline, stated plainly: Clickable Impact monetizes three ways — performance-marketing retainers, the pay-per-performance email arm, and the new holdco model (majority stakes in \$1M+ brands, plus an investor community). The scarce inputs are **qualified inbound, founder trust, and Caroline's hours** — so that's what we model. Every assumption is visible; ranges deliberately conservative.

LEVER (MECHANISM)	CONSERVATIVE	EXPECTED	AGGRESSIVE
1. Agency & email inbound three definitive hubs on KD 5–18 money keywords + DR 39 + \$30/day; valued at a \$4k/mo average retainer (\$48k/yr)	1 incremental client → + \$48k	2.5 → +\$120k	5 → +\$240k
2. Holdco deal flow panel + entity home + Shark Tank page pre-sell "pitch your company" and investor-event funnels; valued at buy-side origination cost	+4 qualified convos → \$20k equivalent	+10 → \$50k	+20 → \$100k
3. Founder hours returned warm-name inbound converts at multiples of cold (90% receptivity, Edelman×LinkedIn); fewer dead-end first calls; \$300/hr opportunity cost	100 hrs → \$30k	200 hrs → \$60k	300 hrs → \$90k
4. FlightPath halo + investor flywheel Shark Tank retargeting → DTC sales on a \$4.3M/yr base; quarterly investor events compound on the same assets	Deliberately excluded from totals — even a 1% lift on FlightPath's 2024 base (~\$43k) would rival lever 2; the flywheel is strategic upside by design		
Year-1 total (levers 1–3 only)	≈ \$98k	≈ \$230k	≈ \$430k
All-in cost (media \$10,950 + ~\$3k tools; agent labor: ours to start)	≈ 7× return	≈ 16× return	≈ 31× return

What this model is NOT

Not a forecast, and not a claim that content closes deals — **Caroline closes deals**. This buys the condition those decisions depend on: that when anyone checks her out — on Google, on YouTube, on ChatGPT — they find the 2026 operator-investor, consistently, under one name. It doesn't fix delivery capacity or the FlightPath balance sheet the Sharks flagged — operations problems, not brand problems.

Why the conservative case is hard to miss

It requires only: one incremental retainer client, four qualified holdco conversations, and a modest efficiency gain on her own hours — with a difficulty-5 money keyword unclaimed, a DR-39 domain already in the bank, an 87 entity already built, and a national TV episode already aired. The expensive parts are done. **We're only paying for wiring and distribution.**

Method notes: retainer value \$4k/mo (mid-market e-commerce norm); founder-hour rate \$300/hr; trust stats from Edelman×LinkedIn B2B Thought Leadership Impact Reports (2024–25). Ahrefs figures are modeled estimates, not analytics. FlightPath financials as stated on the aired episode (Shark Tank Blog recap, Jan 2026).

NEXT STEPS

Five fixes this week. One decision this quarter.

Everything below is zero-risk, pure-upside maintenance on assets Caroline already owns. Our agents can ship items 1–4 before DealCon's closing session.

- 1 Put Shark Tank on her own properties** — a canonical /shark-tank story page, a LinkedIn featured post, and a founders section on flightpathgolf.com that finally names her. (1 day — claims the biggest asset before the recap blogs own it forever)
- 2 Fix the agency's title tag** — it says "Home (New)" — and add a founder section + Organization schema to clickableimpact.com. Founders are pitching their life's work to an anonymous page. (1 hour)
- 3 Repair the personal site's meta layer** — empty og:description, og:type "article," broken images — and add Person schema with alternateName "Caroline Sierra" so the TV coverage starts feeding her entity. (1 hour — permanent upgrade to the 87's food supply)
- 4 Canonize one name, one handle set, one bio** — across LinkedIn, IG, X, TikTok, Facebook, YouTube, and the data brokers. Three handle variants and two surnames are starving the entity. (30 minutes)
- 5 Republish the five Authority Magazine interviews on her own domain** — with canonical links and a press wall. Years of quotable IP currently builds Medium's authority, not hers. (1 week, agents)

The one decision

Turn the proof into a feed: the content factory on the Shark Tank episode, the UCF arc, and the interview library; the YouTube show her channel already describes; two podcast guest spots a month; and \$30/day aiming all of it at founders, operators, and investors. Caroline's personal cost: **~2 hours a month on camera**. Ours: everything else, with the same 10-skill agent library running the other DealCon builds.

"Five Sharks spent twenty minutes of network television learning your numbers. Google has spent nine years and still ranks your college homework ahead of you. Give us 90 days and \$30 a day, and everyone who checks you out finds the operator-investor who built the growth engine — under one name, with the receipts attached."

Dennis Yu

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Audit prepared with agent-assisted research · June 2026
Data refreshes available on request · All sources cited inline