

He turns founders into CEOs. Google turns him into a priest, a professor — and a horse.

Deacon Bradley runs three trust businesses at once: a fractional-COO practice selling \$7–12K/month retainers, Freedom Brands — which buys DTC companies and is actively raising LP capital — and a content engine that documents all of it. Every one of those sales begins with somebody Googling "Deacon Bradley." Right now that search returns almost everyone **except** him — including, at #10, a broodmare named Deacon Bradley.

1.9

DOMAIN RATING OF DEACONBRADLEY.COM — HE OWNS HIS NAME, IT RANKS FOR NOTHING

24

KNOWLEDGE-GRAPH CONFIDENCE — TWO THIN NODES; PANEL-GRADE IS 150+

0

MONTHLY SEARCHES FOR "DEACON BRADLEY" — NOBODY IS LOOKING YET

3 yrs

SINCE HIS PODCAST LAST PUBLISHED — 29 EPISODES, PARKED SINCE MAR 2023

Prepared for

Deacon Bradley · Freedom Brands / Entrepreneur Ops LLC

by Dennis Yu · Local Service Spotlight · June 2026

Data: Ahrefs (pulled 06/10/26), BlitzMetrics Knowledge Graph Explorer (06/09/26), deaconbradley.com, freedombrands.net, Apple Podcasts, Substack

The scaffolding is built. The signals were never wired together.

Deacon is the rare operator who already did the unglamorous parts: he owns his exact-name domain, ships valid Person schema, hosts his own podcast, writes two newsletters, and documented a complete buy–operate–sell cycle in public. The problem isn't absence — it's **fragmentation**. Four domains, two Substacks, five handle variants, and audiences in the hundreds mean Google still files him as two thin entity nodes at confidence 24, with no description and no Knowledge Panel. The proof exists; no machine can assemble it.

The diagnosis — consolidate, then feed

His strongest-authority domain (weboughtabrand.com, DR 10) **redirects to a Substack he doesn't own**. His ranked Instagram is the abandoned handle; the active one is @deacon_on_scale. His top Google result still introduces him by a previous venture ("Sharp Business Growth"). Each property works alone; none of them feed the entity. The fix is one described "Deacon Bradley" entity at deaconbradley.com, every other signal pointed at it — then \$30/day of distribution so the right 3,000 people see it weekly.

What the data says (all sourced, p.15)

- 73% of B2B decision-makers say thought leadership is **more trustworthy than marketing materials** (Edelman×LinkedIn)
- 90% are more receptive to outreach from consistent thought-leadership producers — exactly how a fractional COO and a brand buyer get invited in
- "fractional coo": **1,662 searches/mo at difficulty 2/100** — a keyword he is qualified to own and currently invisible for
- "deacon bradley": **0 searches/mo** — nobody looks, because nothing findable exists

One identity, three checkout counters — where trust converts to money

BUSINESS LINE	THE TRUST MOMENT	WHAT AUTHORITY CHANGES
Fractional COO practice \$2k audit → \$7–12k/mo retainer	A \$1M–\$10M founder Googles him after a referral or a post. Today: a horse outranks him and his site has 3 live typos.	Pre-sold discovery calls; the KD-2 "fractional coo" cluster turns search demand into inbound audits.
Freedom Brands acquisitions buyouts + majority stakes	A tired founder decides who to trust with their life's work. Sellers diligence buyers harder than buyers diligence sellers.	The public "We Bought A Brand!" track record — income reports included — becomes proprietary, off-market deal flow.
LP capital raise freedombrands.net/investors is live now	A prospective LP Googles the partners before wiring anything. Today the entity answer is two thin nodes and a stale title.	A described entity + documented operating history compounds into check-writing confidence.

Year-1 tailwind estimate: +\$36k–\$194k consulting revenue-equivalent, plus unpriced deal-flow and LP upside, against ~\$13k all-in cost (\$10,950 in \$10/day media + ~\$2k tooling; agent labor starts on our side). Full model, every assumption visible: page 14. The same engine sells all three businesses, because all three sell the same thing — **Deacon**.

Everything in this report is executable by agents — the same 10-skill Local Service Spotlight library from the DealCon workshop. The 90-day calendar is on page 12; Deacon personally owes the system ~2 hours/week on camera plus approvals.

Google's machine-readable verdict: "Person. No further description."

We ran "Deacon Bradley" through the BlitzMetrics Knowledge Graph Explorer (Google Cloud Enterprise Knowledge Graph API, June 9, 2026). Google **does** hold an entity object for him — the seed exists. It's just too weak to use.

kg:/g/11v01rwy46

HIS KG MID — A REAL, CLAIMABLE OBJECT IN GOOGLE'S GRAPH

2 × 24

TWO THIN "DEACON BRADLEY" NODES AT CONFIDENCE 24 — FRAGMENTED, NOT MERGED

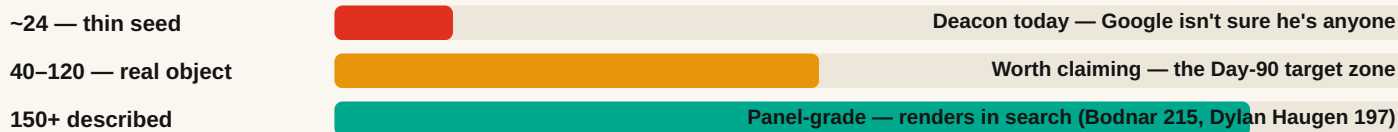
''''

DESCRIPTION FIELD: EMPTY. GOOGLE CAN'T SAY WHAT HE DOES

None

PUBLIC KNOWLEDGE PANEL RENDERED ON HIS NAME

How to read confidence (the Explorer's working scale)



The namesake problem: who Google currently merges him with

COMPETING "DEACON BRADLEY" ENTITY	WHERE IT SHOWS	WHY IT MATTERS
A Catholic deacon named Bradley	The Compass: "Priesthood is a gift for Deacon Bradley to share" — ranks #9 for his name	"Deacon" reads as a clergy title to the algorithm — his first name actively feeds the wrong entity
Bradley N. Deacon, law professor	Michigan State University faculty profile — ranks #5	A DR-90 institution outranks the man himself
Bradley Deacon, cyber investigator	Bear-app interview (#8) + AMU Edge feature in the image pack	Reversed-name namesake pollutes image results and AI summaries
"Deacon Bradley Mare"	All Breed Pedigree — ranks #10	A horse has a structured-data record; Deacon's is thinner

The twist: his markup is already good. deaconbradley.com ships valid Person + ProfessionalService JSON-LD — name, job title, sameAs to his four properties. But schema is a claim, not proof. With a DR-1.9 home, zero branded search, and no third-party corroboration pointing back, Google won't promote the claim into a described entity. (Even Dennis sits fragmented at ~24 across 19 nodes — this is the consolidation work the whole DealCon room needs.)

STRENGTHS

The vault is unusually full — he's done the hard parts already

Most of the DealCon room needs to **create** authority assets. Deacon only needs to **connect** his. Everything below already exists and is verifiable today.

ASSET	WHAT'S ACTUALLY THERE	STATUS
Exact-name domain with real schema	deaconbradley.com: clear one-line promise ("I turn e-commerce founders into CEOs"), productized ladder (\$2k audit → \$5–10k implementation → \$2.5k/mo → \$7–12k/mo COO), valid Person + ProfessionalService JSON-LD with sameAs links. Rare: most attendees have no personal site at all.	Head start
Operator credentials	3x Inc 5000 operations leader; 10+ years scaling supplement/e-commerce brands; teams managing \$50M+ in ad spend; founded Funnel Owl (2015), merged into Tier 11 and as ops lead grew the team 8 → 50+ across 14 countries.	Real proof
A full buy–operate–sell cycle, in public	Dr. Barry's Remedies: acquired March 2024, operated with published income reports , then sold — "Acquired" and "Sold" chips sit on his own portfolio today. Almost nobody at DealCon can show a documented full cycle.	Lighthouse
A complete content stack	Sharp Business Growth podcast (29 episodes, 5.0★); "We Bought A Brand!" Substack + podcast (the acquisition journal); "Ecom Ops & AI" newsletter (500+ founders, his count); YouTube channel; links hub. The machine exists — it's idling.	Dormant
Named, heavyweight testimonials	Ralph Burns (Tier 11 founder): "my agency scaled to over 50 people, was recognized by Inc. 5000... and I took my first vacation in 5+ years." Plus Rishi Rawat, Evan Van Auken, Tom Saguto, Ian Lenny — faces and full names, on the record.	Real proof
Partner pedigree & live LP funnel	Freedom Brands triad: Dr. Travis Zigler (exited founder — "one solid exit," Eye Love), Deacon (operator), Justus Murimi (deal lead). Seller testimonial from Dr. Barry's founders on-site; investor page actively recruiting LPs for the next acquisition.	Compounds
A differentiated buy box of one	"The fractional COO who also buys brands" — he can tell founders I make businesses sellable, and I know because I buy them . No one else in the niche holds both sides of that table.	Unclaimed

The pattern: Deacon documents everything about his **brands** — income reports, dead deals, playbooks — and almost nothing machine-readable about **himself**. The strengths above are scattered across four domains, two Substacks, and other people's podcasts. Page 5 shows exactly where that scattering leaks trust; pages 11–13 show the consolidation plan.

Authority Score: 27/100 — #12 of 20 in the DealCon room

Grades measure how visible and re-usable Deacon's authority is today — not whether the underlying wins exist (page 4 shows they do). Score and rank from the June 2026 DealCon pre-score leaderboard.

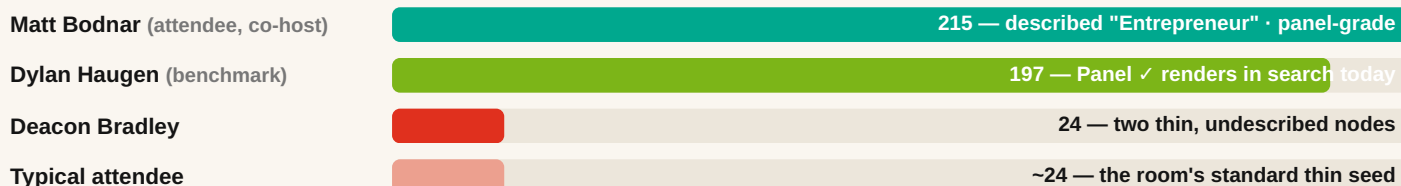
CHANNEL	WHAT WE FOUND	FASTEST FIX
F Google page 1 his name's results	deaconbradley.com absent from the top 10 for "deacon bradley." A clergyman, a law professor, a cyber investigator, and a horse all rank. No Knowledge Panel. His #1 result (LinkedIn) still titles him "Sharp Business Growth."	Entity-SEO campaign: own slots 1–5 with site, press page, podcast hubs, and corroborated profiles.
F Knowledge Graph	Two thin nodes at confidence 24, empty description, panel: none. The seed exists (KGMID above) but nothing external corroborates the schema he ships.	Corroboration loop (p.11): two-way sameAs, Wikidata, consistent bios → one described entity.
D Distribution engines	Sharp Business Growth: silent since March 21, 2023 (29 eps banked). "We Bought A Brand!": last post September 18, 2025 — the journal went quiet right as the Dr. Barry's exit made it most valuable.	Restart WBAB with the exit story; recut the 29-episode back catalog into clips (content factory).
D Identity hygiene	Five handle variants (deaconbradley / TheDeaconBradley / deacon_on_scale / dbradley / deaconb), four domains, two Substacks, two Facebook presences. The Instagram that ranks is the one he abandoned.	One handle set, one bio, one headshot, one role string — everywhere. Update brokers and bios.
C- Authority routing	His highest-DR property, weboughtabrand.com (DR 10), 301-redirects wholesale to freedombrands.substack.com — years of link equity shipped to rented land. Meanwhile his name domain sits at DR 1.9.	Rebuild weboughtabrand.com as an owned hub (or 301 it into the entity home); keep Substack as the mailer.
C Entity home depth	deaconbradley.com is 4 pages total (home, contact, privacy, terms): no about, no press, no blog, no podcast or portfolio detail pages. Three live typos on the homepage ("confidnetally," "I can' tell you," "I now it's a no-brainer") — an operations expert selling attention to detail.	Facts-first entity home: about, press wall, proof, definitive articles. Fix the typos today.
C- Audience scale	X ~772 followers; IG ~7.7k on the active handle; newsletters in the hundreds; YouTube subscriber count too small to verify externally. Good content economics require distribution he doesn't yet buy or earn.	Dollar-a-Day (p.13): \$30/day puts proven posts in front of the exact 3,000 buyers, sellers, and LPs.

Counts for X / Instagram / newsletters are reported or spot-checked figures (see p.15 flags); every other cell is independently verifiable. Grades: visibility and reusability, not effort or talent.

DealCon's entity scoreboard: 0 of 20 attendees have a Knowledge Panel

Every attendee was run through the same Knowledge Graph Explorer (June 9, 2026). The gap between the benchmarks and the room is the whole opportunity: panel-grade entities are **built**, not famous-ed into existence.

Knowledge-Graph confidence — benchmarks vs. Deacon vs. the room



Scores: Google Cloud Enterprise Knowledge Graph API via BlitzMetrics KG Explorer. Bodnar (kg:/g/11j2ns3qkg) is the only attendee at panel grade; Dylan Haugen (kg:/g/11t_gsnrbg, Local Service Spotlight co-founder) is the worked example of a built panel.

Where Deacon sits

#12 of 20 on composite authority (27/100) — **mid-pack visibility despite top-quartile assets**. The attendees above him mostly have louder footprints, not better proof: nobody else in the room shows a documented buy–operate–sell cycle with published income reports. His inputs out-rank his outputs.

Why this is winnable fast






"Deacon Bradley" has **zero competing search demand** and no legitimate rival entity — the namesakes are a horse, a priest, and a professor who never compete for his buyers. With a confidence-24 seed already in the graph and schema already shipping, he starts the 90-day path (p.11–12) several steps ahead of the room he's sitting in.

The room's lesson cuts both ways: operators with \$100M businesses and \$2B exit résumés scored as thin as Deacon did — proof that deals don't build entities. But it also means the leaderboard resets for whoever consolidates first. Between confidence 24 and Bodnar's 215 there is no gatekeeper — only unclaimed plumbing.

Four domains, and the strongest one points **away** from him

Deacon's link equity is real — it's just routed like a leak. His best domain feeds Substack's servers; his name domain, the one buyers actually check, is the weakest of the four.

Domain Rating today (Ahrefs DR, 0–100 log scale, pulled June 10, 2026)

weboughtabrand.com		DR 10 — 301s wholesale to the Substack
sharpbusinessgrowth.com		DR 6 — the previous brand, still live
freedombrands.net		DR 3.9
deaconbradley.com		DR 1.9 — the entity home, weakest of all
12-month target		DR 12–18 consolidated + Knowledge Panel path

330

LIVE BACKLINKS TO
DEACONBRADLEY.COM
(5,268 ALL-TIME)

202

LIVE REFERRING
DOMAINS —
POINTING AT A SITE
THAT RANKS FOR
NOTHING

143

REFERRING DOMAINS
LAPSED (345 ALL-
TIME → 202 LIVE) —
RECLAIMABLE

4

TOTAL PAGES ON THE
ENTITY HOME: HOME,
CONTACT, PRIVACY,
TERMS

Leaks we found losing trust today

Equity routed off-domain	weboughtabrand.com (DR 10) redirects to freedombrands.substack.com. Every link the journal ever earned now builds Substack's asset, not his. One afternoon of rebuild-and-301 re-routes years of equity.
Typos beside a \$12k/mo offer	"confidnetally" in the AI + Ops service card; "I can' tell you" and "I now it's a no-brainer" inside the client testimonials. A buyer evaluating operational rigor reads these before booking the call.
No content surface at all	No blog, no press page, no podcast archive on-domain — so 202 referring domains and a KD-2 keyword opportunity have nothing to land on. The site can't rank because there's nothing to rank.
Split subdomain funnel	hi.deaconbradley.com runs a separate email-capture page with its own copy — one more fragment Google must reconcile.
One-way schema	His JSON-LD sameAs lists only his own four domains — no X, Instagram, YouTube, Substack, or Apple Podcasts — and none of those profiles link back consistently. Corroboration is a loop, not an arrow.

The diligence moment: what "deacon bradley" actually returns

A founder just got his cold email about selling, or an LP just left a great first call. They Google him. Ahrefs SERP data, US, June 10, 2026:

#	RESULT	WHAT THE BUYER CONCLUDES
1	LinkedIn — titled "Deacon Bradley - Sharp Business Growth"	The right person — introduced by a venture he wound down in 2023
2	Twitter/X @deaconbradley	An account with ~772 followers
3	Instagram @deaconbradley	His abandoned handle — the active account is @deacon_on_scale
4	Facebook /TheDeaconBradley	A third spelling of his identity
5	Michigan State University: Bradley N. Deacon, law faculty	Different person
6	Image pack: a Catholic deacon, a cyber investigator, his old interviews	Three faces, two of them strangers
7	Business Innovators Radio: "Getting My Ads Agency Off the Ground... of Tier 11"	The one proof asset ranking — an undated syndicated interview
8	Bear-app blog: interview with Bradley Deacon	Different person
9	The Compass: "Priesthood is a gift for Deacon Bradley to share"	"Wait — is he a priest?"
10	All Breed Pedigree: "Deacon Bradley Mare"	A horse
—	deaconbradley.com: NOT IN TOP 10	His own domain loses to livestock on his own name

The demand he's invisible for (Ahrefs Keywords Explorer, US)

KEYWORD	VOLUME/MO	DIFFICULTY	CPC	WHY IT'S HIS
fractional coo	1,662	2/100	\$3.00	His literal job title; one definitive article + proof could own it
sell my ecommerce business	172	5/100	\$4.50	Freedom Brands deal flow; traffic potential ~11,000 via related terms
ecommerce operations consultant	10	—	\$1.60	Long-tail buyer intent, zero competition for a real practitioner
deacon bradley	0	—	—	Branded demand must be built — podcasts, ads, and guesting create it

The AI layer inherits all of this. ChatGPT, Perplexity, and Google's AI answers assemble "who is Deacon Bradley?" from these same fragmented signals — thin entity, namesake noise, stale titles. Fixing the graph fixes the bots: the 90-day plan ends with a quarterly AI-engine audit (ai-search-visibility skill) verifying all three assistants describe him as the fractional COO who buys DTC brands.

Five handles, two Facebooks, two Substacks — one fragmented person

No channel is broken; every channel is small and disconnected. The audit question isn't "is he posting?" — it's "do these accounts add up to one entity Google and buyers can merge?" Today: no.

CHANNEL	HANDLE / PROPERTY	STATE (JUNE 2026)	MOVE
LinkedIn	/in/deaconbradley	His strongest channel and #1 Google result — but the SERP title still reads "Sharp Business Growth," and the profile isn't linked from his site's schema-visible bios consistently.	Refresh headline to the canonical role string; make it the Dollar-a-Day creative pool.
X / Twitter	@deaconbradley	~772 followers (reported; X blocks external verification). Ranks #2 for his name — outsized SERP real estate for a quiet account.	Keep claimed + active enough to hold the slot; repost factory clips.
Instagram	@deacon_on_scale (active, ~7.7k) vs @deaconbradley (ranks)	The handle Google shows is the one he left; the audience he built lives where Google doesn't look. Classic fragmentation tax.	Cross-link both bios to deaconbradley.com; pick one canonical handle long-term.
YouTube	@TheDeaconBradley	Channel exists with on-brand description; subscriber count too small to verify externally. No case-study or podcast video library despite hours of recorded audio.	Relaunch with WBAB film cuts + 29-episode highlights; embed on-domain.
Facebook	/TheDeaconBradley + /dbradley	Two presences splitting identity signals; one ranks #4 for his name.	Canonize one page; align bio + link.
Substack ×2	deaconb ("Ecom Ops & AI") + freedombrands ("We Bought A Brand!")	Both "hundreds of subscribers" (Substack's banding); his site claims 500+ founders. WBAB quiet since Sep 18, 2025; the personal letter is the live wire.	Keep both, but route archives through owned hubs; every issue points at one canonical URL.
Podcasts	Sharp Business Growth + We Bought A Brand!	SBG: 29 eps, 5.0★ (4 ratings), dormant since 3/2023, still introducing him on Apple. WBAB podcast feed lives on a separate subdomain (podcast.webboughtabrand.com).	Don't restart SBG — mine it. Pour the energy into WBAB, the show only he can make.

Consolidation rule for the next 90 days: one name (Deacon Bradley), one role string ("Fractional COO · Managing Partner, Freedom Brands"), one headshot, one link target (deaconbradley.com) — on every bio above, plus Apple Podcasts, Substack profiles, and the data brokers. Each profile then enters the schema's sameAs graph and points home, turning seven weak signals into one strong one. That single sweep is most of the distance from confidence 24 to 60.

The mine is already dug — run the Content Factory through it

Repurposing beats creating: every asset below exists today, already paid for. Each runs the 4 P's — Plumbing → Publish → Promote → Perform — with one canonical URL on deaconbradley.com so all equity lands at home.

EXISTING ASSET (REAL, VERIFIED)	WHY IT CONVERTS	CONTENT-FACTORY PLAY
The Dr. Barry's full cycle acquired 3/2024 → public income reports → sold	The single rarest proof in the niche: a documented buy–operate–sell, receipts included. Sells all three businesses at once (clients, sellers, LPs).	The lighthouse: definitive article "We bought, ran, and sold a supplement brand — in public" + a 10–15 min film + seller-facing funnel. Restarts WBAB with its best-ever issue.
"We Bought A Brand!" journal e.g. "The 4-million-dollar deal that died because of geography" (8/21/25) · "When sellers live in fantasy land" (8/27/25) · income reports (Apr–Aug 2025)	Radical-transparency deal stories — exactly what founders considering a sale binge-read, and what LPs underwrite.	Each post → canonical article on-domain + 3–5 LinkedIn posts + carousel + clip; "open books" series becomes the Dollar-a-Day creative pool for seller/LP audiences.
WBAB audio sessions "8 Steps To A \$100MM Exit" (34:11, 9/11/25) · "Anatomy of an 8-Figure Brand" live recording (36:43, 8/28/25) · "Shark Tank Effect" (1:01:17)	Long-form authority already recorded — zero new camera time needed to launch the YouTube library.	Each session → chaptered YouTube film + 8–12 shorts + transcript article with schema; titles re-cut to search ("how to sell an 8-figure DTC brand").
Sharp Business Growth back catalog 29 eps, 2021–23: skills matrix, job-post anatomy (5 steps), "Chief Everything Officer" w/ Richard Shaull, workflow models	Evergreen ops frameworks — the exact material that should rank for "fractional coo" (1,662/mo, KD 2).	Top 10 episodes → the on-domain article cluster crowned by one definitive "Fractional COO for E-Commerce" page; episode frameworks → lead-magnet tools.
Third-party guest spots eCommerce Evolution Ep 181 "Growth Multipliers vs Growth Inhibitors" (Brett Curry/OMG) · Tier 11 origin interview (ranks #7 for his name) · Mission Control guest ep	Independent corroboration — the trust signal schema can't fake, and the seed of the guesting flywheel.	Featured-Interview block on the entity home + 12 clips per episode; each host page becomes a sameAs corroboration node and a backlink ask.
Frameworks & proof on-site Six Growth Barriers · Diagnose → Design → Implement → Empower · Ralph Burns testimonial (8 → 50 people, Inc 5000, "first vacation in 5+ years")	Named results + nameable frameworks = ad creative that survives the kill-90% test.	Each barrier → carousel + 60-sec talking-head; the Ralph Burns story → flagship case-study post pinned everywhere.

Output math: six asset families × the factory's standard cut (1 canonical article + 8–12 clips + 3–5 posts each) ≈ **90+ days of daily publishing without a single new idea** — only ~2 hrs/week of fresh camera time to keep the WBAB journal current. Everything points at deaconbradley.com, which is what moves DR 1.9 and confidence 24 at the same time.

From confidence 24 to a described entity Google will render

A Knowledge Panel isn't applied for — it's **earned by corroboration**: one consistent identity, asserted at home, confirmed by independent sources, repeated until Google promotes the node and writes a description. Deacon starts ahead: KG MID exists, schema validates.

- 1 Canonize the identity (week 1)**
 One role string — "Fractional COO · Managing Partner, Freedom Brands" — one bio, one headshot. Deploy across LinkedIn, X, both IGs, YouTube, both Facebooks, both Substacks, Apple Podcasts, and the data brokers. Kill the "Sharp Business Growth" stale titles.
- 2 Close the sameAs loop (weeks 1–2)**
 Expand the site's Person schema sameAs from 4 entries to the full graph (socials, Substacks, Apple Podcasts, guest-spot pages) — and edit every one of those profiles to link back to deaconbradley.com. Two-way edges are what the graph trusts.
- 3 Build the facts surface (weeks 2–6)**
 Entity home rebuild: hero → stats bar → story → what I do (3 doors: hire me / sell to us / invest with us) → featured interview (eCommerce Evolution Ep 181) → testimonials → press & podcast wall → connect. This is the page the panel will quote.
- 4 Corroborate from neutral ground (weeks 3–10)**
 Wikidata item with sourced claims; Crunchbase person profile; updated guest-bio pages (OMG Commerce, Business Innovators Radio, Mission Control); podcast-directory author pages; consistent NAP on 12+ third-party profiles. Each one is a vote that the schema is true.
- 5 Feed it fresh signals (ongoing)**
 2 podcast guest spots/month booked off the proof library + weekly WBAB issues + Dollar-a-Day distribution = recurring, dated, third-party mentions — the compounding fuel that moves confidence from "claimable" to "described."
- 6 Monitor, then claim (days 76–90, then quarterly)**
 Re-run the KG Explorer monthly; when the merged node carries a description and clears ~150, the panel typically renders — claim it via Google's "Get verified" flow and take control of the photo, role, and links buyers see.

MILESTONE	TODAY	DAY 90	MONTH 9–12
KG confidence (Explorer)	24, two nodes, no description	One merged node, 60+	150+ with description — panel renders & claimed
Corroborating profiles consistent	~3 of 12+	12+ aligned, two-way links	Maintained quarterly by agent QA
Google describes him as	"" (empty)	Person signals converging	"Entrepreneur" / "Business executive"

Confidence scale and benchmarks per the BlitzMetrics KG Explorer methodology (p.6): ~24 thin seed · 40–120 real object worth claiming · 150+ described typically renders. Timeline is an estimate, not a Google SLA — the inputs are controllable, the render date isn't.

90 days, run by agents — the 10-skill library does the lifting

Each workstream maps to a skill in the Local Service Spotlight library from the DealCon workshop. We bootstrap on our side; by Day 90 the loop runs on his. Deacon's personal commitment: **~2 hrs/week on camera + approvals.**

PHASE	WORKSTREAMS (AGENT SKILL IN PARENTHESES)	EXIT CRITERIA — MEASURABLE
Days 1–14 Stop the leaks	<ul style="list-style-type: none"> Fix the 3 live typos; full copy QA (site audit) Buy box + one-sentence differentiation: "the fractional COO who also buys brands" (personal-brand-strategist) Harvest every mention — 29 episodes, WBAB archive, guest spots, testimonials — into a ranked proof library (positive-mentions-harvester) Reputation wanted-vs-had → this plan, dated (reputation-gap-analyzer) Identity sweep: one role string, headshot, bio everywhere (knowledge-panel-entity-seo) 	Typos gone · proof library ≥50 scored items · canonical bio live on 12+ profiles · weboughtabrand.com re-route decided
Days 15–45 Build the home	<ul style="list-style-type: none"> deaconbradley.com rebuilt as facts-first entity home, three doors: hire / sell / invest (personal-brand-website-agent) Definitive article #1: "Fractional COO for E-Commerce" targeting the KD-2 keyword (definitive-article-writer) Definitive article #2: the Dr. Barry's buy–run–sell story (definitive-article-writer) Two-way sameAs graph + Wikidata + broker corrections (knowledge-panel-entity-seo) Film day #1: Dr. Barry's narration + 6 framework pieces in one afternoon 	Entity home live, schema validates · both definitive articles indexed · 12+ corroborating profiles consistent · film in edit
Days 46–75 Turn on distribution	<ul style="list-style-type: none"> WBAB relaunch: weekly cadence anchored by the exit story (content-factory) SBG back catalog + WBAB audio → 40+ clips/posts, all pointing at canonical URLs (content-factory) YouTube library live; films embedded on-domain (content-factory) Dollar-a-Day live on 3 channels; first kill-the-bottom-90% cycle (dollar-a-day-strategist) Guest wave 1: 10 pitches, 2 bookings/mo cadence begins (harvester output as press kit) 	Publishing weekly on 3 surfaces · \$30/day spending against benchmarks · 2 guest spots booked · lapsed-link reclamation underway (143 candidates)
Days 76–90 Verify & hand off	<ul style="list-style-type: none"> KG Explorer re-run; merged-node and confidence check (knowledge-panel-entity-seo) AI audit: ChatGPT / Perplexity / Gemini describe him correctly (ai-search-visibility) Handover: skills installed on his side, ops person trained, QA loop self-documenting (recursive-self-improvement-qa) 90-day scorecard vs. baseline below 	Confidence >40 and climbing · AI answers correct · his team running the weekly loop without us

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

KG CONFIDENCE	SITE DR	BRANDED SEARCH / MO	"FRACTIONAL COO"	WBAB CADENCE	INBOUND CALLS / MO
24 → 60+	1.9 → 6–8	0 → 30+	Unranked → Top 10	Silent → Weekly	~0 → 2–4

Year-1 targets continue past Day 90: confidence 150+ with description (panel), DR 12–18, "fractional coo" top 3, branded search 100+/mo.

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

Dollar-a-Day doesn't buy traffic — it buys repetition with the exact 2,000–5,000 people who can hire him, sell to him, or fund him, using content that already proved itself organically. Annual cost: \$10,950.

CHANNEL (\$10/DAY)	TARGETING (GCT: GOALS → CONTENT → TARGETING)	CREATIVE POOL (ALREADY EXISTS, P.10)	EXPECTED MONTHLY REACH @ 2025–26 BENCHMARKS
LinkedIn Thought-leader ads	DTC/e-commerce founders & owners, \$1M–\$10M companies; ops/finance titles; investor lists for the LP raise	His best LinkedIn posts; Six Growth Barriers; Ralph Burns story; WBAB deal-autopsy excerpts	~\$300 @ \$35–75 CPM (decision-maker premium) → 4,000–8,500 founder impressions
Meta (FB+IG) Retargeting first	Site visitors, video viewers, newsletter list + lookalikes; e-commerce interest stacks	Income-report visuals, Dr. Barry's story beats, framework carousels, testimonial cards	~\$300 @ \$10–15 CPM → 20,000–30,000 impressions — the "everywhere" effect during live deals
YouTube In-stream + in-feed	Custom-intent: searched "sell my ecommerce business," "fractional coo," "buy a shopify business"; viewers of DTC/ecom podcast channels	The Dr. Barry's film; "8 Steps To A \$100MM Exit" and "Anatomy of an 8-Figure Brand" cuts; Ep 181 clips	~\$300 @ \$0.05–0.12 CPV → 2,500–6,000 completed views of long-form proof

The 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-sec-view / CTR.
3. Winners get **\$30 over 30 days**, then re-tested against fresh challengers.
4. **Lighthouse targeting**: aim winners at engaged audiences of the rooms he already played — eCommerce Evolution / OMG's orbit, DTC operator pods, e-commerce event lists (incl. DealCon's).
5. Metrics → Analysis → Action weekly; agents run the loop, Deacon 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 DTC founders, would-be sellers, and LPs — his exact counterparties seeing him 2–3× a week, all year.

By month 3 the retargeting pool turns every live negotiation into surround sound: the seller who met him Tuesday sees the Dr. Barry's film Wednesday and an income report Friday. **That's diligence, pre-answered.**

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 June 2026 DealCon audit series.

Year-1 tailwind: **+\$36k to +\$194k** priced, for **~\$13k all-in** — plus the two levers that matter more

Three scenarios, every assumption visible, anchored to his **published pricing** (\$2,000 audit · \$2,500/mo marketing ops · \$7–12K/mo fractional COO). The acquisition and LP levers are deliberately left unpriced — one closed deal dwarfs the consulting math.

LEVER (MECHANISM)	CONSERVATIVE	EXPECTED	AGGRESSIVE
1. Inbound audits KD-2 keyword cluster + retargeting + guest spots; \$2k each	3 audits → +\$6k	6 audits → +\$12k	10 audits → +\$20k
2. Retainer conversions audits ladder up; 6-mo avg engagements at published rates	1 marketing-ops yr → +\$30k	+ 1 fractional-COO 6-mo @ \$9.5k avg → +\$87k	2 COO 6-mo + 2 marketing-ops yrs → +\$174k
3. Proprietary deal flow WBAB revival + "sell my ecommerce business" page → sellers come direct	2 qualified off-market founder conversations	5 conversations, 1 LOI	10+ conversations, 1 closed off-market deal
4. LP confidence described entity + public track record behind the live raise	Strategic, unpriced by design — sellers and LPs diligence the partners, and this report is what they'll find fixed		
5. Cycle compression proof arrives pre-sold; 90% receptivity stat (p.2)	Fewer "who are you?" hours per close across all three funnels — cash-flow benefit, not double-counted		
Year-1 priced total (levers 1–2)	≈ \$36k	≈ \$99k	≈ \$194k
All-in cost (media \$10,950 + ~\$2k tools; agent labor: ours to start)	≈ 3× return	≈ 8× return	≈ 15× return

What this model is NOT

Not a forecast — a sized hypothesis with visible assumptions. It does **not** price the asymmetric outcomes: one off-market acquisition at a fair multiple, or one anchor LP, returns more than every consulting row combined. It also doesn't solve capacity — a fractional COO sells hours, so won retainers will force the productized-audit layer to do more of the qualifying. That's a good problem the funnel design (audit → implementation → retainer) already anticipates.

Why the conservative case is hard to miss

It requires only: 3 audit sales and 1 marketing-ops client in 12 months — while ranking for a difficulty-2 keyword that exactly matches his job title, with 202 referring domains already pointing at his name domain, audiences already his, and 90+ days of publishable content already recorded. The expensive part of authority (earning the proof) is done. We're only paying for distribution and assembly.

Seven moves this week — zero risk, pure upside

- 1 **Fix the three typos** on deaconbradley.com ("confidnetally," "I can' tell you," "I now it's a no-brainer") — they sit beside a \$12k/month offer. One hour.
- 2 **Canonize one role string** — "Fractional COO · Managing Partner, Freedom Brands" — across LinkedIn, X, both Instagrams, YouTube, both Facebooks, both Substacks, Apple Podcasts.
- 3 **Re-route weboughtabrand.com (DR 10)** to an owned hub page instead of the Substack — stop shipping his best link equity to rented land.
- 4 **Expand the sameAs graph both ways** — add every profile to the site's Person schema, and point every profile bio back at deaconbradley.com.
- 5 **Publish the Dr. Barry's exit story** — the definitive "we bought, ran, and sold it in public" article — and restart "We Bought A Brand!" with it after 9 quiet months.
- 6 **Turn on \$30/day** — \$10 each LinkedIn / Meta / YouTube on the proven posts, kill the bottom 90% weekly.
- 7 **Book Film Day #1** — one afternoon: the Dr. Barry's narration plus six framework pieces. That's the quarter's content, shot once.

"You've spent ten years making other people's brands sellable — and your own name returns a horse. Give us 90 days and \$30 a day, and the next founder, seller, or LP who Googles you finds the operator who buys brands, not a broodmare."

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Bring this report to the DealCon session — we'll run the first two skills on stage.

Sources & flags. Ahrefs (06/10/26): DRs 1.9 / 3.9 / 6.0 / 10.0; backlinks 330 live, 202 / 345 refdomains; "deacon bradley" SERP & volumes; keyword data. BlitzMetrics KG Explorer (06/09/26): KG MID kg:/g/11v01rwy46, confidence 24, benchmarks 215/197; DealCon leaderboard: authority 27/100, #12/20, 0/20 panels. Site inspections 06/10/26 (deaconbradley.com, freedombrands.net, Substacks, Apple Podcasts: 29 eps, 2021–23, 5.0★/4). Edelman×LinkedIn B2B Thought Leadership reports (stats p.2). **Flagged as unverifiable:** X ~772 and IG ~7.7k (spot-checked, platform-walled), YouTube subscriber count, exact newsletter subscribers ("500+" is his claim; "hundreds" is Substack's banding), "3× Inc 5000" (his stated credential, corroborated by portfolio chips + the Ralph Burns testimonial), Dr. Barry's sale terms (status per his own site), Ep 181 air date (undated on page).