

A ticker symbol, 13 stores, 8 awards — and Google is **one signal short** of saying her name.

Deanna Wallin nursed eczema patients for 15 years, opened a 300-square-foot soap shop in a recession, and built it into Naples Soap Company — a \$12.3M, 13-store, publicly traded wellness brand (OTCQB: NASO). Google's Knowledge Graph already holds an 87-confidence object for her, fed by the public-company data trail. No panel renders. No personal domain exists. Of the 20 dealmakers in this room, she is the closest to done — the gap is ownership, not authority.

87

KNOWLEDGE GRAPH
CONFIDENCE IN HER
ENTITY — OBJECT
EXISTS, UNCLAIMED

OTCQB

THE ROOM'S ONLY
PUBLIC-COMPANY
CEO — BLOOMBERG
& CNBC
CORROBORATE HER
DAILY

DR 40

NAPLESSOAP.COM
AUTHORITY —
POOLED UNDER THE
COMPANY, NOT HER
NAME

\$12

PRICE OF
DEANNAWALLIN.COM
— STILL
UNREGISTERED AS
OF JUNE 10, 2026

Prepared for

**Deanna Wallin · Founder & CEO, Naples Soap
Company, Inc. (OTCQB: NASO)**

by Dennis Yu · BlitzMetrics · June 10, 2026

Data: Ahrefs & Google KG API (pulled
06/10/26), GoDaddy,
NASO filings & press releases,
naplessoap.com

She out-earned the room's authority years ago. She just never took title to it.

Most founders we audit have an authority problem: they need press, awards, and corroboration they don't have. Deanna has the opposite problem — **16 years of corroboration with no owner**. Every award, filing, interview, and podcast accrues to naplessoap.com (DR 40) or to rented platforms. The person at the center has no domain, no schema, no claimed entity. That's why Google sits at 87% confidence and stops.

The verdict

Most panel-ready person at DealCon — and the cheapest fix in this report series. Garrett-class founders need months of corroboration building. Deanna needs an **ownership layer**: a \$12 domain, a facts-first entity home, Person schema pointing one direction, and a claim. The public-company machine then does what it already does — republish her name, role, and company across Bloomberg, CNBC, Yahoo Finance, and Nasdaq — except now Google has somewhere to put it. This is a plumbing job, not a reputation job.

What the data says (sources inline + p.14)

- Knowledge Graph object **kg:/g/11h_yr1037 at confidence 87** — no description, no panel (KG API, June 2026)
- **0 of 20** DealCon attendees have a Knowledge Panel — first claimant owns the room's diligence moment
- naplessoap.com **DR 40** (Ahrefs, verified June 10, 2026); deannawallin.com **unregistered** (GoDaddy, same day)
- 8 awards (2011–2024) · 7 Business Observer features · BusinessWire → Nasdaq syndication · her own Audacy podcast
- FY2025: **\$12.3M revenue**, e-commerce +15%, wholesale +30%, net loss cut 25% (release, 3/31/26)

The asset-ownership gap

AUTHORITY SHE EARNED	WHERE IT LIVES TODAY	WHO CAPTURES THE CREDIT
Public-company credibility — 2021 public offering, May 2025 OTCQB uplisting, audited annual disclosures	OTC Markets, Bloomberg (NASO:US), CNBC, Yahoo Finance, Seeking Alpha quote pages — machine-readable, refreshed continuously	The ticker. Her name rides along as "officer data" with no entity to land on
Awards & press — 8 awards incl. Florida SBDC Distinguished Entrepreneur 2024; 16-year regional press trail	BusinessWire release (syndicated to Nasdaq, Yahoo), Business Observer, Gulfshore Business, company blog	naplessoap.com (DR 40) and the publishers — not deannawallin.com, which doesn't exist
Voice & expertise — "The Soap Dish" podcast, CEO videos, CityBiz/ Authority Magazine interviews	Audacy, Apple Podcasts, iHeart, Meta, YouTube — all rented platforms	The platforms. No canonical URL collects the byline

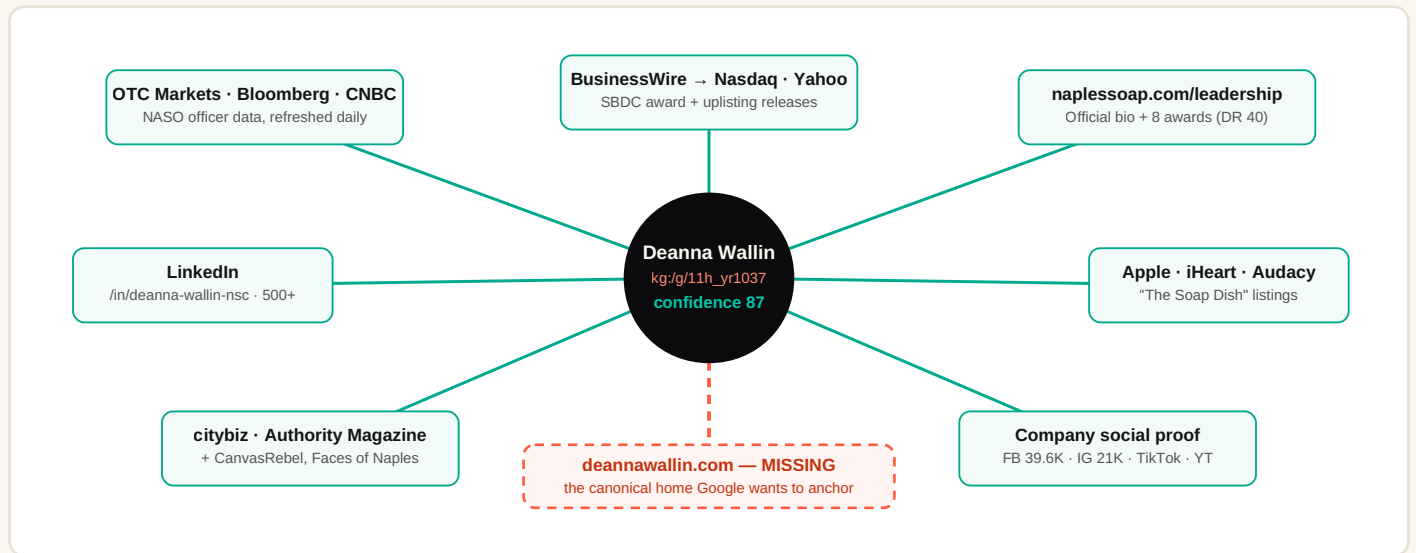
The one-move summary: register deannawallin.com (~\$12), stand up the entity home, ship Person schema + sameAs + Wikidata, link the company leadership bio back to it, and file the claim. She starts the Knowledge Panel campaign at 87 — **everyone else we've audited this month starts at or near zero**. Then the Dollar-a-Day engine (p.13) compounds what's already proven. Roadmap: p.12. Repurposing plan: p.10.

Everything in this report is executable by the same 10-skill agent library running our other personal-brand builds. Deanna's personal time required: ~2 hours/week on camera plus approvals.

Google already built her file. It's sitting at 87, unsigned.

Our June 2026 Knowledge Graph API sweep of all 20 DealCon attendees found exactly one high-confidence Person object: **kg:/g/11h_yr1037** — "Deanna Wallin" — **resultScore 87, with no description attached**. An object this strong, with no panel rendering, means Google believes she exists but has no canonical page to anchor, describe, and display her.

87 ENTITY CONFIDENCE — STRONGEST OBJECT IN OUR 20- PERSON DEALCON SWEEP	kg:/g/ 11h_yr1037 HER KGID — A REAL, CLAIMABLE MACHINE ID	— DESCRIPTION FIELD: EMPTY. NOTHING FOR GOOGLE TO SAY ABOUT HER	0 PANELS RENDERING ON "DEANNA WALLIN" (CHECKED JUNE 10, 2026)
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Why 87 and not a panel: the Knowledge Graph ingests structured public-company data — officer names on quote pages, syndicated releases, podcast directories — so the object formed on its own. But with **no canonical home URL, no Person schema, and no Wikidata item**, Google has nothing safe to render. The object can't earn a description, so the panel never fires. The fix is mechanical, and it's on page 11.

Six assets most founders would kill for — all already paid for

Nothing on this page needs to be created. It needs to be **connected and distributed**. That asymmetry — full vault, closed door — is what makes a 90-day result realistic.

ASSET	WHAT'S IN THE VAULT (ALL SOURCED)
Public-company structured data rarest	OTCQB: NASO since the 2021 public offering; uplisted to OTCQB Venture Market May 22, 2025. Her name + title republished continuously by Bloomberg, CNBC, Yahoo Finance, Seeking Alpha, Barchart, and OTC Markets — machine-readable corroboration no PR budget can buy . Audited annual disclosures; IR firm (Hanover International) on retainer.
The award wall	8 honors on her official bio: Florida SBDC at FGCU Distinguished Entrepreneur (2024) · Gulfshore Business Remarkable Business Women (2023) · Naples Illustrated "Naples 100" (2020, 2021, 2022) · Business Observer Entrepreneur of the Year (2020) · Florida Retail Federation Retailer of the Year (2015) · Greater Naples Chamber: Business Expansion (2014), Company to Watch (2013), Entrepreneurship (2011).
A 16-year press trail	BusinessWire award release syndicated to Nasdaq.com and Yahoo Finance (May 2024); seven Business Observer features 2019–2025 (from "\$10 million in 10 years" to "\$5M to fuel breakout year" and the uplisting story); CityBiz CEO Q&A (Sept 30, 2025); Authority Magazine "Radiant Skin" interview; CanvasRebel; The Faces of Naples.
Her own show + guest trail	"The Soap Dish with Deanna Wallin" on Audacy, Apple Podcasts, and iHeart — her name in the title of a network-distributed show. Guest spots: The Retail Doctor #801 with Bob Phibbs ("Retail Has No Time for Disaster"), From the Corner Office ("Soap, suds and surviving Hurricane Ian"), FGCU SBDC award video feature.
A founder story with stakes	Nurse for 15 years (LPN; hospital floor, wound care, home health) → battled eczema/psoriasis, then her daughter's → "detoxed" her bathroom → opened 300 sq ft in Tin City in 2009, mid-recession → coined Badditives™ → 13 stores, 300+ wholesale doors, public company. Hurricane Ian destroyed the Sanibel flagship (4 of 10 stores damaged, ~40% of brick-and-mortar sales); Sanibel reopened January 31, 2026 .
Fresh news flow, every quarter	FY2025 results (Mar 31, 2026): \$12.3M revenue, e-commerce +15%, wholesale +30%, net loss cut 25%, debt restructured. Celestii launch (Apr 14, 2026): 3-D stem-cell skincare developed with NASA zero-gravity bioreactor technology, AMA Laboratories-tested. GROW BEAUTii launch (May 6, 2026): family line for "babies to 80s." A drumbeat of pressworthy moments most SMB founders never get.

The pattern: every input of a national founder brand exists — credentials, third-party validation, owned media, story arc, and a news engine. **None of it routes to her name.** The company captures it all. Strengths this complete turn the rest of this audit from "build authority" into "install plumbing."

Authority Score: 48/100 — "pre-approved, never claimed"

Grades measure how visible, ownable, and re-usable her authority is — not whether the underlying wins exist (p.4 proves they do). The three structural gaps: **no personal-name domain, an unclaimed entity, and a regional press ceiling.**


CHANNEL	WHAT WE FOUND (JUNE 10, 2026)	FASTEST FIX
F deannawallin.com her entity home	Does not exist. The domain is unregistered and available for ~\$12 (GoDaddy check, June 10, 2026); .net, .org, and .co are open too. Google's 87-point object has no canonical URL to anchor to — the single cheapest gap in this entire report series.	Register today. Stand up the facts-first entity home (p.11). Grab .net/.org defensively.
D Knowledge Panel	Object exists at confidence 87 (kg:/g/11h_yr1037) with an empty description ; no panel renders on her name. She is pre-qualified; the paperwork was never filed.	The claim path, p.11: home → schema → corroboration → claim.
F Schema & cross-links	Her leadership bio (naplessoap.com/pages/leadership) lists all 8 awards but contains zero links to her LinkedIn, Instagram, or podcast (page inspection, June 10, 2026). No Wikidata item. Google can see the pieces; nothing tells it they're one person.	Person JSON-LD + sameAs mesh; reciprocal links bio ↔ home ↔ podcast; Wikidata citing OTCQB filings.
B- Press & media	Real and repeated — BusinessWire → Nasdaq/Yahoo syndication, 7 Business Observer features, CityBiz, Authority Magazine — but capped at regional/SMB-tier outlets, and never repurposed : no press wall, no schema, no clips.	Press wall with schema; every hit → 10+ assets (p.10); pitch national from the canonical story.
C+ "The Soap Dish" podcast	She owns a named show on Audacy/Apple/iHeart — a rare anchor asset — but it's framed "Sponsored by Naples Soap Company," isn't linked from her bio, and has no clip engine or canonical articles attached.	Relaunch cadence; each episode → definitive article + 10–12 clips + \$1/day tests.
C Personal social	LinkedIn /in/deanna-wallin-nsc (500+) posts awards and team moments; IG @deannawallin is personal and light. The audience lives on company channels — FB 39.6K, IG 21K — which never route attention to her.	Weekly founder slot on company channels pointing at her home; one handle/bio/headshot set everywhere.
A- Company digital	naplessoap.com: DR 40 (Ahrefs, verified live June 10, 2026), Shopify store, IR newsroom on-domain, Google Search Console verification already in place. The strongest asset in her orbit — and it can't vouch for a personal site that doesn't exist.	Leadership bio ↔ entity home reciprocal links; founder block on About; Person schema on the bio page.
C- AI & name search	Her name SERP is mostly her (LinkedIn, IG, interviews) — low ambiguity — but 100% rented surfaces ; a UK LinkedIn namesake and a Pinterest stranger leak in; AI answers cite Medium/citybiz/LinkedIn, never a page she controls.	Canonical home + ai-search-visibility baseline, fix, quarterly re-audit (p.8).

Gap #1 in one sentence: the only person in this room with a live ticker symbol, an 87-point Google entity, and a syndicated press trail can be out-Google'd by anyone willing to spend \$12 on her name before she does.

In a room of 20 dealmakers, nobody has a panel. She's holding the shortest straw to one.

We pre-scored the full June 2026 DealCon roster (Ahrefs domain ratings + Knowledge Graph/Panel verification + press sweeps). Deanna ranks **top-3 on named online brand strength** and **#4–5 on the composite leaderboard** — with, by a wide margin, the strongest entity object and the shortest distance to a rendered panel.

Knowledge Panels in the room

 **0 of 20.** The first claimant owns the diligence moment for the entire roster — every attendee Googles every counterparty.

DEALMAKER	HEADLINE AUTHORITY ASSET	ENTITY STATUS	THE BOTTLENECK
Matt Bodnar Eidolon Capital; co-host	Forbes 30 Under 30; long-running podcast; deal content machine	No Knowledge Panel	Authority diffused across platforms; no claim filed
Deanna Wallin this audit	Only publicly traded company in the room (OTCQB: NASO); 8 awards; own Audacy show; 16-yr press trail	KG object at 87 — strongest entity we measured; no panel, no personal domain	Ownership: a \$12 domain and a claim that were never executed
Sardor Umrudinov Home Alliance	~\$100M home-services platform; real operating scale	No Knowledge Panel	Scale story without matching press depth
Billy Wilkinson Threshold Agency	Company DR 57 — highest domain in the room	No panel; personal site DR 0.3	Company outshines the person ~190:1 on domain authority
Tom Shipley DealCon host	\$2B+ in exits and raises; the room's convener	No Knowledge Panel	Tiny digital footprint relative to track record

Why "closest to done" matters strategically

Panels are won on corroboration density, and hers compounds daily without effort: every trading day, financial sites republish her name, title, and company. Nobody else in the room has an **automated corroboration engine**. When the panel renders, she becomes the reference point the other 19 get compared against — at DealCon and in every deal that follows.




The room is also her market

Acquirers, capital partners, and operators at DealCon evaluate founders the same way buyers evaluate brands: a 10-second Google. Today that search returns rented profiles. With a panel + entity home, the same search returns a **public-company CEO with a press wall** — which changes how partnership, licensing, and capital conversations start (p.14).

DR 40 of borrowed authority — and a bio page with zero exits to her name

naplessoap.com is a genuinely strong domain for a 16-year specialty retailer. The problem is architectural: **it's built to sell soap, not to corroborate a person** — and the person has no site of her own to receive its authority.

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

naplessoap.com		DR 40 — the company
deannawallin.com		No site exists — domain unregistered
12-month target		Personal DR 10–15 + Knowledge Panel live

Site inspection findings (naplessoap.com, June 10, 2026)

FINDING	WHY IT MATTERS
Leadership bio is an island	/pages/leadership carries her full story and all 8 awards — the best personal corroboration page she has — yet links to zero personal profiles : no LinkedIn, no Instagram, no podcast, no personal site. Sitewide social icons are company-only. Google's crawler hits a dead end on the person every time.
Bio is buried in the IR section	The page lives under the investor-relations nav of a Shopify storefront — three levels from the homepage, invisible to anyone (or any crawler) not hunting for it.
No Person schema target exists	Without deannawallin.com there is nowhere for Person JSON-LD to declare canonical; the company Organization data has no person-level counterpart to mesh with.
Claim infrastructure is half-built	The site already carries Google Search Console verification (site meta, confirmed June 10, 2026) and a Facebook domain verification — meaning the team can ship schema and verify properties without new vendor access .
IR newsroom on-domain	Press releases live at /blogs/investor-relations — a crawlable archive of award and uplisting stories that should interlink with her press wall the day it exists.

The entity home (the fix): deannawallin.com built on the BlitzMetrics facts-page model — hero + authority image → stats bar (2009 · 13 stores · OTCQB: NASO · 8 awards) → My Story → What I Do (CEO / founder / podcast host) → featured interview → what people are saying → As Seen On (Nasdaq · Yahoo Finance · Business Observer · Authority Magazine · Audacy) → connect. Person schema with sameAs to every node on the p.3 graph, and a reciprocal link from the leadership bio. **One page closes the loop Google has been waiting 16 years for.**

Search her name and she's everywhere — on land she doesn't own

This is the diligence moment: an investor reads the NASO disclosure, a boutique buyer gets her wholesale pitch, a journalist preps an interview. They Google "deanna wallin." What we found (live checks, June 10, 2026):

WHAT RANKS ON HER NAME	WHOSE SURFACE IT IS	WHAT THE SEARCHER CONCLUDES
LinkedIn — /in/deanna-wallin-nsc, "Founder & CEO, Naples Soap Company"	Rented (LinkedIn) — and a UK namesake profile shares the result space	The right person — if they scroll past the duplicate Deanna Wallins
Instagram — @deannawallin	Rented (Meta)	A personal account, not an executive's record
citybiz CEO Q&A (Sept 30, 2025); CanvasRebel; Authority Magazine (Medium)	Third-party publishers	Strong story — scattered across outlets they've never heard of
Company surfaces — naplessoap.com pages, Facebook videos ("Just Chillin' with Founder & CEO...")	The company's	The soap brand is real; the person remains un-summarized
Pinterest stranger (deannasophiaw); Facebook name directory	Strangers	Noise — mild dilution, easily displaced
deannawallin.com — DOES NOT EXIST	Nobody's	No authoritative page answers "who is she?" — the searcher assembles the picture themselves

No panel = an empty right rail

No Knowledge Panel renders on her name — no photo, no "Founder & CEO, Naples Soap Company," no NASO link at the exact moment trust is decided. Since 2025, a panel (or 100k+ followers) is also the entry ticket to Google's **Search Profiles** — for a founder with modest personal follower counts, **the panel is the only realistic door in.**

The company-vs-person blur

Google understands **Naples Soap Company** far better than it understands Deanna Wallin — the org has the domain, the schema, the reviews, the store listings. Every signal she generates gets absorbed by the brand entity. Until a person-level home exists, she is, to the graph, **an attribute of a soap company** rather than a CEO with her own record.

AI engines (week-one audit move): her source corpus is unusually consistent — syndicated releases, interviews, and quote pages all agree on name/role/company — so ChatGPT, Perplexity, and Gemini have good raw material. But every citation they can offer is rented (Medium, citybiz, LinkedIn), and Google's own graph holds **no description** to anchor AI Overviews. Day 1–14 we snapshot all three engines' answers to "Who is Deanna Wallin?", publish the canonical home, then re-audit quarterly until they cite **her** page first (ai-search-visibility skill).

60,000 followers cheer for the soap. The founder borrows the microphone.

The company's channels are healthy and active. The person's are thin. The fix is not "post more" — it's **routing**: a weekly founder slot on the big channels, every clip pointing at one canonical URL she owns.

Her name thin but real

CHANNEL	STATUS (JUNE 2026)
LinkedIn /in/deanna-wallin-nsc	500+ connections; posts award moments, team spotlights, company news. Right headline, real activity — her strongest personal surface.
Instagram @deannawallin	Personal account; light cadence; not positioned as a founder channel.
"The Soap Dish" Audacy · Apple · iHeart	Her named show, network-distributed — the best person-level corroboration asset she owns. Framed "Sponsored by Naples Soap Company"; no clips, no canonical articles, not linked from her bio.

The company's healthy

CHANNEL	STATUS (JUNE 2026)
Facebook /naplessoap	~39.6K likes; video content includes founder segments ("Just Chillin' with Founder & CEO").
Instagram @naplessoap	~21K followers; daily-grade product and store content.
TikTok @naplessoap	Active product/GRWM content with store CTAs.
YouTube @naplessoapcompany	Company channel — where the CEO videos currently live and stop.
X + Pinterest /naplessoap	Maintained brand presences.

In her own words (citybiz, Sept 30, 2025): "Our marketing strategy combines influencer partnerships, organic social media, and personal branding, like CEO videos..." — the creation habit already exists. What's missing is the architecture underneath it: a home the videos point to, and a media engine that makes each one work for 30 days instead of 3.

Flip the funnel: the company's ~60K combined followers should meet the founder once a week — a 60–90-second Deanna segment (story beat, Badditives™ tip, turnaround lesson, Soap Dish clip) cross-posted FB/IG/TikTok/YT, captioned, and linked to deannawallin.com. Each clip enters the Dollar-a-Day test pool (p.13). The company loses nothing; the person finally compounds.

The vault: six real assets to repurpose before creating anything new

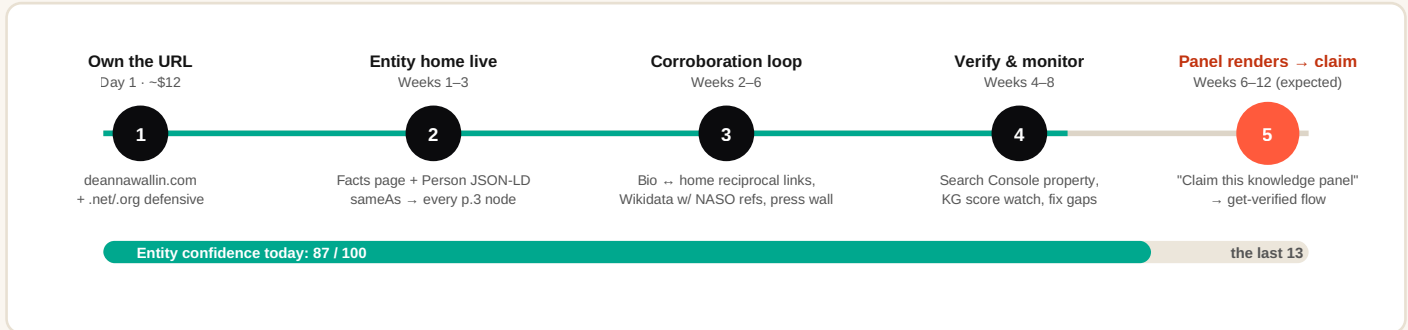
Rule one of the Content Factory: **repurposing beats creating**. Everything below already exists, is already hers, and maps to a concrete play — one canonical article + clips + a \$1/day test, all pointing at deannawallin.com.

ASSET (REAL & SOURCED)	WHY IT WORKS	THE REPURPOSE PLAY
"The Soap Dish" episode library Audacy · Apple · iHeart	Her name is in the title of a network show — instant host-level credibility; wellness topics match the buyer base.	Content-factory pass on every episode: definitive article per topic on her site + 10–12 captioned clips. Relaunch cadence as an interview vehicle (retail operators, estheticians, IR voices) — each guest brings an audience.
SBDC Distinguished Entrepreneur 2024 BusinessWire 5/14/24 → Nasdaq/ Yahoo; FGCU SBDC winner video	Third-party validation already syndicated to national finance domains; video of her already shot and paid for.	Award wall page with schema (all 8 honors, 2011–2024); 90-second award montage from the FGCU footage; "8 awards, 16 years" LinkedIn carousel; \$1/day lighthouse boost to SWFL business + wholesale audiences.
The nurse → public-company arc citybiz Q&A 9/30/25 · CanvasRebel · Business Observer 2019 ("\$10M in 10 years") · Faces of Naples	Four long-form tellings exist with quotes, dates, and details — the raw material of a definitive founder story nobody has assembled.	ONE canonical 2,000-word story at deannawallin.com/ story (definitive-article-writer): wound-care nurse → bathroom detox → 300 sq ft in a recession → ticker symbol. 60-second cut from existing CEO footage. This page becomes what Google, AI engines, and journalists quote.
Hurricane Ian → Sanibel reopening Retail Doctor #801 · From the Corner Office · Business Observer 11/19/22 · reopening 1/31/26	Stakes, loss, comeback — 4 of 10 stores damaged (~40% of brick-and-mortar sales), flagship rebuilt over 3+ years. The most emotionally portable story she has.	"The store the hurricane took" — mini-doc + article pairing the 2022 podcast tape with 2026 reopening footage; pitch FL TV/news on the anniversary; evergreen resilience keynote one-pager for event bookers.
Badditives™ + skincare expertise Authority Magazine "Radiant Skin" · her trademarked ingredient list	She owns a branded term for "ingredients to avoid" — ownable language in a high-volume topic where she has 16 years of standing.	"The Badditives™ List" — definitive, AI-quotable guide (tables of ingredients, why, alternatives) targeting the "ingredients to avoid in skincare" cluster; quarterly updates; every product page and podcast episode links to it.
2026 news flow FY25 results 3/31/26 · Celestii launch 4/14/26 (NASA zero-gravity stem-cell tech, AMA Labs-tested) · GROW BEAUTii 5/6/26	A turnaround with numbers (loss -25%, e-comm +15%) plus two product-innovation stories — investor content and customer content from the same events.	Founder-explains video per release ("Why I put NASA tech in a soap company"); "turnaround diary" LinkedIn series quoting her own FY25 letter; IR-friendly clips routed to the press wall — every future release ships with a Deanna video by default.

Operating rule: nothing new gets commissioned until each asset above has (1) a canonical URL on her site, (2) a clip set, and (3) a \$1/day × 7-day test on record. One Film Day (a single afternoon, p.12) covers every missing visual.

From 87 to a rendered panel: the exact claim path

Panels can't be bought or forced — Google renders them when an entity becomes **unambiguous, corroborated, and anchored**. Deanna starts at 87 with an automated corroboration engine (the public-company data trail). Our job is the last 13 points.



The last 13 points — corroboration checklist (all agent-executable)

SIGNAL	SPEC	OWNER
Canonical home + Person schema	Facts-first page; Person JSON-LD declaring name, jobTitle "Founder & CEO, Naples Soap Company, Inc. (OTCQB: NASO)", image, sameAs array to LinkedIn, IG, leadership bio, podcast listings, citybiz, Authority Magazine, Bloomberg/CNBC/Yahoo quote pages.	personal-brand-website-agent
Reciprocal company link	naplessoap.com/pages/leadership adds "deannawallin.com" + her LinkedIn — the DR-40 vote that closes the triangle. One Shopify edit.	knowledge-panel-entity-seo
Wikidata item	Person item citing the OTCQB listing, BusinessWire releases, and Business Observer coverage — instanceOf human, occupation businessperson, employer Naples Soap Company (org item created if absent).	knowledge-panel-entity-seo
Consistent role string + headshot	One bio, one headshot, one "Founder & CEO, Naples Soap Company (OTCQB: NASO)" everywhere: LinkedIn, IG, podcast pages, press boilerplate, IR contacts page.	identity sweep, Days 1-14
Press wall with schema	/press page listing every hit (p.4 inventory) with dates, logos, links — each future Newsfile/BusinessWire release boilerplate adds "About Deanna Wallin" + her URL.	positive-mentions-harvester

Honest expectations: rendering is algorithmic — typically 30–90 days after corroboration ships for an entity this strong; no agency can guarantee a date. What we control: making her the single unambiguous answer to her own name. With an 87-point object, a DR-40 corroborating domain, and daily financial-data refresh, she is the best-positioned panel candidate we have measured this year.

Four phases, run by agents — the Local Service Spotlight method, end to end

Each workstream maps to a skill in the 10-skill library (run order preserved), built on the Content Factory 4 P's (Plumbing → Publish → Promote → Perform), GCT (Goals → Content → Targeting), and a weekly MAA loop (Metrics → Analysis → Action). Deanna's personal commitment: **~2 hours/week on camera + approvals.**

PHASE	WORKSTREAMS (SKILL IN PARENTHESES)	EXIT CRITERIA — MEASURABLE
Days 1–14 Own & inventory	<ul style="list-style-type: none"> Register deannawallin.com + .net/.org; BlitzAdmin "New Site" provisioned (build pipeline) Buy box + one-sentence differentiation: "the nurse who took a soap shop public" (personal-brand-strategist) Mine all 16 years of press/awards/podcasts into a ranked proof library (positive-mentions-harvester) Reputation wanted-vs-had → dated plan (reputation-gap-analyzer) Identity sweep: one bio/headshot/role string; leadership-bio links added; AI-answer snapshots (baseline) 	Domains owned · proof library ≥50 scored items · bio links live on naplessoap.com · ChatGPT/Perplexity/Gemini baselines archived
Days 15–45 Build the home	<ul style="list-style-type: none"> Entity home live: facts page + Person schema + sameAs mesh (personal-brand-website-agent) Wikidata item, press wall, KG MID watch on kg:/g/11h_yr1037 (knowledge-panel-entity-seo) Canonical founder story + Badditives™ definitive guide (definitive-article-writer) Film Day (one afternoon): founder story, award story, Sanibel story, Celestii explainer, 4–6 Soap Dish intros 	Site live & schema validates · Wikidata cited to NASO filings · 2 definitive articles indexed · 6+ films in edit
Days 46–75 Turn on distribution	<ul style="list-style-type: none"> Content-factory: every p.10 asset → clips/posts/captions, all pointing at canonical URLs (content-factory) Dollar-a-Day live on Meta + YouTube + LinkedIn; first kill-the-bottom-90% cycle (dollar-a-day-strategist) Weekly founder slot on company channels (60K combined followers) Podcast relaunch cadence + 2 guest bookings/month pitched with the proof library 	30+ creatives tested at \$1/day · winners scaled \$30/30-days · founder slot shipping weekly · 2 guest spots booked
Days 76–90 Claim & hand off	<ul style="list-style-type: none"> Panel render check; claim filed via get-verified the day it fires (knowledge-panel-entity-seo) AI re-audit: engines describe her correctly and cite her page (ai-search-visibility) Handover: skills installed with the company's marketing team; QA loop self-documenting (recursive-self-improvement-qa) 90-day scorecard vs. baseline below 	Claim filed or render pending with all signals shipped · AI answers cite deannawallin.com · her team runs the weekly MAA loop unassisted

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

DEANNAWALLIN.COM	KG ENTITY	KNOWLEDGE PANEL	CANONICAL ARTICLES	CLIPS TESTED (\$1/DAY)	AI ENGINES CITING HER SITE
Unregistered → live, DR 5–10	87, no description → described + watched	None → rendered/claim filed	0 → 2 (story + Badditives)	0 → 30+	0 of 3 → 3 of 3

Year-1 targets continue past Day 90: personal DR 10–15, panel enriched (photo, role, podcast), every NASO release shipping with founder video + press-wall entry, podcast cadence steady.

\$30/day: \$10 each on Meta, YouTube, LinkedIn — aimed at three audiences

Dollar-a-Day doesn't buy reach for its own sake — it buys **repetition with the few thousand people who decide her outcomes**: clean-beauty customers, the buyers behind 300+ wholesale doors, and the micro-cap investors NASO uplisted to reach. Annual cost: \$10,950.

CHANNEL (\$10/DAY)	TARGETING (GCT: GOALS → CONTENT → TARGETING)	CREATIVE POOL (ALREADY EXISTS, P.10)	EXPECTED MONTHLY REACH @ 2025-26 BENCHMARKS
Meta (FB+IG) retargeting first	Site visitors, video viewers, email list, engaged followers (60K combined) + lookalikes of purchasers; FL metro layer for store halo	Founder-story 60s cut; Sanibel reopening film; Badditives™ tips; award montage	~\$300 @ \$10–15 CPM → 20,000–30,000 impressions — the "everywhere" effect for customers and boutique buyers
YouTube in-feed + in-stream	Custom-intent: "natural skincare," "eczema soap," "shampoo bar," "clean beauty"; viewers of retail/wellness channels	The 6 Film-Day pieces; Soap Dish episode cuts; Celestii founder-explains	~\$300 @ \$0.05–0.12 CPV → 2,500–6,000 completed views of long-form founder proof
LinkedIn thought-leader ads	Boutique/spa/retail buyers and owners; retail media; micro-cap/IR community; FL business audience	Her award and turnaround posts (already organic winners); FY25 "turnaround diary" series	~\$300 @ \$35–75 CPM (decision-maker premium) → 4,000–8,500 decision-maker impressions

The operating rules (MAA loop)

1. Every clip gets **\$1/day × 7 days** first — 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 re-tested against fresh challengers.
4. **Lighthouse targeting**: aim winners at audiences tied to marquee names in her orbit — FGCU/SBDC community, Audacy listeners, Simon-mall shopper geos, FL tourism partners, clean-beauty trade-show lists.
5. Weekly MAA scorecard; agents run the loop, Deanna sees one page.

What a year buys

~350,000–540,000 targeted impressions + 30,000–70,000 completed video views concentrated on customers, wholesale buyers, and investors — her exact decision-makers meeting the founder 2–3× a week, all year.

By month 3, retargeting turns every live conversation into surround sound: the boutique buyer who took her call Tuesday sees the founder film Wednesday and the Nasdaq-syndicated award story Friday. **That's the wholesale pitch, amortized.**

Benchmark sources: Meta global avg CPM ≈\$11.76, US \$10–16 (Uproas, Braffton); YouTube CPV \$0.026–\$0.30, US skew (StoreGrowers, Stackmatix, InBeat); LinkedIn median CPM \$31–38, decision-maker premium 2–3× (TheB2BHouse, HockeyStack). Reach ranges use the conservative end of spend after fees. Same benchmark set as our June 2026 audit series.

What founder authority is worth to a flat-revenue, 74%-margin public brand

The honest baseline: revenue has held at ~\$12.3M for three straight years (2023–2025) while costs were cut (opex –10% in FY25). The expense lever is spent; **growth now has to come from demand** — and the founder is the cheapest demand asset the company owns. Conservative math only; every assumption visible.

<h2 style="color: #008000;">74%</h2> <p>FY25 GROSS MARGIN — INCREMENTAL REVENUE IS HIGH-MARGIN (RELEASE, 3/31/26)</p>	<h2 style="color: #000080;">\$2.8M</h2> <p>FY25 E-COMMERCE, +15% YOY — ALREADY MOVING ON "DIGITAL STORYTELLING"</p>	<h2 style="color: #000080;">~\$2K</h2> <p>AVG WHOLESALE REVENUE PER DOOR (\$611K ACROSS 300+ DOORS)</p>	<h2 style="color: #000080;">~\$2.2M</h2> <p>NASO MARKET CAP (JUNE 2026) — VISIBILITY IS THE STATED IR PROBLEM</p>
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LEVER (MECHANISM)	CONSERVATIVE	EXPECTED	AGGRESSIVE
1. E-commerce lift founder content + retargeting on a channel already growing 15% on "digital storytelling" (her FY25 letter)	+1% of \$2.8M → +\$28K	+3% → +\$84K	+6% → +\$168K
2. Wholesale doors founder story as the pitch; 73% of decision-makers trust thought leadership over marketing materials (Edelman×LinkedIn)	+10 doors × ~\$2K → +\$20K	+25 doors → +\$50K	+50 doors → +\$100K
3. Earned media & retail halo panel + canonical story make every launch/reopening easier to cover; 13 stores benefit from founder press	Directional by design — the Sanibel reopening and Celestii launch each proved the press appetite; we don't double-count store revenue		
4. Investor visibility "increase NASO's visibility among investors, enhance liquidity" — her own uplisting rationale (BusinessWire, 5/27/25)	A claimed panel + entity home puts a credible founder one Google away from every prospective shareholder. Deliberately unquantified — no stock-price claims; awareness and IR efficiency only		
5. Strategic optionality clean-beauty acquirers, licensors, and partners buy founder-led brands	Panel + press wall + definitive story raise the quality of inbound partnership and capital conversations — upside, not modeled		
Year-1 revenue-equivalent total (levers 1–2 only)	≈ \$48K	≈ \$134K	≈ \$268K
All-in cost: ~\$12 domains + \$10,950 media + ~\$3K tooling ≈ \$14K	≈ 3.4× return	≈ 9.6× return	≈ 19× return

What this model is NOT

Not a forecast, and not an IR promise — a sized hypothesis with sourced mechanisms, excluding levers 3–5 entirely. The conservative case needs only +1% e-commerce and 10 new wholesale doors in 12 months, on 74% gross margin, with creative that already exists.

Method notes & primary sources

FY25 figures: Naples Soap Co. results release, Newsfile, 3/31/26 (\$12.3M rev; \$2.8M e-comm +15%; \$611K wholesale +30%; 74% GM; loss –25%; opex –10%). Uplisting + quote: BusinessWire 5/27/25. Market data: stockanalysis.com, June 2026 (~\$1.02, ~\$2.2M cap). DR & domain checks: Ahrefs + GoDaddy, June 10, 2026. KG object: Google KG API sweep, June 2026. Bio/awards: naplessoap.com/pages/leadership. Interviews: citybiz 9/30/25; Authority Magazine; CanvasRebel; Retail Doctor #801. Trust stats: Edelman×LinkedIn B2B Thought Leadership reports (2024–25). Per-door average derived: \$611K ÷ 300+ doors.

NEXT STEPS

Five quick wins this week — then the claim clock starts

Every item below is low-risk, reversible, and agent-executable. Three of the five can be done before dinner tonight.

- 1 Register deannawallin.com (+ .net/.org) — today.** ~\$12 and ten minutes. Until this happens, anyone on earth can own the canonical answer to her name. Verified available June 10, 2026.
- 2 Add three links to the leadership bio.** naplessoap.com/pages/leadership → her LinkedIn, her podcast, and (once live) her site. One Shopify edit; it hands her new home a DR-40 endorsement and closes the loop Google's crawler keeps missing.
- 3 Publish the canonical founder story.** We draft from the citybiz/CanvasRebel/Business Observer corpus — nurse, recession, 300 square feet, ticker symbol — reviewed by Deanna in under an hour, live at deannawallin.com/story.
- 4 File the Wikidata item.** Cited to the OTCQB listing, BusinessWire releases, and Business Observer coverage — the third-party spine of the Knowledge Panel claim.
- 5 Put \$1/day behind the FGCU SBDC award video.** Footage already exists. Target SWFL business + wholesale-buyer audiences; first MAA readout in 7 days.

"You built the only public company in this room, and Google is already 87% sure you matter. Give us 90 days and \$12, and the next investor, acquirer, or boutique buyer who searches your name finds a Knowledge Panel and a press wall — not a soap ad and a stranger's Pinterest."

What Deanna owes the system

~2 hours/week on camera plus approvals. The 10-skill agent library runs everything else — the same system from the DealCon workshop, installed with her team by Day 90.

Start this week

Dennis Yu

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BlitzMetrics · Local Service Spotlight · Personal Brand Engineering

Audit prepared by Dennis Yu with agent-assisted research · June 10, 2026 · Primary data: Ahrefs, Google Knowledge Graph API, GoDaddy, NASO press releases & OTCQB disclosures, naplessoap.com, citybiz, Authority Magazine, Business Observer, The Retail Doctor. Data refreshes available on request.