

Adweek's fastest-growing agency is run by a man **Google** can't see.

Garrett McClure controls Born & Bred, a 2× Adweek fastest-growing brand agency trusted by Pfizer, Visa, Discord, and Del Monte — and closes every deal himself, 40–50 hours a pitch. His personal authority is the cheapest growth lever the business has, and right now it is switched off.

0

KEYWORDS HIS PERSONAL SITE RANKS FOR — ANYWHERE

0.5

DOMAIN RATING OF GARRETTMCCLURE.COM (AGENCY: 27)

No KP

NO GOOGLE KNOWLEDGE PANEL ON HIS NAME

#7

AN OBITUARY OUTRANKS HIM FOR "GARRETT MCCLURE"

Prepared for

Garrett McClure · Born & Bred / Born Holdings

by Dennis Yu · BlitzMetrics · June 9, 2026

Data: Ahrefs (pulled 06/09/26), Edelman×LinkedIn, bornandbredbrand.com, garrettmclure.com

The bottleneck is real. But it isn't a calendar problem — it's a trust problem.

Garrett believes he must spend 40–50 hours to land each deal. He's right — **because every pitch starts from zero**. The proof that should pre-sell him (2× Adweek, Clio wins, Discord and Del Monte case studies, a best-selling book with a William Shatner foreword) is scattered, buried, or invisible. Buyers can't find it, so Garrett has to perform it. Live. Every time.

Dennis's hypothesis — verdict

Correct, with one upgrade. Garrett is the bottleneck — but the 40–50-hour pitch is a **symptom**, not the disease. The disease is that his authority assets don't travel ahead of him. Executive presence doesn't just add deal flow; it shrinks the trust-building hours **inside** every deal. Brand won't fix capacity, paperwork, or delegation — that still needs process and people. It fixes the part where a \$3.5M-agency president personally re-proves his credibility 20 times a year.

What the data says (all sourced, p.13)

- 73% of B2B decision-makers say thought leadership is **more trustworthy than marketing materials**
- 90% are more receptive to outreach from consistent thought-leadership producers
- 70% of C-suite have **questioned an incumbent vendor** because of a rival's thought leadership — this cuts both ways: today, Garrett's clients are reading his competitors
- Searches for "garrett mcclure": **10/month**. Nobody is looking — because there's nothing to find

The founder-hours math

| TODAY (FOUNDER-LED PITCHING) | YEAR-1 WITH AUTHORITY ENGINE | WHAT CHANGES |
|---|--|---|
| ~20 competitive pitches/yr × 45 hrs avg = 900 founder hours — ~43% of a 2,080-hr work year spent re-earning trust | ~630–810 hours for the same or better win rate | 90–270 hours returned to M&A, hiring, and client leadership — \$27k–\$81k of founder capacity at a conservative \$300/hr |
| Close rate ~25% (assumed industry norm); every prospect does "who is this guy?" diligence from scratch | +2 to +6 pts close rate as proof arrives pre-sold | +\$40k–\$120k revenue on the same pitch volume (\$100k avg engagement) |
| Inbound: near zero. Personal site: 0 visitors. "Healthcare branding agency" (580 searches/mo, difficulty 3/100): not ranked | Entity home + definitive content + \$10/day ads → 1–4 qualified inbound opps | +\$50k–\$300k pipeline that arrives warm instead of cold |

Year-1 tailwind estimate: +\$90k–\$420k revenue impact + 90–270 founder hours returned, against ~\$14k of cost (\$10,950 in \$10/day media + ~\$3k tooling; agent labor starts on our side). That's an 8–36× return — directional, assumption-driven, and it **compounds**: the same authority that closes brand clients pre-sells agency owners for his \$25–30M roll-up thesis. Full model and caveats: page 8.

Everything in this report is executable by agents — the same 10-skill library running our other personal-brand builds. The 90-day calendar is on page 11; the only thing Garrett personally owes the system is ~2 hours/week on camera and final approvals.

Authority Score: 34/100 — "locked in the vault"

Grades measure how visible and re-usable Garrett's existing authority is — not whether the underlying wins exist. The wins exist. That's what makes this fixable in 90 days, not 2 years.

| CHANNEL | WHAT WE FOUND | FASTEST FIX |
|---|---|---|
| F garrettmcclure.com his "entity home" | Wix site, ©2023 footer, booking link still points at October 2023 . DR 0.5, zero ranking keywords, zero organic visitors . Pitches coaching to agency owners — not the brand buyers who write \$100k checks. 190 referring domains pointing at a page that ranks for nothing. | Rebuild as a facts-first entity home serving both audiences (buyers + sellers). Person schema, press wall, current proof. |
| F Google results his name's page 1 | No Knowledge Panel. His own site absent from top 10. Two obituaries, a high-school athlete, and a stranger's Twitter rank instead. RocketReach shows a stale job title ("VP, Platform Education"). | Entity-SEO campaign: schema + corroboration + claim the panel. Suppress impostors by owning slots 1–5. |
| F YouTube | No channel exists — for Garrett or for Born & Bred. The only footage of him working is on someone else's channel (AAE Ep 28, Mar 2025). Zero case-study films for an agency whose work includes Discord, a WNBA sponsorship, and a beer brewed from recycled shower water. | Launch with 6 case-study films cut from existing assets; interlink with cards, end screens, playlists; embed on site. |
| C LinkedIn personal + company | Right headline ("Dealmaker & Brand Valuation Architect") and real activity — the strongest channel today. But authority is split: two duplicate Born & Bred company pages , and a second personal URL (mccluregarrett) floating in search results. | Merge company pages; one canonical personal URL; turn his posts into the Dollar-a-Day creative pool. |
| C Identity hygiene | Three different handles: garrettmcclure (LinkedIn/FB), garrettinspired (IG), gogarrett (Calendly). Three ventures (B&B, GVG, GME) with no page that connects them into one coherent person. | One handle set, one bio, one headshot, everywhere. Update the data brokers (RocketReach, ZoomInfo, Crunchbase, The Org). |
| C+ Press & podcasts | Legit hits exist — VoyageLA, CanvasRebel, Digital Agency Business feature, AAE podcast — but they're not linked from his site, carry no schema, and were never cut into clips. One-and-done media. | Press page + sameAs schema; every hit → 10+ clips/posts via content factory; 2 guest spots/month cadence. |
| B+ The book | "Stories That F*cking Matter" — Amazon best-seller, foreword by client William Shatner, Forbes Councils Executive Library pick. A trust weapon... siloed on GVG's site, absent from Born & Bred's world and his Google surface. | Book = the lighthouse asset. Excerpts feed 90 days of content; copies replace cold outreach ("the \$14 business card"). |
| A- Agency proof bornandbredbrand.com | DR 27, ranks #1–#5 for SF agency terms. 2× Adweek fastest-growing, Clio awards, 200+ clients, \$2.7B raised by partners, 6 exits, named logos (Pfizer, Visa, Discord, SoFi, Grammarly...). The proof vault is full — it's just sealed: founderless About page, no video, and live "Lorem Ipsum" dummy text on the homepage contact form . | Page 5. (Fix the Lorem Ipsum today — it sits directly above the \$200k budget dropdown.) |

Google, right now, when a prospect checks him out: "garrett mcclure"

This is the diligence moment. A founder just got Garrett's cold email, or a CMO just left a great first call. They Google him. Here is what they get (Ahrefs SERP data, June 9, 2026):

| # | RESULT | WHAT THE BUYER CONCLUDES |
|-----|--|---|
| 1 | Facebook "Garrett McClure Profiles" directory | A pile of strangers with his name |
| 2-3 | LinkedIn profile + LinkedIn "Top 6 Garrett McClures" directory | The one good result — on rented land Google fills with 5 other Garretts |
| 5 | Twitter: @GarrettMcClure9 | Different person |
| 7-8 | Two obituaries (Cleburne, Texas) | "Wait — is he dead?" |
| 9 | Hudl athlete page | A high-school football player |
| 10 | RocketReach: "VP, Platform Education" | A job title he hasn't held in years |
| — | garrettmccclure.com: NOT IN TOP 10 | His own website loses to obituaries on his own name |

No Knowledge Panel

Google has not recognized Garrett as an entity. No panel = no photo, no "President, Born & Bred," no book, no verified identity at the exact moment trust is decided. Since 2025, a Knowledge Panel (or 100k+ followers) is also the entry ticket to Google's **Search Profiles** — the dealmaker's way in is the panel.

Why this is winnable fast

"Garrett McClure" has **10 searches/month** and no competing entity with real authority — the obituaries rank on DR 19 sites. With an entity home, Person schema, consistent corroboration (book, Forbes Councils, The Org, press), and a claimed panel, Garrett can own positions 1-5 **within a quarter**. Every one of our 20 DealCon attendees scored the same way — 0 of 20 had a panel. The playbook below is the same one we run for them.

The fragmentation tax: three handles (garrettmccclure / garrettinspired / gogarrett), two duplicate Born & Bred LinkedIn pages, three ventures with no connective tissue, stale data-broker listings. Google can't merge these signals into one person — so it doesn't. Neither can ChatGPT or Perplexity, which now answer "who is Garrett McClure?" for buyers doing AI-assisted diligence.

The agency is sitting on a proof goldmine it never ships

Born & Bred's problem isn't generating wins — it's that the wins are buried on one website, in one format, with no faces attached. Repurposing beats creating: everything below already exists.

Assets in the vault already paid for

| | |
|---------------------------------|--|
| Named logos | Pfizer, PepsiCo, Visa, SoFi, Discord, Grammarly, Superhuman, JetBrains, Semrush, Del Monte, UCSF, Analog Devices... |
| Awards | 2× Adweek Fastest-Growing Agency, multiple Clio Awards (2021–23), Clutch awards |
| Outcome stats | 200+ clients · 6 client exits · \$2.7B raised by partners · 12 years · 2× avg YoY growth · 8 weeks to measurable growth |
| Story-grade case studies | Discord rebrand · Sequel (first tampon redesign in 80 yrs; WNBA Indiana Fever sponsor) · Del Monte Pinkglow ("most profitable product in Del Monte history") · Epic Cleantec (beer from recycled shower water) · Conduit (\$10B+ payments) · Checkmate (\$15M Series A led by Google; Paris Hilton ambassador) |
| Garrett's own arsenal | Best-selling book w/ Shatner foreword · Forbes Councils library · AAE podcast ep · VoyageLA, CanvasRebel, Digital Agency Business features · 20 yrs incl. Yahoo! · ICF-certified coach |

Leaks we found losing trust today

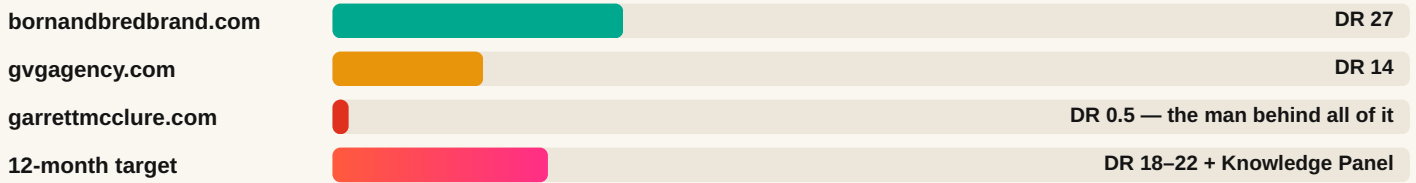
| | |
|---|---|
| "Lorem Ipsum" live on homepage | The contact form — directly above a budget dropdown that goes to ">\$200,000" — reads "Is simply dummy text of the printing and typesetting industry." On both the quote form AND the consultation form. A \$200k buyer's last impression before submitting is placeholder text. |
| Founderless About page | Zero leadership bios, zero faces. The agency that says "people buy from people" shows none of its own. Garrett — the dealmaker — appears nowhere on the site he owns. |
| 815 lost referring domains | 1,237 all-time linking domains; only 422 still live. Rebrands/migrations bled ~66% of the link equity. A redirect-and-reclaim pass is the cheapest DR boost available (27 → low-30s). |
| The healthcare keyword gap | Post-acquisition focus is healthcare — yet "healthcare branding agency" (580 searches/mo, difficulty 3/100, \$10.00 CPC) has no Born & Bred ranking . Competitors pay \$10/click for traffic the agency could own organically with one definitive page. |
| No video, anywhere | No YouTube channel. Case studies are text + images only. The Epic Cleantec beer story alone is a film begging to exist. |
| Duplicate LinkedIn company pages | Two "Born & Bred" pages split followers (~2,700 on one) and confuse the entity graph. |

The pattern: every leak is an execution gap, not a strategy gap — which is exactly why agents fix this. None of these require Garrett's 40 hours. They require somebody's 400 hours of meticulous, boring, compounding work. That's what we automate.

Presence vs. authority vs. the \$25–30M goal

Garrett's stated ambition (per his own interviews) is to roll Born & Bred up to a \$25–30M agency group through acquisitions. That requires convincing **two audiences** — and his current presence serves a third one that matters least.

Domain authority today (Ahrefs DR, 0–100 log scale)



| AUDIENCE | WHAT THEY NEED TO BELIEVE | WHAT THEY FIND TODAY | TARGET STATE (DAY 90) |
|---|--|--|--|
| Brand buyers CMOs/founders writing \$25k–\$200k checks | "The person leading my defining moment has done this 200 times, and recently." | An agency site with no faces; a personal site selling them nothing they want; obituaries. | Knowledge Panel; case-study films; founder bio with proof wall; warm retargeting touch 2–3x/week. |
| Agency sellers owners he wants to acquire for the roll-up | "This buyer is credible, liquid, and good for operators like me." | The Wix coaching site — his strongest current page, but DR 0.5 and dated 2023, undermining the 'sophisticated acquirer' story. | Entity home with deal track record (51% B&B stake, GVG), AAE episode featured, "Agency Investor" funnel intact but credible. |
| Google & AI engines the diligence layer in every deal | One unambiguous entity: name + role + companies + book + press, corroborated everywhere. | Three handles, two company pages, zero schema, stale brokers — an unmergeable identity. | Person schema + sameAs graph; claimed KG MID; consistent NAP across 12+ corroborating profiles; AI engines answer correctly. |

Key design decision: one entity home (garrettmcclure.com, rebuilt) with two doors — "I run a brand" → Born & Bred proof; "I own an agency" → Agency Investor. The facts page structure (per the BlitzMetrics model: hero → stats bar → story → what I do → featured interview → testimonials → as-seen-on → connect) serves both audiences and feeds the Knowledge Panel simultaneously. His coaching practice doesn't get deleted — it gets contextualized as one of three things he does.

900 founder hours a year, spent re-proving what's already true

~20 × 45h

COMPETITIVE PITCHES/YR × AVG FOUNDER HOURS EACH (GARRETT'S OWN ESTIMATE: 40-50)

900 hrs

≈43% OF A 2,080-HOUR WORK YEAR SPENT SELLING, NOT SCALING

\$270k

FOUNDER OPPORTUNITY COST @ \$300/HR — CONSERVATIVE FOR SOMEONE ARCHITECTING A \$25-30M ROLL-UP

Where the 45 hours per pitch actually go

A pitch has two kinds of hours: **strategy hours** (understanding the client, crafting the answer — irreducible, and where Garrett is world-class) and **trust hours** (proving credibility, assembling evidence, custom decks re-explaining who Born & Bred is, extra meetings because the buyer isn't sure yet). Industry research says the trust hours are the ones authority eliminates:

| EVIDENCE (SOURCES, P.13) | MECHANISM FOR GARRETT |
|---|--|
| 73% of decision-makers: thought leadership is more trustworthy than marketing materials for judging capability (Edelman×LinkedIn, 3,500 execs) | His content does the proving before the room. Decks shrink; "tell us about you" meetings disappear. |
| 90% of decision-makers & C-suite: more receptive to outreach from consistent thought-leadership producers | The same cold email that took 50 hours to convert lands on a warm reader. Fewer pitches needed per closed deal. |
| 75% of decision-makers researched products they hadn't considered after reading thought leadership | Net-new deal flow without outbound — the inbound lever that doesn't consume Garrett's calendar. |
| 70% of C-suite questioned an existing supplier after a rival's thought leadership | Offense: his content flips competitors' clients. Defense: silence leaves his 200+ client relationships exposed to louder rivals. |
| 52% of decision-makers spend 1+ hour/week reading thought leadership | The attention exists, every week, in his exact buyer. Right now Born & Bred occupies zero minutes of it. |

The compounding asymmetry: pitching hours are spent once and vanish. Authority assets — a ranked article, a Knowledge Panel, a case-study film, a \$1/day distribution engine — are built once and keep selling. Every quarter of delay is a quarter where the only seller in a \$3.5M company resets to zero, 20 times a year.

Year-1 tailwind: **+\$90k to +\$420k**, for **~\$14k all-in**

Three scenarios, every assumption visible. Baseline: ~\$3.5M revenue, ~\$100k average engagement (midpoint of the site's \$25k–\$200k+ budget tiers), ~20 competitive pitches/yr at 25% close — 5 new anchor logos plus retainer/expansion revenue.

| LEVER (MECHANISM) | CONSERVATIVE | EXPECTED | AGGRESSIVE |
|---|--|-------------------------------------|------------------------------------|
| 1. Close-rate lift proof arrives pre-sold; 90% receptivity stat | +2 pts → +\$40k | +4 pts → +\$80k | +6 pts → +\$120k |
| 2. Inbound opportunities entity home + healthcare keyword + Dollar-a-Day + KP | 2 qualified opps, 0.5 closed → +\$50k | 6 opps, 1.5 closed → +\$150k | 12 opps, 3 closed → +\$300k |
| 3. Founder hours returned trust hours compress 10–30% | 90 hrs = \$27k capacity | 180 hrs = \$54k capacity | 270 hrs = \$81k capacity |
| 4. Cycle-time compression faster yes = earlier revenue recognition | 2–4 weeks faster per deal on average — cash-flow benefit, deliberately not double-counted as revenue | | |
| 5. M&A flywheel sellers diligence buyers too | Same authority pre-sells acquisition targets for the \$25–30M roll-up — strategic upside, unquantified by design | | |
| Year-1 revenue-equivalent total | ≈ \$117k | ≈ \$284k | ≈ \$501k |
| All-in cost (media \$10,950 + ~\$3k tools; agent labor: ours to start) | ≈ 8× return | ≈ 20× return | ≈ 36× return |

What this model is NOT

Not a forecast — a sized hypothesis with sourced mechanisms. It does **not** fix capacity: Garrett still needs proposal templates, a sales assistant (a \$60–80k coordinator before any \$400k closer), and delegation to absorb the won deals. Personal brand makes those hires **work better** — an SDR armed with a known name books 2–3× the meetings of one selling a stranger.

Why the conservative case is hard to miss

It requires only: +2 close points on 20 pitches, two inbound leads all year, and a 10% trim of trust hours — while ranking top-3 on a difficulty-3 keyword his agency should own anyway, with 422 referring domains and DR 27 already in the bank. The expensive part of authority (earning the proof) is done. We're only paying for distribution.

12 moves, ranked by impact-per-effort — all agent-executable

| # | MOVE | WHAT THE AGENT DOES | EFFORT | IMPACT |
|----|---|---|----------|-------------------------|
| 1 | Kill the Lorem Ipsum | Replace dummy text on both homepage forms; full copy QA of every template string on the site. | 1 hour | Protects every deal |
| 2 | Healthcare definitive article | One canonical "Healthcare Branding Agency" hub (KD 3, 580/mo, \$10 CPC) + internal-link mesh from all 10 industry/service pages + case-study embeds. | Days | Highest-ROI SEO move |
| 3 | Garrett bio + leadership block | Founder/leadership section on /about; Garrett entity page with Person schema, headshot, proof wall, sameAs to all profiles. | Days | Entity cornerstone |
| 4 | Rebuild garrettmcclure.com | Facts-first entity home (BlitzMetrics template): hero → stats → story → three doors (Brand buyers / Agency sellers / Book) → featured interview (AAE) → testimonials → As-Seen-On → connect. | 1-2 wks | Owens his name |
| 5 | Identity unification | One handle set; merge duplicate LinkedIn company pages; correct RocketReach/ZoomInfo/Crunchbase/The Org; consistent headshot + role string everywhere. | Days | Entity mergeability |
| 6 | Knowledge Panel campaign | Person + Organization + Book schema; Wikidata entry; corroboration loop across press, Amazon author page, Forbes Councils, The Org; find KG MID → claim panel in Search Console. | Weeks | The trust moment, won |
| 7 | YouTube launch (B&B + Garrett) | 6 case-study films from existing assets (Discord, Sequel, Pinkglow, Epic Cleantec, Conduit, Checkmate); keyword titles, chapters, cards, end screens, industry playlists; embed each film on its case-study page; channel sameAs links. | Weeks | Proof that travels |
| 8 | Backlink reclamation | Audit the 815 dead referring domains; map old URLs → 301s; outreach to reclaim unlinked brand mentions. DR 27 → low-30s. | Weeks | Cheapest DR gain |
| 9 | Press repurposing engine | AAE Ep 28 → 12 clips; book → 20 quote/carousel posts; every feature → press page entries with schema. Content factory: one recording → blog + clips + posts, all pointing at one canonical URL. | Ongoing | Feeds everything |
| 10 | Podcast guesting cadence | 2 bookings/month: healthcare-marketing pods (buyer side) + agency-M&A pods (seller side), pitched with the harvested proof library. | Ongoing | Third-party trust |
| 11 | Dollar-a-Day engine | Page 10. \$1/day × 7-day tests on every clip; kill the bottom 90%; scale winners to \$30/30-days; lighthouse targeting. | \$30/day | Distribution moat |
| 12 | AI search visibility | Verify ChatGPT/Perplexity/Gemini answer "Who is Garrett McClure?" correctly; feed corrections via entity home, schema, and corroborated profiles; quarterly re-audit. | Days | The new diligence layer |

Moves 1–3 ship in week one and are pure upside. Moves 4–6 are the Knowledge Panel critical path. Moves 7–12 are the compounding engine. Mapping to the 10-skill agent library: page 11.

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

Dollar-a-Day doesn't buy traffic — it buys **repetition with the exact 2,000–5,000 people who can write Born & Bred a check**, using content that already proved itself organically. Annual cost: \$10,950 — less than one trade-show booth.

| CHANNEL (\$10/DAY) | TARGETING (GCT: GOALS → CONTENT → TARGETING) | CREATIVE POOL (ALREADY EXISTS) | EXPECTED MONTHLY REACH @ 2025–26 BENCHMARK RATES |
|--|---|--|---|
| LinkedIn Thought-leader ads | Healthcare/CPG/tech founders, CMOs, VPs Marketing; cos. 50–1,000 employees; key metros + VC-portfolio company lists | Garrett's top organic posts; AAE clips; "how Sequel won the WNBA" beats; book excerpts | ~\$300 @ \$35–75 CPM (C-suite premium) → 4,000–8,500 decision-maker impressions |
| Meta (FB+IG) Retargeting first | Site visitors, video viewers, client-brand engaged audiences + lookalikes of closed-won contacts | Case-study reels (Pinkglow, Epic Cleantec beer), award moments, founder-story clips | ~\$300 @ \$10–15 CPM → 20,000–30,000 impressions — the "everywhere" effect during live deals |
| YouTube In-stream + in-feed | Custom-intent audiences: searched "branding agency," "rebrand," "healthcare marketing"; channel viewers of marketing pods | The 6 case-study films; AAE episode segments; "defining moments" series | ~\$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** as a test — never boost cold creative big.
2. After 7 days, **kill the bottom 90%** by cost-per-15-sec-view / CTR.
3. Winners ("unicorns") get **\$30 over 30 days**, then re-tested against fresh challengers.
4. **Lighthouse targeting**: aim winners at followers and engaged audiences of marquee tied brands — the Discord/Del Monte/Sequel halo — and at conference lists (e.g., healthcare marketing events).
5. Metrics → Analysis → Action weekly; agents run the loop, Garrett 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 healthcare/tech/CPG decision makers and agency owners — meaning his exact buyer sees Garrett 2–3× a week, all year.

By month 3 the retargeting pool turns every active pitch into a surround-sound campaign: the buyer who met Garrett Tuesday sees the Sequel film Wednesday and the Adweek award Friday. **That's the 40-hour pitch, amortized.**

Benchmark sources: LinkedIn median CPM \$31–38 (C-suite 2–3× premium); Meta global avg CPM ≈\$11.76, US \$10–15; YouTube CPV \$0.026–\$0.30, US skew +46%. Citations p.13. Reach ranges use the conservative end of spend after fees.

90 days, run by agents — ours first, then his

Each workstream maps to a skill in our 10-agent library (the same system from the DealCon builds). We bootstrap on our side so nothing waits on Garrett's bottlenecked team; by Day 90 his ops person runs the loop with the agents we hand over. Garrett's total 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"> • Lorem Ipsum + site copy QA (site-audit agent) • Mine every win into a ranked proof library (positive-mentions-harvester) • Reputation wanted-vs-had → this plan, dated (reputation-gap-analyzer) • Buy-box + one-sentence differentiation: "the dealmaker who builds brands at defining moments" (personal-brand-strategist) • Identity unification sweep; LinkedIn page merge filed (knowledge-panel-entity-seo) | Forms fixed · proof library ≥50 scored items · one bio/headshot/role string canonized · duplicate-page merge submitted |
| Days 15–45 Build the home | <ul style="list-style-type: none"> • garrettmcclore.com rebuilt as entity home, two doors, Person schema + sameAs (personal-brand-website-agent) • Leadership block + Garrett bio on bornandbredbrand.com/about • Healthcare definitive article + internal-link mesh (definitive-article-writer) • Wikidata, Amazon author, Forbes Councils, The Org corroboration loop (knowledge-panel-entity-seo) • Film day #1: Garrett shoots 6 case-study narrations in one afternoon | Entity home live · schema validates · healthcare page indexed & climbing · 12+ corroborating profiles consistent · 6 films in edit |
| Days 46–75 Turn on distribution | <ul style="list-style-type: none"> • YouTube channels live; films embedded on case-study pages (content-factory) • AAE episode + film day → 40+ clips/posts, all pointing at canonical URLs (content-factory) • Dollar-a-Day live on 3 channels; first kill-the-bottom-90% cycle (dollar-a-day-strategist) • Podcast outreach wave 1: 10 pitches, 2 bookings (positive-mentions-harvester output as press kit) • Backlink reclamation outreach begins | 2 channels publishing weekly · ads spending \$30/day with CPV benchmarks beaten · 2 podcasts booked · 50+ reclaimed/redirected links |
| Days 76–90 Claim & hand off | <ul style="list-style-type: none"> • KG MID located; Knowledge Panel claim filed in Search Console (knowledge-panel-entity-seo) • AI-engine audit: ChatGPT/Perplexity/Gemini describe Garrett correctly (ai-search-visibility) • Agent handover: skills installed on Garrett's side, ops person trained, QA loop self-documenting (recursive-self-improvement-qa) • 90-day scorecard vs. KPI baseline below | Panel claimed or claim pending · AI answers correct · his team running the weekly loop without us |

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

| BRANDED SEARCH /MO | HIS SITE DR | KNOWLEDGE PANEL | "HEALTHCARE BRANDING AGENCY" | AGENCY DR | INBOUND CONSULTS /MO | HRS PER PITCH |
|--------------------|-------------------|-----------------------|------------------------------|-----------------|----------------------|-------------------|
| 10 → 50+ | 0.5 → 8–12 | None → Claimed | Unranked → Top 5 | 27 → 30+ | ~0 → 2–4 | 45 → 35–40 |

Year-1 targets continue past Day 90: branded search 150+/mo, personal DR 18–22, panel live and enriched, healthcare term #1–3, hrs/pitch ≤30.
BlitzMetrics × Born & Bred — Authority Audit · June 2026

What this won't fix — and the order of operations that makes it all work

Still broken after we win

- **Capacity:** won deals still need paperwork, onboarding, staffing. Brand fills the funnel; it doesn't run delivery.
- **Single-threaded closing:** Garrett can't hire a \$400k closer — agreed. But a **\$60–80k sales coordinator** + proposal library + the proof assets from this plan converts his 45-hr pitch into a 25–30-hr pitch where juniors carry the first and last 10 hours. The brand makes that hire effective on day one instead of month six.
- **Pipeline math:** if close-rate and inbound levers land, delivery needs 1–2 more producers by Q2 2027. Good problem; plan for it now.

Why agents, why now, why us first

- Garrett's team is the bottleneck he's escaping — handing them 12 new workstreams recreates the problem. **Our agents bootstrap; his inherit.**
- Every workstream above is documentation-driven (one URL + one skill file each), so the handover is a file transfer, not a hiring round. The QA skill makes each agent document and sharpen itself every run.
- The same library is already running personal-brand builds for our other operators; Garrett gets the compounding version, not the v1.
- Offer framing for tomorrow: **we set it up, his ops person runs it, he shows up 2 hrs/week.** First visible win (Lorem Ipsum + proof library + bio live) inside 14 days.

The one-sentence pitch to Garrett

"You've spent 12 years buying proof that Pfizer, Visa, and Discord trust your judgment — and 0 dollars making that proof findable. Give us 90 days and \$30 a day, and the next CMO who Googles you finds an empire instead of an obituary."

Suggested close for the meeting: agree on the 3 week-one fixes (zero risk, pure upside), authorize the \$30/day media budget, book Film Day #1, and we start the Knowledge Panel clock this week.

Every number, traceable

Primary data (pulled June 9, 2026)

| | |
|---------------------------------|---|
| Ahrefs Site Explorer | bornandbredbrand.com: DR 27, 87 organic keywords, 654 organic visits/mo, \$1,666/mo traffic value, 1,667 live backlinks, 422 live / 1,237 all-time referring domains, 23 top-3 keywords. garrettmcclure.com: DR 0.5, 0 keywords, 0 traffic, 190 live referring domains. gvgagency.com: DR 14. |
| Ahrefs SERP Overview | "garrett mcclure" (US): full top-10 as shown on p.4; no knowledge_panel feature present; volume 10/mo. |
| Ahrefs Keywords Explorer | "healthcare branding agency": 580/mo, KD 3, CPC \$10.00, traffic potential 150. "branding agency san francisco": 266/mo, KD 60. "born and bred agency": 10/mo. |
| Site inspection | bornandbredbrand.com (home, /about): Lorem Ipsum on both contact forms; no leadership bios; client logos, awards, stats as cited. garrettmcclure.com (home, /about): Wix, ©2023, Calendly link anchored to Oct 2023, coaching-focused positioning, As-Seen-In wall. |

Garrett background

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|----------------------------------|---|
| Acquisition & revenue | Digital Agency Business, "From Burnout to Buyout: Garrett McClure" + Agency Acquisitions & Exits podcast Ep 28 (YouTube, Mar 14, 2025): acquired 51% of Born & Bred (~\$3.5M revenue) via cold outreach; goal \$25–30M via programmatic M&A. Revenue corroborated by Garrett to Dennis (June 2026): "just over \$3M." |
| Roles & book | LinkedIn (/in/garrettmcclure): "Dealmaker & Brand Valuation Architect"; President, Born & Bred; CEO, GVG Agency. "Stories That F*cking Matter" (2022, with Steven Le Vine): Amazon best-seller, Shatner foreword, Forbes Councils Executive Library. |
| Press | VoyageLA "Hidden Gems"; CanvasRebel interview; The Org (Advisor, Grove); RocketReach/ZoomInfo listings (stale titles as noted). |

Industry benchmarks

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|---------------------------------|---|
| Thought-leadership stats | Edelman × LinkedIn B2B Thought Leadership Impact Reports (2024: ~3,500 management-level respondents, 7 countries; 2025: ~2,000 incl. hidden buyers): 73% trust TL over marketing materials; 90% more receptive to outreach; 75% researched unconsidered vendors; 70% of C-suite questioned incumbents; 52–54% read 1+ hr/week. |
| Ad benchmarks 2025–26 | LinkedIn: median CPM \$31–38, \$50–100 high-competition, C-suite 2–3× (TheB2BHouse, HockeyStack, meet-lea). Meta: global avg CPM ≈\$11.76, US \$10–16 by placement (Uproas, Brafton). YouTube: CPM \$5–15 US, CPV \$0.026–\$0.30, US +46% vs global (StoreGrowers, Stackmatix, InBeat). |
| Method notes | Impact model assumptions stated inline (p.2, p.8): 20 pitches/yr, 45 hrs avg (Garrett's 40–50 estimate), 25% baseline close, \$100k avg engagement (site budget-tier midpoint), \$300/hr founder opportunity cost. Ranges deliberately wide; conservative case used for headline claims. Traffic values from Ahrefs are modeled estimates, not analytics. |

BlitzMetrics · Personal Brand Engineering

Audit prepared by Dennis Yu with agent-assisted research · June 9, 2026 · Data refreshes available on request