

Crocs paid \$2.5B and called Sparky. Google says "Ian Rich" is a retired pro wrestler.

Ian Rich spent nine years running e-commerce inside Reebok, adidas, and ALEX AND ANI before building Sparky — the Shopify Plus agency that HeyDude, GHOST, '47, Nili Lotan, and Superfeet trust, where every client-facing lead has owned an 8-figure+ P&L. The proof is spectacular. The person is invisible: one live channel (LinkedIn), no entity home, an agency site that ranks for **zero keywords** — and a name Google's Knowledge Graph has already handed to Vampiro, a Canadian wrestling legend.

690 vs 24

KG CONFIDENCE: THE WRESTLER "IAN RICH..." VS IAN'S OWN NODE

0

KEYWORDS SPARKY.US RANKS FOR — ANYWHERE — AT DR 21

1 of 30

TOP-30 GOOGLE RESULTS FOR "IAN RICH" THAT ARE ACTUALLY HIM

~8k

LINKEDIN FOLLOWERS — HIS ONLY LIVING CHANNEL, ON RENTED LAND

Prepared for

Ian Rich · Founder & CEO, Sparky

by Dennis Yu · BlitzMetrics · June 2026

Data: Ahrefs (pulled 06/10/26), Google Knowledge Graph via BlitzMetrics KG Explorer, sparky.us, tapcart.com, GoDaddy domain registry, Edelman×LinkedIn

"Built by operators" is the strongest agency positioning on Shopify. It just isn't attached to a findable person.

Sparky's pitch — every client-facing lead has owned an 8-figure+ e-commerce P&L — only works because Ian himself is the proof: Reebok, adidas Group, ALEX AND ANI, then an agency trusted with a \$2.5B acquisition's storefront. But when a CMO does the 60-second diligence Google, the proof never loads. **His agency ranks for nothing, his name belongs to other people, and his entire professional identity rests on one LinkedIn profile.**

The verdict

This is a disambiguation-and-distribution problem, not a credibility problem. The credibility is earned and verifiable — HeyDude's 51% checkout lift, GHOST's award-winning loyalty build, '47's 300% speed gain. What's missing is cheap: a name-domain entity home (job one — "Ian Rich" currently resolves to a wrestler, an orchestra, and an asphalt company), founder presence on his own agency site, and a second, third, and fourth channel so 17 years of operator judgment stops living and dying inside one LinkedIn feed.

What the data says (pulled June 10, 2026)

- sparky.us: DR 21, 353 live referring domains — but **0 organic keywords, 0 organic visits** in Ahrefs (US and worldwide)
- "Ian Rich" Knowledge Graph: his node scores **~24**; the dominant "Ian Rich..." entity is wrestler Ian Richard Hodgkinson at **~690**
- SERP top 30 for his name: **1 result is him** (LinkedIn, #2); the rest are a Facebook directory, musicians, a cricketer, a historian, an asphalt firm
- Category keywords he should own: "shopify plus agency" (900/mo, KD 15), "shopify migration agency" (342/mo, **KD 0**) — Sparky ranks for neither

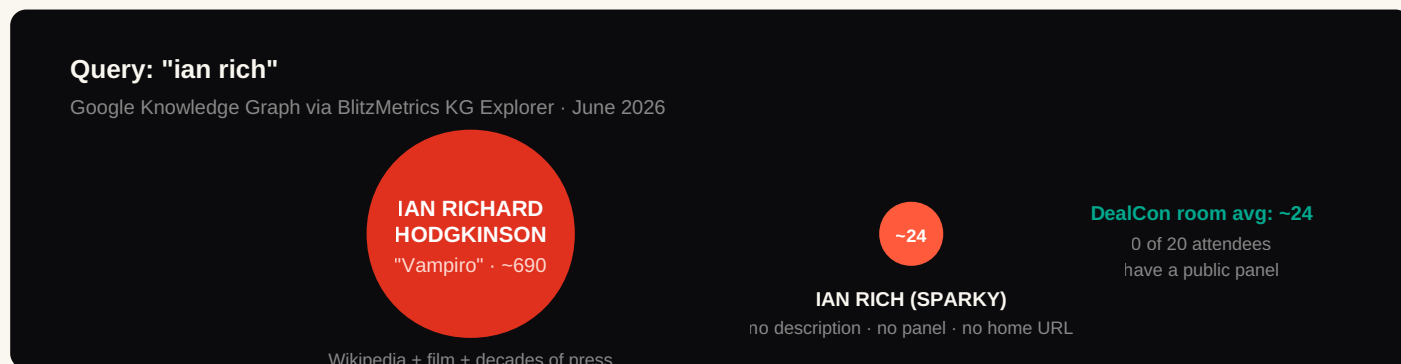
The asymmetry in one table

ALREADY WON (HARD, EXPENSIVE)	CURRENTLY LEAKING (EASY, CHEAP)	WHAT THE LEAK COSTS
Operator résumé no competitor can copy: Reebok → adidas → ALEX AND ANI → founder. "We've sat in your seat" is literally true.	No entity home. ianrich.com and ianrich.com are both registered and serve blank pages; he publishes on neither.	Google has no canonical page to anchor him to — so it anchors his name to Vampiro, The Ian Rich Orchestra, and Ian Rich Asphalt.
2025 Tapcart Innovation Award (inaugural) for the GHOST gamified-loyalty app — "record-breaking sellouts."	The award's only writeup sits on a Tapcart page tagged noindex — invisible to Google. Sparky never published its own.	His biggest third-party trust signal of 2025 cannot rank, be cited, or be found by AI engines.
Finished case-study films for HeyDude and GHOST, plus stat-rich writeups (51% checkout lift, 2,210 subscriptions in 30 days, +68% ATC).	The films live as raw .mp4 files on Google Cloud Storage. No YouTube channel exists for Sparky or Ian.	Proof that should travel ahead of every pitch is sealed inside a site that itself ranks for zero keywords.

Year-1 frame: ~\$14k all-in (\$10,950 of \$10/day media + ~\$3k tooling; agent labor starts on our side) to mint a clean "Ian Rich (Sparky)" entity, put the founder on his own properties, launch YouTube from assets that already exist, and aim \$30/day at the exact DTC operators who hire Shopify Plus agencies. Impact model with every assumption visible: page 14. The same authority compounds into his stated ambition — his LinkedIn headline already reads **"Building a Portfolio of Shopify Agency Businesses."** Acquirers get diligenced too.

In Google's Knowledge Graph, "Ian Rich" already belongs to someone else — by a factor of **29x**

The Knowledge Graph is Google's database of real-world entities; it powers Knowledge Panels and feeds the AI assistants buyers now use for diligence. We queried it via the BlitzMetrics KG Explorer (June 2026). The dominant entity on Ian's name is **Ian Richard Hodgkinson** — "Vampiro," the Canadian pro-wrestling legend (WCW tag champion, CMLL icon, Wikipedia entry, documentary subject) at confidence ~690. Ian's own node exists — barely — at ~24, with no description and no panel.



Why this matters more for Ian than anyone at DealCon

Most attendees have a **blank** entity — Google simply doesn't know them. Ian has a **contested** one: a famous namesake with 40 years of corroboration soaks up every signal his name emits. Without deliberate disambiguation — an entity home, Person schema, a consistent "Ian Rich — Founder & CEO of Sparky" role string everywhere — his press, posts, and award wins quietly feed the wrong graph or evaporate.

Why it's still winnable

He doesn't need to out-famous Vampiro. He needs Google to mint a **separate, unambiguous node**: "Ian Rich, Founder & CEO of Sparky, Boston." That's built from exactly the assets he already owns — verifiable employment history, named clients, a major partner award, a conference talk — once they're corroborated around one canonical URL. Matt Bodnar's 215-score panel (p.6) proves the path works for an operator with far less name competition; the mechanics are identical.

The fragmentation tax, measured: LinkedIn shows a "40+ Ian Rich profiles" directory beside his own result. The Org lists Sparky **twice** (org/sparky and org/sparky-1, both with an Ian Rich CEO page). A second LinkedIn profile titled "Ian Rich – Sparky" (/in/ian-rich-a5239218) surfaces in search. His handles split three ways: **iancrich** (LinkedIn/Facebook), **IanFromSparky** (X), **yosparky** (company). Google can't merge what he hasn't unified.

What's already won: an operator story money can't buy and logos that close rooms

Nothing on this page needs to be created. It needs to be **surfaced, corroborated, and distributed**. Every item below is verified against sparky.us, tapcart.com, or his public profiles (June 10, 2026).

ASSET	WHAT WE VERIFIED	WHY IT CONVERTS
The operator résumé	Reebok (2009–14, e-comm content & creative), adidas Group (2014–16, e-comm site experience manager), ALEX AND ANI (2016–17, e-comm product manager), freelance strategist, then Sparky in 2018. Team alumni wall adds Brahmin, Rue La La, FootJoy.	"Every client lead has owned an 8-figure+ P&L" is the rarest agency claim — and his bio is the evidence.
Marquee client roster	HeyDude, GHOST, '47, Nili Lotan, Superfeet, Legends, Venus, OrthoFeet, Paka, MTN OPS, YORK Athletics, Wink, K2o by Sprinter, Fracture, Rockets of Awesome — all displayed with logos on sparky.us.	Recognizable DTC names de-risk a boutique agency instantly.
Outcome numbers already published	HeyDude: +51% checkouts reached YoY , full rebuild in 3 months post-\$2.5B Crocs acquisition. GHOST: +7% conversion, 200%+ site speed , 2,210 subscription orders in 30 days with zero marketing. '47: 300% speed gain . Paka: +68% ATC, +8% CVR . YORK: 40% conversion lift on fewer promos. Legends: 30× scale.	Specific, dated, client-named numbers — the raw material of 90 days of content.
2025 Tapcart Innovation Award	Inaugural winner, Tapcart Partner Awards, for GHOST's fully custom gamified loyalty program (sweepstakes, raffles, daily rewards) — "driving deep engagement and record-breaking sellouts"; Tapcart also credits Sparky's work for VENUS and MTN OPS.	Third-party, competitive, recent — the strongest external validation he owns.
A real differentiated POV	DTCx7 Global Virtual Summit talk (April 2024): " Agencies are Fake News, as Told by an Agency Owner. " Plus "Service as a Software" / Sparky OS — no hourly rates, no scope creep — and a brand voice funny enough to ship a haiku page.	Contrarian operator honesty is exactly what feeds LinkedIn, podcasts, and Dollar-a-Day.
A working channel	LinkedIn /in/iancrich, ~8k followers, active — headline: "Building a Portfolio of Shopify Agency Businesses." Sparky company page (yosparky) linked from the site.	Proven organic content = a pre-tested creative pool for paid amplification.
Partner ecosystem	Shopify, Klaviyo, Tapcart, Rebuy, Gorgias, Loop, Algolia, Elevar, Skio + 9 more listed partners; Tapcart agency-directory listing live.	18 ecosystems that co-market, refer, and host stages he hasn't asked for yet.

The pattern: Ian's vault is unusually deep for a sub-10-person agency — operator biography, blue-chip logos, published numbers, a fresh award, and a contrarian voice. Nobody needs to invent anything. The entire 90-day plan (p.12) is plumbing and distribution for assets that already exist.

Authority Score: **28/100** — #11 of 20 in the DealCon room

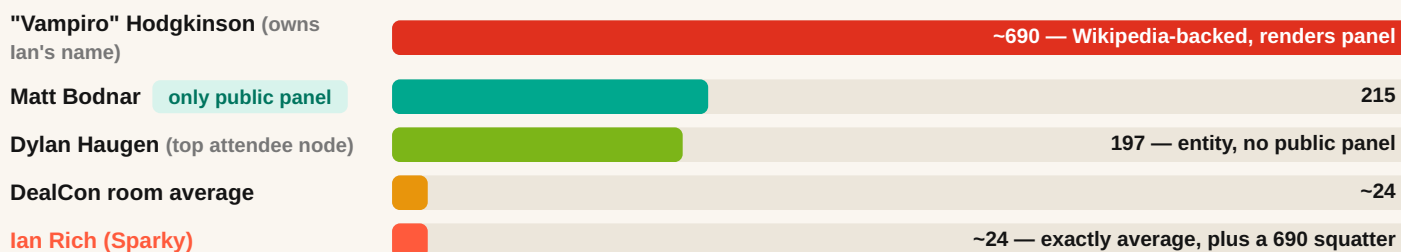
Grades measure how visible and reusable Ian's authority is — not whether the wins exist (they do; see p.4). Pre-score methodology: BlitzMetrics DealCon leaderboard, June 2026 (0.25·Web DR + 0.25·Social + 0.35·Press/Entity + 0.15·KP-Readiness).

CHANNEL	WHAT WE FOUND (JUNE 10, 2026)	FASTEST FIX
F Entity home his name's URL	None. ianrich.com: registered, blank page . ianrich.com: registered, blank. He publishes on neither; ianrich.co / .io sit unregistered. There is no page on the internet Ian controls that states who he is.	Launch ianrich.co now; broker ianrich.com in parallel. Facts-first homepage, Person schema, sameAs graph.
F Knowledge Graph	His node: ~24, no description, no panel. The name is owned by a wrestler at ~690 (p.3). Zero Wikidata presence.	Disambiguation campaign (p.11): schema + corroboration + Wikidata + claim KG MID.
F sparky.us SEO	DR 21, 353 live referring domains — and 0 organic keywords, 0 organic visits (Ahrefs, US + worldwide). Not even "sparky agency" (10/mo). All authority, no findability: no blog, no content layer, ~20 indexable pages.	Definitive articles on KD-0/15 money terms (p.7); case-study pages already hold the proof.
F YouTube / video	No channel exists for Ian or Sparky. Finished HeyDude + GHOST films sit as raw .mp4s on Google Cloud Storage. His DTCx7 talk recording has no canonical home we could retrieve.	Launch channel with the 2 finished films + talk re-upload; embed on case pages; clip everything.
D X / everything else	@IanFromSparky (joined Dec 2023) is dormant. Instagram: the @ian_rich ranking in his SERP is not his handle. No podcast appearances found in our sweep — zero third-party audio/video of him.	Repost LinkedIn winners to X; 2 podcast guest spots/month, pitched with the award + client stats.
D Identity hygiene	Handles split (ianrich / IanFromSparky / yosparky); duplicate The Org listings (sparky + sparky-1); stray second LinkedIn profile in search; data brokers (RocketReach, ZoomInfo, Wiza, Datanyze) describing him inconsistently.	One canonical name/role/photo/bio; correct brokers; retire dupes; consistent sameAs links.
C Google page 1 for "ian rich"	His LinkedIn holds #2 — the single owned result in the top 30. Flanked by a Facebook strangers directory (#1), an unrelated Instagram (#3), an unrelated X account (#4), an orchestra, a cricketer, a Holocaust historian, and Ian Rich Asphalt. First non-social result about him: RocketReach at #30.	Entity home + corroborated profiles can own 4–6 of the top 10 within two quarters.
B- LinkedIn	The one working channel (~8k followers, active, sharp headline) — but it's a single point of failure on rented land, and LinkedIn itself shows "40+ Ian Rich profiles" beside him.	Keep publishing; syndicate every winner to the entity home (canonical) + X + ads pool.
A- Agency proof content of sparky.us	Case studies with real numbers, named enterprise logos, award banner, partner wall, distinct voice. The vault is full — but the founder appears nowhere on the site , and the About page shows a team photo with zero names.	Founder bio + leadership block + film embeds (p.7). One day of edits.

DealCon, June 2026: 20 operators, zero public Knowledge Panels — and one stolen name

We pre-scored all 20 attendees (Ahrefs DR + social + press/entity + KP-readiness) and pulled each name through the Knowledge Graph. The room's pattern: **real-world deal-makers, digital ghosts**. Ian's twist is that his ghost has a famous body double.

Knowledge Graph confidence (BlitzMetrics KG Explorer, June 2026)



DIMENSION	IAN TODAY	ROOM CONTEXT	READ
Overall pre-score	28/100 — #11 of 20	Top: Bodnar 57, Wallin 55, Umrdinov 47	Mid-pack despite top-5 raw material — the gap is packaging, not substance.
Company domain authority	sparky.us DR 21	Room's best: Threshold DR 57, Home Alliance 46, Eidolon-adjacent 45	Upper-mid — but the only DR-20+ domain in the room with zero ranking keywords.
Personal-name website	None (two blank registered domains)	17 of 20 attendees: DR 0–5 or none	The shared blind spot — and the cheapest catch-up move available.
Knowledge Panel	None	0 of 20 have one; Bodnar's is the lone proof it's winnable	First mover in this cohort gets the durable diligence advantage.
Name collision severity	Worst in the room	Tom Shipley fights a 1970s musician (28); most fight nobody	Ian's namesake scores 690 — the only attendee whose name is actively owned by a celebrity.

The competitive read: nobody in Ian's DealCon cohort — and, per our sweep, none of the operator-led Shopify agencies he competes with for enterprise builds — has claimed the "findable founder" position. A modest, consistent 90-day push doesn't make Ian competitive in this room. It makes him the example the room studies next June.

Cohort data: BlitzMetrics DealCon pre-score leaderboard, June 2026 — Ahrefs public DR + parallel web research + KG Explorer checks per attendee. Individual scores shared privately with each attendee.

DR 21 with **zero ranking keywords**: Sparky built authority, then never spent it

Ahrefs (June 10, 2026): sparky.us holds Domain Rating 21 on 780 live backlinks from 353 referring domains — respectable for a boutique agency. And yet it ranks in Google's top 100 for **nothing**. Not its category terms, not its clients' case studies, not even its own brand. The site is a beautifully designed business card that search engines never deliver.

21

DOMAIN RATING
(AHREFS RANK
7,939,378)

0

ORGANIC KEYWORDS
— US AND
WORLDWIDE

0

ORGANIC VISITS/MO
PER AHREFS
ESTIMATE

412

REFERRING DOMAINS
LOST ALL-TIME (765
→ 353 LIVE)

The keyword money Sparky is leaving on the table (Ahrefs Keywords Explorer, US)

KEYWORD	VOLUME/MO	DIFFICULTY	CPC	SPARKY'S POSITION
shopify development agency	1,252	21	\$0.50	Unranked (traffic potential: 23,000)
shopify plus agency	900	15	\$4.00	Unranked — this is literally what Sparky is
shopify cro agency	350	15	n/a	Unranked — CRO is a headline service
shopify migration agency	342	0	\$6.00	Unranked on a zero-difficulty term it has marquee proof for (Venus, Rockets of Awesome, Wink)
sparky agency	10	—	—	Unranked — even branded search misses

What we found under the hood

- **The founder appears nowhere.** No Ian, no names, no leadership bios — the About page ships a team photo with zero captions, on an agency whose whole pitch is its people's résumés.
- **Schema is a stub.** Organization + WebSite JSON-LD with three fields; no founder, no logo, no sameAs — and the WebSite block's publisher points at an @id ("#org") that is never defined.
- **The award banner links to a noindexed page.** Sitewide header promotes the Tapcart win — toward a URL tagged meta-robots noindex on tapcart.com.
- **No content layer.** No blog, no articles, no resource pages — nothing for the KD-0–21 terms above to land on.

The name-domain situation (GoDaddy check, June 10, 2026)

- **ianrich.com** — registered by a third party, serves a blank page. Start a broker inquiry; blank pages are often buyable.
- **iancrich.com** — registered, also blank (matches his handle; ownership unverified — if it's his, it's a 1-day fix).
- **ianrich.co, ianrich.io, ianrich.co** — available today. Launch the entity home on ianrich.co immediately; 301 everything later if the .com lands.

Per the BlitzMetrics model, the entity home is a **facts page** — hero, stats bar, story, what-I-do, featured talk, testimonials, as-seen-on, connect — not a sales page.

Google, right now, when a CMO checks him out: "ian rich"

This is the moment after the great first call. The buyer Googles him (50 searches/mo on the name — split across every Ian Rich alive). Here's the top of the page (Ahrefs SERP overview, US, June 10, 2026):

#	RESULT	WHAT THE BUYER CONCLUDES
1	Facebook "ian-rich Profiles" directory (DR 100)	A pile of strangers with his name
2	His LinkedIn: "Ian Rich — CEO — Sparky" + sitelink: "40+ Ian Rich profiles"	The one good result — rented land, flanked by a directory of 40 other Ian Riches
3	Instagram @ian_rich	Different person
4	X/Twitter @Ian__Rich	Different person (his own @IanFromSparky is nowhere)
5	Image pack: a playwright, a comedian, a UK teacher, album covers	No face to anchor — Google literally cannot picture him
6–7	Discogs + Spotify: "The Ian Rich Orchestra"	A James Bond covers orchestra
8	ESPNcrinfo player profile	A cricketer
9	Bloomsbury author page	A Holocaust historian
10	MCLA lacrosse player stats	A college athlete
12	ianrichasphalt.com	An asphalt paving company in Gateshead, England
30	RocketReach: "Sparky's Chief Executive Officer"	The first non-LinkedIn page about the actual Ian Rich — a data-broker scrape

The AI layer inherits the confusion

ChatGPT, Perplexity, and Google's AI experiences assemble "Who is Ian Rich?" from this same graph and corpus. With no entity home, no Wikidata item, a stub schema, and a 690-confidence wrestler on the name, there is **no canonical answer for them to retrieve** — so buyers doing AI-assisted diligence get the orchestra, the historian, or a hedged blend. The fix is the same as the search fix: one corroborated source of truth, then quarterly AI-answer audits (skill #6 in our library).

The 2025+ stakes: Search Profiles

Google's Search Profiles — the new persistent presence on your own name — require 100k+ followers **or a Knowledge Panel**. Ian won't hit 100k followers this decade on one channel; the panel is his only realistic door. Every quarter without disambiguation, the wrestler's node keeps compounding and the door gets heavier.

One engine, no spares: his professional identity is a single LinkedIn profile

Ian's instinct is right — he's built a real audience where his buyers actually are. The risk is structural: **100% of his reach lives on one rented channel**, nothing he posts lands on a domain he owns, and every other surface is dormant, missing, or pointing at someone else.

CHANNEL	STATUS (JUNE 2026)	FINDINGS	MOVE
LinkedIn (personal) <i>/in/ianrich</i>	Active ~8k followers	His main channel and best asset. Headline: "Building a Portfolio of Shopify Agency Businesses." Posts carry the operator voice; the DTCx7 promo post is typical of content that works.	Keep cadence; harvest top 20 posts into the proven-creative pool; add entity-home link + consistent bio block.
LinkedIn (company) <i>/company/yosparky</i>	Active, founderless	The only social link on sparky.us. Announces hires and wins, but the founder's face and story don't anchor it.	Founder-authored posts 1x/week; cross-link Ian's profile ↔ page ↔ site (sameAs both ways).
X <i>@IanFromSparky</i>	Dormant	Joined Dec 2023; bio reads "Founder of Sparky... Building Service as a Software" — then went quiet. Meanwhile <i>@Ian__Rich</i> (a stranger) ranks #4 on his name.	Don't build here — syndicate. Auto-repost LinkedIn winners; the handle exists to corroborate the entity, not to win X.
YouTube	Missing	No channel for Ian or Sparky. Two finished case-study films (HeyDude, GHOST) sit as raw .mp4s on Google Cloud Storage where no algorithm can find them.	Launch with what exists: 2 films + DTCx7 talk + 6 stat-driven shorts. Embed films back on case pages.
Instagram	Not his	<i>@ian_rich</i> (ranking #3 on his name) is a different person; no clear active personal handle found.	Low priority; secure a consistent handle for corroboration; reels can mirror YouTube shorts later.
Podcasts / press	Near-zero	One conference talk found (DTCx7, April 2024). No podcast appearances surfaced in our sweep — remarkable for a founder with this client roster and a fresh award.	2 guest bookings/month: DTC + Shopify-ecosystem shows (Tapcart, Klaviyo, Gorgias orbits already know him).
Data brokers	Inconsistent	RocketReach, ZoomInfo, Datanyze, Wiza, success.ai all describe him with varying titles/details; The Org lists Sparky twice; a stray second LinkedIn profile surfaces.	One canonical role string everywhere: "Ian Rich — Founder & CEO, Sparky." Correct, claim, or retire each listing.

The single-point-of-failure math: if LinkedIn throttles reach, suspends the account, or simply changes the feed algorithm, Ian's entire personal-brand distribution goes to zero overnight. The entity home + YouTube + syndication stack isn't extra work on top of LinkedIn — it's the same content, finally landing somewhere he owns.

Follower counts approximate (profile-listed, June 2026); X dormancy per profile review. Exact post-level analytics require Ian's account access — flagged for the kickoff call.

90 days of content already exists. Nobody has pressed "publish" twice.

Content Factory rule: one strong recording or proof point → blog + clips + reels + posts + ads, all pointing at one canonical URL. Ranked by leverage, here is Ian's existing inventory and the plays it feeds:

#	ASSET (VERIFIED, ALREADY EXISTS)	CONTENT-FACTORY PLAY	WHAT IT FEEDS
1	DTCx7 talk: "Agencies are Fake News, as Told by an Agency Owner" (April 2024; recording currently homeless)	Re-host on his YouTube + entity home as the canonical manifesto. Cut 12 clips; transcribe into the definitive article "Why operators beat agencies"; 1 LinkedIn carousel; top 3 clips into the \$1/day pool.	His one-sentence differentiation, stated on camera, in his own voice — the spine of the whole brand.
2	Finished case-study films: HeyDude + GHOST (.mp4s on Google Cloud Storage)	Launch the YouTube channel with both; keyword titles, chapters, end screens; embed on /work pages; cut 8–10 shorts ("How GHOST got 2,210 subscriptions in 30 days").	Proof that travels ahead of every pitch; the channel's first-day catalog costs \$0 in production.
3	2025 Tapcart Innovation Award (only writeup lives on a noindexed Tapcart page)	Publish the canonical award story on sparky.us + ianrich.co (the gamified GHOST loyalty build: sweepstakes, raffles, daily rewards → record sellouts). Award-moment posts; the podcast-pitch hook for 10 shows.	Third-party validation finally becomes indexable, citable, and quotable by AI engines.
4	The client stat bank (published on sparky.us/work)	HeyDude +51% checkouts · GHOST +7% CVR / 200% speed · '47 +300% speed · Paka +68% ATC · YORK +40% CVR · Legends 30x → one proof-wall page + 6 stat cards + carousel + Dollar-a-Day creative variants.	Every ad, bio, deck, and pitch email pulls from one maintained source of truth.
5	The operator-to-founder story (Reebok floor → adidas → ALEX AND ANI → Sparky, 2018 SFCC → 2020 Shopify pivot)	Film one 20-minute interview (we ask, he answers). Becomes: entity-home "My Story," sparky.us founder bio, 6 clips, the podcast one-sheet, and the "8-figure P&L" explainer post.	The disambiguation anchor — the human story no namesake wrestler can blur.
6	His LinkedIn archive (~8k followers of proven-engagement posts)	Harvest + score top 20 posts (positive-mentions-harvester skill); rewrite winners as evergreen entity-home articles; recycle the top 5 as \$1/day thought-leader ads.	Pre-tested creative — the Dollar-a-Day engine starts with winners, not guesses.
7	Sparky OS / "Service as a Software" + the haiku-grade brand voice	One definitive article: "No hourly rates, no scope creep: how Sparky OS works." Demo walkthrough video; partner co-marketing asset for the 18-logo ecosystem (Tapcart, Klaviyo, Rebuy...).	The differentiated business model becomes searchable IP instead of a footnote.

The 4 P's mapping (Plumbing → Publish → Promote → Perform): plumbing is pages 7 and 11 (entity home, schema, channels); publish is this page — roughly **40+ derivative assets from 7 existing sources** before anything new is filmed; promote is Dollar-a-Day (p.13); perform is the weekly MAA scorecard (p.12). Ian's personal time cost for all of page 10: one film afternoon plus approvals.

Beating a 690-point wrestler without out-famousing him

Knowledge Panels aren't won by fame — they're won by **unambiguous, corroborated identity**. Google happily maintains separate entities for people who share a name; it just refuses to guess. The job is to hand it a person it cannot confuse with Vampiro: same name, completely different, mutually-confirming signal set.

- 1 **Mint the canonical URL (Weeks 1–2).** Launch [ianrich.co](#) as a facts-first entity home — hero + stats bar + story + what-I-do + featured talk + testimonials + as-seen-on + connect (the BlitzMetrics template behind [camhazzard.com](#), [harryjgold.com](#), [markosipila.com](#)). Open a GoDaddy broker inquiry on the blank [ianrich.com](#) in parallel; confirm whether [iancrich.com](#) is already his.
- 2 **Ship the schema (Weeks 1–3).** Person JSON-LD on the entity home: name, jobTitle "Founder & CEO, Sparky," worksFor → Organization, alumniOf (Reebok, adidas Group, ALEX AND ANI), award (2025 Tapcart Innovation Award), sameAs → LinkedIn, X, Crunchbase, The Org, Tapcart directory. Simultaneously fix [sparky.us](#): founder field, logo, sameAs, and the broken "#org" @id reference in its three-field stub schema.
- 3 **Put the founder on his own agency (Weeks 1–2).** Leadership block on [sparky.us/about](#) — names under the team photo, an Ian bio with headshot linking to [ianrich.co](#). The about page currently proves "small team, deep focus" while naming not one human; this is the single highest-trust edit available.
- 4 **Corroborate in triplicate (Weeks 2–8).** One canonical role string and headshot pushed to: Crunchbase (person + org), The Org (merge the [sparky / sparky-1](#) duplicates), RocketReach, ZoomInfo, Wiza, Tapcart agency directory, Shopify partner listing, LinkedIn (retire the stray [/in/ian-rich-a5239218](#) if it's his). Create the Wikidata item: Ian Rich — American e-commerce entrepreneur, founder of Sparky — distinct from Q-item "Vampiro."
- 5 **Generate third-party ink (Weeks 4–12).** 2 podcast guest spots/month + the award story pitched to Shopify-ecosystem newsletters and DTC trades. Every hit: consistent name-role string, link to [ianrich.co](#), added to the as-seen-on wall with schema. This is what moves KG confidence — Google believes what independent sources repeat.
- 6 **Find the KG MID, claim, enrich (Weeks 8–13).** Re-pull the KG Explorer monthly; once "Ian Rich" (Sparky) crosses ~100 with a description, verify on Google, claim the panel in Search Console, then feed it: photo, role, award, talk. Exit criteria: panel claimed or claim pending, and his node clearly separated from Hodgkinson's.

Why his odds are good

Verifiable employment at famous companies, a named award from a known platform, enterprise clients, live conference footage, and zero negative press — this is exactly the corroboration profile Google merges fastest. The collision actually helps focus the work: every signal must say **Sparky + Boston + Shopify**, which is precisely what no wrestler page says.

The benchmark to beat

Matt Bodnar's panel (confidence 215) was earned with podcast-era corroboration and never optimized — proof that an operator in this exact room can cross the line. Target: Ian's node from ~24 → 100+ by Day 90, panel-eligible within two quarters. KG figures: BlitzMetrics KG Explorer, June 2026.

Run by agents — the same 10-skill Local Service Spotlight library from the DealCon workshop

Every workstream maps to an installable skill (in parentheses). We bootstrap on our side so nothing waits on Sparky's delivery calendar; by Day 90 his ops lead runs the loop. Ian's personal commitment: **~2 hours/week on camera plus approvals.**

PHASE	WORKSTREAMS (AGENT SKILL)	EXIT CRITERIA — MEASURABLE
Days 1–14 Stake the claim	<ul style="list-style-type: none"> Buy ianrich.co; broker inquiry on ianrich.com; resolve ianrich.com (personal-brand-website-agent) Buy-box + one-sentence differentiation: "the operator who builds operators' storefronts" (personal-brand-strategist) Harvest + score every mention, post, stat, award into a proof library (positive-mentions-harvester) Founder bio + named leadership block live on sparky.us/about Reputation wanted-vs-had → this plan, dated (reputation-gap-analyzer) 	Domain live · proof library ≥50 scored items · founder visible on his own site · canonical bio/headshot/role string adopted
Days 15–45 Build the home	<ul style="list-style-type: none"> ianrich.co entity home: facts-page structure + Person schema + sameAs graph (personal-brand-website-agent, knowledge-panel-entity-seo) Fix sparky.us schema (founder, logo, sameAs, broken #org reference) Definitive article #1: "Shopify migration agency" hub — KD 0, 342/mo, Venus/Rockets proof embedded (definitive-article-writer) Film day: 20-min story interview + 6 case-study narrations in one afternoon Wikidata item + data-broker corrections + The Org merge (knowledge-panel-entity-seo) 	Schema validates · article indexed · 12+ corroborating profiles consistent · film day in edit · Wikidata live
Days 46–75 Turn on distribution	<ul style="list-style-type: none"> YouTube launch: HeyDude + GHOST films, DTCx7 talk re-hosted, 10 shorts; films embedded on /work pages (content-factory) Definitive article #2: "Shopify CRO agency" (350/mo, KD 15) + proof-wall page Dollar-a-Day live on 3 channels; first kill-the-bottom-90% cycle (dollar-a-day-strategist) Podcast wave 1: 10 pitches → 2 bookings, armed with the award + stat bank (positive-mentions-harvester output as press kit) X syndication loop on; LinkedIn winners auto-repurposed 	Channel publishing weekly · \$30/day spending against benchmarks · 2 podcasts booked · both money keywords in top 20
Days 76–90 Claim & hand off	<ul style="list-style-type: none"> KG re-pull; KG MID located; panel claim filed when eligible (knowledge-panel-entity-seo) AI-engine audit: ChatGPT/Perplexity/Gemini describe "Ian Rich, Sparky" correctly (ai-search-visibility) Agent handover: skills installed on Sparky's side, ops lead trained, self-documenting QA loop (recursive-self-improvement-qa) 90-day scorecard vs. the baseline below 	Panel claimed or pending · AI answers name the right Ian · Sparky team running the weekly loop without us

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

KG CONFIDENCE (HIS NODE)	ENTITY HOME	SPARKY.US KEYWORDS	"MIGRATION AGENCY" RANK	YOUTUBE	PODCASTS BANKED	TOP-10 OWNED RESULTS
~24 → 100+	None → Live + schema valid	0 → 25+	Unranked → Top 5	None → 15+ videos live	0 → 6 episodes	1 → 4–6

Year-1 targets continue past Day 90: panel live and enriched, ianrich domain DR 8–12, "shopify plus agency" top 5, branded "ian rich sparky" search emerging, X resurrected as a syndication mirror.

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

Dollar-a-Day doesn't buy traffic — it buys **repetition with the 2,000–5,000 DTC operators who can actually hire Sparky**, using content that already proved itself organically. Annual cost: \$10,950 — less than one enterprise trade-show booth.

CHANNEL (\$10/DAY)	TARGETING (GCT: GOALS → CONTENT → TARGETING)	CREATIVE POOL (ALREADY EXISTS, P.10)	EXPECTED MONTHLY REACH @ 2025–26 BENCHMARKS
LinkedIn Thought-leader ads	Founders, CEOs, VPs of eCommerce/Digital at consumer brands 50–1,000 employees; Shopify Plus ecosystem job titles; DTC conference and partner lists	His top organic posts; DTCx7 clips; "agencies are fake news" beats; award-moment post	~\$300 @ \$35–75 CPM (decision-maker premium) → 4,000–8,500 buyer impressions
Meta (FB+IG) Retargeting first	sparky.us + ianrich.co visitors; video viewers; engaged-with-content lookalikes of closed-won contacts	Case-study film cuts (HeyDude, GHOST), stat cards (+51%, 2,210 subs, 300% speed), 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: searched "shopify plus agency," "shopify migration," "replatforming"; viewers of DTC/e-comm channels and partner-ecosystem content	The 2 case-study films; DTCx7 talk segments; "how GHOST's loyalty app won the Tapcart award"	~\$300 @ \$0.05–0.12 CPV → 2,500–6,000 completed views of long-form proof

The operating rules (MAA loop)

1. Every 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-second-view / CTR.
3. Winners get **\$30 over 30 days**, then face fresh challengers.
4. **Lighthouse targeting**: aim winners at engaged audiences of the marquee brands he's tied to — HeyDude, GHOST, '47, Superfeet — and at partner ecosystems (Tapcart, Klaviyo, Rebuy followings).
5. Metrics → Analysis → Action weekly; agents run the loop, Ian sees a one-page scorecard.

What a year buys

~**320,000–530,000 targeted impressions + 30,000–70,000 video views** concentrated on a few thousand DTC decision-makers — his exact buyer seeing the operator story 2–3× a week, all year.

By month 3, retargeting turns every active pitch into surround sound: the VP who met Ian on Tuesday sees the GHOST film Wednesday and the Tapcart award Friday. **That's the enterprise pitch, amortized.** And the same pool warms agency owners — the sellers his "portfolio of Shopify agencies" headline says he wants to buy.

Benchmark sources: LinkedIn median CPM \$31–38, C-suite 2–3× premium (TheB2BHouse, HockeyStack); Meta global avg CPM ≈\$11.76, US \$10–16 (Uproas, Braffon); YouTube CPV \$0.026–\$0.30, US skew (StoreGrowers, Stackmatix). Reach ranges use the conservative end of spend after fees.

The model: 5–30× return on ~\$14k, with every assumption on the table

Sparky doesn't publish revenue or pricing, so this model runs on **explicit, labeled assumptions** — swap in Sparky's actuals on the kickoff call and the math recomputes in minutes. Illustrative anchor: an average engagement (build + first-year retainer) of **\$120k**; ~12 competitive enterprise pursuits/year at a 25% baseline close; founder time at \$300/hr. All three are Ian's numbers to correct.

LEVER (MECHANISM, SOURCED P.13 + BELOW)	CONSERVATIVE	EXPECTED	AGGRESSIVE
1. Close-rate lift on pursuits proof arrives pre-sold; 90% of buyers more receptive to known producers (Edelman×LinkedIn)	+2 pts → +\$29k	+4 pts → +\$58k	+6 pts → +\$86k
2. Inbound from owned keywords + entity KD-0/15 terms, 1,600+ combined monthly searches, currently 100% surrendered	2 qualified opps, 0.5 closed → +\$60k	5 opps, 1.25 closed → +\$150k	10 opps, 2.5 closed → +\$300k
3. Founder hours returned trust hours inside each pursuit compress 10–30% when diligence pre-answers itself	60 hrs = \$18k capacity	120 hrs = \$36k capacity	180 hrs = \$54k capacity
4. Talent + partner halo senior-only hiring and 18 partner ecosystems referring a findable founder	Faster senior hires, more partner-sourced referrals (Tapcart directory → warm intros) — real, deliberately unquantified		
5. The portfolio flywheel his LinkedIn headline: "Building a Portfolio of Shopify Agency Businesses"	Agency owners diligence their acquirer harder than clients do. The same entity work pre-sells every seller conversation — the DealCon thesis, applied to himself. Strategic upside, unquantified by design.		
Year-1 revenue-equivalent total	≈ \$107k	≈ \$244k	≈ \$440k
All-in cost (media \$10,950 + ~\$3k tools; agent labor: ours to start)	≈ 8× return	≈ 17× return	≈ 31× return

What this model is NOT

Not a forecast — a sized hypothesis with sourced mechanisms and labeled assumptions. It does **not** deliver the work, staff the bench, or fix anything inside Sparky's operations (which, by all visible evidence, don't need fixing). And if Sparky's real ACV is half or double our \$120k anchor, scale every revenue cell accordingly — the ratios hold.

Why the conservative case is hard to miss

It requires only: +2 close points on 12 pursuits, two inbound opportunities all year from 1,600+ monthly searches on KD-0–21 terms Sparky has marquee proof for, and a 10% trim of trust hours — with DR 21 and 353 referring domains already in the bank. The expensive part of authority (earning the proof) is done. We're only paying for distribution.

Mechanism sources: Edelman×LinkedIn B2B Thought Leadership Impact Reports (2024: ~3,500 management-level respondents; 2025: ~2,000 incl. hidden buyers) — 73% trust thought leadership over marketing materials; 90% more receptive to outreach; 75% researched unconsidered vendors; 70% of C-suite questioned incumbents. Keyword data: Ahrefs (June 10, 2026). Engagement value, pursuit count, close rate, and hourly rate are stated assumptions, not measurements.

Seven quick wins, zero risk, mostly free — start tonight

- 1 **Register ianrich.co (it's open)** and open the GoDaddy broker inquiry on blank ianrich.com. If ianrich.com is already his, point it somewhere real today.
- 2 **Put names on the About page.** Caption the team photo; add a founder bio block — the agency that sells "we've sat in your seat" currently names no one who sat anywhere.
- 3 **Publish the award story on sparky.us.** Tapcart's winners page is noindexed — right now Google cannot read the best thing said about Sparky in 2025. Own the canonical version.
- 4 **Create the YouTube channel and upload the two finished films** (HeyDude, GHOST) that are sitting as raw .mp4s on Google Cloud Storage. Embed them back on the /work pages.
- 5 **Fix the schema stub:** add founder, logo, and sameAs to sparky.us's Organization JSON-LD — and repair the publisher reference that points at an "#org" @id which doesn't exist.
- 6 **Unify the identity:** one role string ("Ian Rich — Founder & CEO, Sparky"), one headshot, everywhere — LinkedIn, X, Crunchbase, The Org (merge the duplicate Sparky listings), RocketReach, ZoomInfo.
- 7 **Start the first \$1/day test** on his best existing LinkedIn post plus one DTCx7 clip — seven days, \$7, and the Dollar-a-Day engine is officially live.

"Seventeen years of owning the P&L bought you the most credible pitch in the Shopify aisle — and none of it is findable. Give us 90 days and \$30 a day, and the next founder who Googles you finds the operator Crocs called after a \$2.5 billion deal — not a wrestler, an orchestra, or an asphalt company."



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Spotlight

Prepared for Ian Rich by Dennis Yu · DealCon · June 2026

Data pulled June 10, 2026: Ahrefs Site Explorer / Keywords Explorer / SERP overview;

Google Knowledge Graph via BlitzMetrics KG Explorer; sparky.us, tapcart.com, theorg.com,

GoDaddy registry; Edelman×LinkedIn B2B Thought Leadership reports. Refreshes on request.