

350 agencies run on his systems. His own reputation still runs on **word of mouth.**

Lyn Askin survived a bilateral pulmonary embolism in 2020, rebuilt his 26-year agency on EOS — 3× revenue, 7× profit — sold it, and now coaches the exact operators sitting in this room. He owns his name on every platform, and Google already holds a 72-confidence entity for him: the strongest unclaimed base at DealCon. The compounding layer — authority, search, repurposed proof — is switched off.

4.9

DOMAIN RATING OF LYNASKIN.COM — HIS ENTITY HOME (THE AGENCY HE SOLD: 11)

#41

HIS ONLY GOOGLE RANKING — "EOS IMPLEMENTER," 1,100 SEARCHES/MO, DIFFICULTY 0

72

KNOWLEDGE GRAPH CONFIDENCE — A REAL OBJECT, BUT NO PANEL RENDERS

0

EDITORIAL ARTICLES ABOUT HIM — ALL PROOF LIVES IN PODCASTS & DIRECTORIES

Prepared for

Lyn Askin · Certified EOS Implementer® · EOS Worldwide

by Dennis Yu · Local Service Spotlight · BlitzMetrics · June 2026

Data: Ahrefs (pulled 06/10/26), BlitzMetrics KG Explorer (06/09/26), lynaskin.com, implementer.eosworldwide.com

He's the inverse of the room: a real entity with **no authority engine** behind it

Most DealCon attendees have businesses without entities — Google literally isn't sure they exist. Lyn has the opposite problem. The story is told (a dozen podcasts), the name is owned (every platform), the entity is seeded (Knowledge Graph confidence 72, triple the room median). **What's missing is the machine that compounds it:** a credible entity home, repurposed proof, an editorial press tier, and paid distribution. He even started the work himself — new headshot, new Person schema, site updated June 7 — but the schema shipped with a template placeholder still inside it (p.3). Right instinct. No system. He of all people knows what that means.

Dennis's hypothesis — verdict

Confirmed. Lyn already owns his name on LinkedIn, X, Instagram, YouTube, TikTok, Facebook, about.me — and a 72-point KG object with an uncommon name (the Right Rudder show notes literally say: "Search 'Lyn Askin' — he's the only one!"). The gap is exactly as scoped: **domain authority (DR 4.9) plus an editorial press layer** to push a claimable object into a rendered Knowledge Panel. He is closer to a panel per dollar of effort than anyone else in the room except Matt Bodnar.

What the data says (sources inline & p.15)

- 73% of B2B decision-makers say thought leadership is **more trustworthy than marketing materials** (Edelman×LinkedIn)
- 90% are more receptive to outreach from consistent thought-leadership producers — Lyn's pipeline IS outreach + referral
- "EOS implementer" gets **1,100 searches/mo at difficulty 0/100** (Ahrefs). Lyn ranks #41. Page 1 of that SERP is where his next ten clients are standing
- Searches for "lyn askin": **~0/month** — nobody is looking yet, which means the SERP is an empty stage he can own outright

The trust math for a solo implementer

TODAY (REFERRAL-ONLY)	YEAR-1 WITH AUTHORITY ENGINE	WHAT CHANGES
Every client arrives via community word of mouth (7FA, MCoE, EOS directory). Each new relationship starts with Lyn re-telling the same story, live, one prospect at a time	The story is findable, sourced, and pre-told: definitive article, press hub, panel, retargeting	Discovery calls start at "when can we begin," not "tell me about yourself"
1,100/mo "EOS implementer" searchers meet the EOS directory and rival implementers — not him. His site: 1 ranking keyword, 0 modeled visits	Top-10 on a difficulty-0 cluster ("implementer," "cost," "what is," "near me")	A second pipeline that doesn't depend on anyone's referral
12+ podcast episodes exist; each spiked once and went silent. Zero clips, zero press page, one episode's host even linked the wrong domain (linaskin.com)	Every episode → clips, quotes, schema-tagged press entries, \$1/day ads	Proof that was already paid for finally compounds instead of evaporating

Year-1 cost to run everything in this plan: ~\$14k (\$10,950 of \$10/day media + ~\$3k tooling; agent labor starts on our side). We deliberately price impact in **clients, not invented fees:** at Lyn's own session-day rate, a single incremental long-term EOS client — roughly 5+ session days a year, multi-year — repays the entire system several times over. The conservative case on p.14 needs exactly one. The expected case finds two to three.

Google is already 72 points sure who Lyn is. His own website just told it "[YOUR LINKEDIN PROFILE URL]"

BlitzMetrics Knowledge Graph Explorer (Google Cloud Enterprise Knowledge Graph API), queried June 9, 2026: Lyn has a live entity — KG MID `kg:/g/11fz3h2tnv`, typed Person, confidence 72, no description, no rendered panel. That's a real object worth claiming. Then we read the Person schema his site shipped on June 7, 2026:

Live on lynaskin.com today (crawled 06/10/26)

```
"sameAs": [
  "[YOUR LINKEDIN PROFILE URL]",
  "https://implementer.eosworldwide.com/lyn-askin"
]
```

A template placeholder, live, in the exact field Google uses to merge his identity. A second schema block on the same page types him as "Organization, Person" and credits the homepage to an author entity named "devteam." He's feeding the Knowledge Graph noise at the moment it's deciding whether to trust him.

The fragmentation tax, item by item

- Homepage H1 says **Certified** EOS Implementer; the contact block on the same page says **Professional EOS Implementer™** — his old, lower tier
- about.me + Crunchbase + ZoomInfo: still "Professional," still **CEO of Raxxar** — an agency he sold
- raxxar.com (DR 11) still lists him as CEO on its About page
- ClinicGrower's show notes label his site **Power Up Consultants** — a third brand name
- Two public phone numbers ((337) 443-4488 site / (337) 458-1222 Outgrow)
- Right Rudder's episode page links his domain as **linaskin.com** — misspelled, not his

CORROBORATING SURFACE	STATE TODAY	ENTITY VERDICT
implementer.eosworldwide.com/lyn-askin	Full Certified bio, 250+ sessions, 350+ agencies, client wall, 4 video testimonials — on a DR-78 domain	Strongest signal he owns
lynaskin.com (the entity home)	DR 4.9, broken schema, theme-template leftovers, "Professional" mismatch	Weakest link in the chain
Outgrow Advisor® profile	Real bio (paper route at 9 → 26-yr agency), different phone number	Good, needs sync
Socials (7+ platforms, all @lynaskin)	LinkedIn, X, IG, YouTube, TikTok, Facebook, about.me, Telegram — full name coverage	Rare strength
Data brokers & old ventures	Crunchbase/ZoomInfo/RocketReach stale; Raxxar, MCoE, about.me bios frozen in 2023	Actively contradicting him

Why this matters at confidence 72: Google has the object; it's deciding whether to describe and render it. Every contradictory fact — two titles, three brand names, two phones, a dead "CEO" role — suppresses that decision. The fix is mechanical, not creative: one canonical fact set, schema that points at his real profiles, and the stale surfaces corrected. Agents do exactly this.

The hard parts are done: story, proof, name, entity

Personal-brand builds usually stall hunting for raw material. Lyn's is abundant, verified, and already public — it's just unassembled. Everything below exists today and is cited at source.

ASSET	WHAT WE VERIFIED	WHY IT'S LEVERAGE
A signature story with numbers	2020 bilateral pulmonary embolism → ICU → rebuilt on EOS → 3× revenue, 7× profit, 10 → 27 employees → sold the 26-year-old agency (self-reported; consistent across his EOS Worldwide bio and every podcast)	Memorable, emotional, repeatable — the rarest content asset. "From near-death to seven figures" is already his public headline
Quotable lines, on the record	"If I had died that day, my business would have died with me." · "Vision without traction is hallucination." · "Knowing what to do doesn't feed your family. Doing it feeds your family." (Right Rudder episode page, Oct 2025)	Ready-made hooks for 90 days of clips and quote cards — zero writing required
Total handle ownership	@lynaskin on LinkedIn, X, Instagram, YouTube, TikTok, Facebook, about.me, Telegram — and he is the only Lyn Askin in search	No namesake war to fight (unlike most of the room). Every signal he creates accrues to him
A claimable Knowledge Graph object	KG MID kg:/g/11fz3h2tnv at confidence 72 — 6th-strongest of the 20 attendees; room median is 24 (BlitzMetrics KG Explorer, 06/09/26)	The panel project starts from third base, not from zero
High-authority credential pages	EOS Worldwide implementer directory (DR-78 domain) + Outgrow Advisor® + EOS Coaches Council Member + 7 Figure Agency success coach + co-founder of The Marketing Center of Excellence podcast	Third-party corroboration most coaches have to beg for — he already has it
Client proof, on camera	4 produced video testimonials (ChurchCandy, Netflix, Good Vibe Squad, America's Best Restaurants) + named quotes from Crimson Media, Law Firm Marketing Pros + a ~20-logo client wall on his EOS profile	The Dollar-a-Day creative pool is already shot and edited
The Dennis Yu endorsement	Public Facebook post: " <i>Lyn Askin is the most meaningful, thoughtful guest I've ever had the opportunity to...</i> " + a full episode together (Feb 20, 2025)	Named social proof from the person this room came to hear — unspent
Perfect-fit niche	Positioning: founder-led marketing agencies & home-service companies — scale, structure, exit. Site freshly updated June 7, 2026: he's actively investing	His buy-box is literally the DealCon attendee list. Every asset above aims at people like this room

The headline strength: nothing on this page needs to be created. The 90-day plan manufactures zero new credibility — it plumbs, publishes, and promotes credibility Lyn already earned. That's why the timeline is 90 days and not a year.

Authority Score: 31/100 — #9 of 20 in the DealCon room

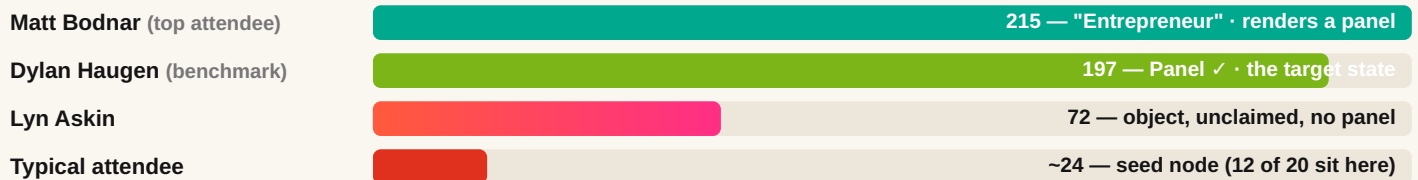
Grades measure how visible and reusable Lyn's existing authority is — not whether the wins exist. His press subscore (52) is dragged under by his web subscore (5): the proof is real, the plumbing is broken.

CHANNEL	WHAT WE FOUND	FASTEST FIX
F Search visibility	lynaskin.com ranks for one keyword — "EOS implementer," position #41 — with 0 modeled organic visits. The cluster he should own is difficulty 0–7: "eos implementer" 1,100/mo, "eos implementer cost" 100/mo, "certified eos implementer" 90/mo, "what is an eos implementer" 80/mo (Ahrefs, 06/10/26).	One definitive hub + supporting articles on a KD-0 cluster. This is the single highest-ROI move in the report.
F Editorial press	Zero news-tier articles about him. Every mention we could find is a podcast, directory, or his own property. Panels and AI answers lean on editorial corroboration — this is the missing tier between a 72 object and a rendered panel.	Pitch the story (near-death → 3×/7× → exit) to business journals + trade press; syndicate each podcast into an article.
D lynaskin.com his entity home	DR 4.9, Ahrefs rank ~28M. Footer "Quick menu" links point to the theme developer's staging site (staging84.avanti.markhendriksen.com); icons hotlink from piqazo.nl; newsletter widget renders "Success!"; ©2025 footer; "Professional™" vs "Certified" mismatch; schema placeholder (p.3).	Rebuild as a facts-first entity home: hero → stats bar → story → proof wall → press → connect. Fix schema day one.
D Podcast repurposing	12+ real episodes across 8 buyer verticals — and no press page, no clips, no quote cards, no schema. One host linked the wrong domain (linaskin.com); the Going Deep episode page is already link-rot dead . Proof is evaporating instead of compounding.	Media-room page with schema for all 12+; content-factory every episode into 10+ assets; one email fixes the misspelled link.
D Backlink equity	79 live referring domains; 91 of 170 all-time referring domains lost (Ahrefs). The agency he sold (raxxar.com, DR 11) outscores his personal home 2×. High-value live mentions (ClinicGrower, Right Rudder, MCoE) link inconsistently or to the wrong place.	Reclaim lost links, correct live ones, and route every new episode/bio to lynaskin.com as the canonical URL.
C- Identity consistency	Three title versions (Certified / Professional / CEO of Raxxar), three brand wrappers (Lyn Askin / Power Up Consultants / Raxxar), two phones, stale about.me + Crunchbase + ZoomInfo + RocketReach + MCoE bios.	One canonical fact string (name, title, one phone, one bio, June-2026 headshot) pushed to every surface.
C Video & YouTube	He owns the channel and 4 client films exist — but they live on EOS Worldwide's microsite, not his; his channel identity is split between a legacy /user/lynaskin URL and the current channel; no episode clips published.	Consolidate to one channel; publish testimonial films + story clips; embed on lynaskin.com.
B- Knowledge Graph	Object at 72, typed Person, uncommon name — but no description, unclaimed, no panel , and his entity home is actively feeding it placeholder data.	Page 11: claim the KG MID, fix schema, corroborate, re-measure monthly.

Closest to a Knowledge Panel per dollar of effort — **except one man**

Every DealCon attendee was run through the BlitzMetrics Knowledge Graph Explorer on June 9, 2026. Read the scale relatively: ~24 = a thin seed node Google isn't sure about · 40–120 = a real object worth claiming · 150+ with a description = strong enough to render a panel.

Knowledge Graph confidence (Google Cloud Enterprise KG API)



WHERE LYN STANDS	THE NUMBERS	WHAT IT MEANS TUESDAY
Entity strength: 6th of 20 attendees	Room: one 215, then 129, 107, 87, 87, 72 (Lyn) , 48, 43... and twelve seeds at ~24. Only Bodnar's described "Entrepreneur" object clears the rendering bar today; at pre-score, 0 of 20 attendees had a public panel.	Lyn needs ~+80 confidence to reach panel territory. Most of the room needs +130 and the proof assets he already owns.
Authority composite: #9 of 20 (31/100)	Subscores: Press/Entity 52 · Social 30 · Web DR 5 . His web score is the anchor dragging an otherwise top-5 profile.	Fixing one channel (the entity home + search cluster) moves him into the room's top 5 without earning a single new credential.
The benchmark that proves it's doable	Dylan Haugen — Dennis's Local Service Spotlight co-founder — holds a rendered panel at 197 (KGMID kg:/g/11t_gsnrbg) built with this exact playbook. Even Dennis's own name is a cautionary tale: 19 fragmented "Dennis Yu" objects at ~24.	The method Lyn would run is the one that already produced a 197. Fragmentation, not obscurity, is the enemy — and Lyn's fragments are all fixable (p.3).

The honest read: Lyn will not out-celebrity Matt Bodnar (Forbes 30U30, 5M-download podcast) — and doesn't need to. His game is **category + geography + niche**: "Certified EOS Implementer," "EOS implementer for marketing agencies," Lafayette/Louisiana — difficulty-0 terrain where a DR-15 entity home with real corroboration wins outright, and where a rendered panel makes him the obvious pick over every implementer who looks identical on the EOS directory page.

The agency he sold still outranks the man who built it

Ahrefs, pulled June 10, 2026. lynaskin.com: DR 4.9 · 189 live backlinks (402 all-time) · 79 live referring domains (170 all-time) · 1 organic keyword · 0 modeled organic visits. The site was updated three days before this audit — he's investing in it; the investment isn't landing.

Domain Rating (Ahrefs, 0–100 log scale)



Leaks we found on the entity home losing trust today

Schema placeholder in production	Person schema sameAs contains the literal string "[YOUR LINKEDIN PROFILE URL]" — shipped with the June 7 update. The site also declares him "Organization, Person" and attributes the homepage to author "devteam."
Theme-template leftovers	Footer "Quick menu" links point to staging84.avanti.markhendriksen.com (the theme developer's staging server); four "Personal and targeted approach" service icons hotlink from piqazo.nl. A \$50k-decision visitor is one click from a stranger's staging site.
Tier mismatch on his own page	H1 and title tag say "Certified EOS Implementer"; the contact block says "Professional EOS Implementer™" — the credential he upgraded from . He's underselling himself on his own homepage.
Dead-weight widgets	Newsletter block renders its success-state placeholder ("Success!") before signup; footer says Copyright 2025; nav items resolve as dead "#" anchors in crawl.
91 lost referring domains	170 all-time linking domains, 79 still live — 54% of earned link equity gone. A reclaim-and-redirect pass is the cheapest DR lift available.
The wrong-domain backlink	Right Rudder's episode page — a real editorial-grade mention — prints his site as linaskin.com . The link equity from his best 2025 podcast hit points at a domain he doesn't own.

The encouraging part: a DR 4.9 → 15 climb for a personal site is routine when 12+ legitimate mention sources already exist and just need linking — podcasts, directories, communities, client sites. Garrett-style link archaeology plus a press hub does it without buying a single link. The site's structure problem is a one-sprint rebuild on the facts-first entity-home template.

1,100 buyers a month search his category. He's on page 5.

The "EOS implementer" cluster is the rare prize: real commercial volume, near-zero difficulty, and exact-match intent for what Lyn sells. Ahrefs (US, June 10, 2026):

KEYWORD	VOLUME/MO	DIFFICULTY	TRAFFIC POTENTIAL	LYN TODAY
eos implementer	1,100	0	450	#41 (/introduction-to-eos/) — his only ranking anywhere
fractional integrator	150	0	30 · \$10.00 CPC	Unranked — adjacent service his buyers search
eos implementer cost	100	0	150	Unranked — the buying-intent question
certified eos implementer	90	7	450	Unranked — his literal job title
what is an eos implementer	80	0	450	Unranked — top-of-funnel education
eos implementer near me	10	0	200	Unranked — plus Lafayette / Louisiana local variants
lyn askin	~0	—	—	Below Ahrefs' reporting floor: nobody searches his name yet

The branded-search blank canvas

~0 monthly searches for "lyn askin" reads as bad news; it's actually the cheap window. There is no namesake, no competing entity, no incumbent content — whoever structures that SERP first owns it. The plan's job is to make people search the name (podcast CTAs, ads, speaking) **and** make the result page undeniable when they do: entity home, panel, press hub, videos — positions 1–5, all his.

The AI diligence layer

Buyers now ask ChatGPT, Perplexity, and Google AI "who is Lyn Askin?" and "best EOS implementer for a marketing agency." What those engines can crawl today: stale "CEO of Raxxar / Professional" bios, a third brand name ("Power Up Consultants"), a misspelled domain, and a dead Going Deep episode page — **contradiction and rot**, exactly what makes models hedge. We did not capture live AI answers in this report; the ai-search-visibility skill runs that full audit in week 1, then quarterly, and feeds corrections through the entity home and corroborated profiles.

Why difficulty 0 is the whole game: Born & Bred's equivalent ("healthcare branding agency," KD 3) took a DR-27 site. Lyn's cluster is KD 0–7 — winnable from DR 4.9 with one definitive hub, supporting articles, internal links, and the press page's corroboration. The searcher who types "eos implementer cost" is a leadership team mid-decision; today they find generic listicles and the EOS pricing page. A first-person answer from a guy who ran the system, sold the company, and publishes his numbers wins that click.

Eight platforms owned, one name everywhere — and almost no compounding

Handle coverage is the part most people get wrong and Lyn got right: @lynaskin is his on every network that matters, plus the legacy surfaces. The gap is downstream — cadence, cross-linking, and turning owned audiences into a retargeting pool.

PLATFORM	HANDLE / URL	STATE (JUNE 2026)	PLAY
LinkedIn	/in/lynaskin	Strongest active channel; headline carries "Certified EOS Implementer®"; only Lyn Askin on the platform; Kee to Growth + client posts tag him regularly	Primary content engine; every post feeds the Dollar-a-Day creative pool (p.13)
X	@lynaskin	Owned; ~2.6k followers per our pre-score notes (count not independently verifiable at press time)	Clip distribution + quote cards; bio → lynaskin.com
Facebook	/lynaskin	Owned; personal-adjacent; this is where the Dennis Yu endorsement post lives	Harvest the endorsement; retargeting audience seat
YouTube	channel UCNJvOiw5R... + legacy /user/lynaskin	Owned but split-identity (old vanity URL on about.me vs. current channel); 4 client testimonial films exist but live on EOS Worldwide's pages, not his channel	Consolidate; publish testimonials + episode clips; channel sameAs into schema
Instagram	@lynaskin	Owned; light cadence	Reels from the clip factory; bio link → entity home
TikTok	@lynaskin	Owned; parked value — home-service owners are heavy users	Repost reels; zero extra production
about.me	/lynaskin	Stale: "Professional EOS Implementer™," "CEO of Raxxar, Patient Rocket, Garage Marketers," 27-yr marketer framing; "Hire me" points to a non-canonical EOS URL	Rewrite to the canonical fact string or retire; it outranks better pages for his name
Telegram	t.me/lynaskin	Owned; dormant	Keep parked — handle defense

The honest social verdict

Follower counts are modest across the board — and that's fine. Lyn sells a high-trust, low-volume service: he needs **2,000–5,000 of the right people seeing him weekly**, not a million strangers. That's a targeting problem (p.13), not a virality problem. The social system's real job: corroborate the entity (consistent bio + sameAs), warm the exact buyer list, and convert episode listeners into site visitors he can retarget.

One-week unification sweep (agent-run)

- One bio string + the June-2026 headshot, on all 8 platforms
- "Certified EOS Implementer®" everywhere; "Professional" and "CEO of Raxxar" retired
- Every profile links lynaskin.com; lynaskin.com schema sameAs links every profile back
- Data brokers corrected: Crunchbase, ZoomInfo, RocketReach
- Result: Google and AI engines can finally merge one clean identity.

Six assets, already paid for — the Content Factory just turns them on

Repurposing beats creating. Every item below exists today, is verified at source, and maps to a Content-Factory play: one canonical URL per asset, then clips, quotes, posts, and ads all pointing home (4 P's: Plumbing → Publish → Promote → Perform).

ASSET (REAL, SOURCED)	WHAT EXISTS	THE CONTENT-FACTORY PLAY
1. The near-death → EOS → exit story	Told in full on the Aviation Business Podcast (Right Rudder, Oct 10, 2025; YouTube 0Ctj1bwNJyg) with five quotable lines already transcribed on the host's page — "If I had died that day, my business would have died with me."	THE lighthouse: one definitive article on lynaskin.com ("From Near-Death to Seven Figures: what a pulmonary embolism taught me about Traction") + 12 clips + 5 quote cards + LinkedIn serialization. Canonical URL for every future telling.
2. The Dennis Yu episode + endorsement	Full episode together (Feb 20, 2025; YouTube kY5D4f_cSK0) and Dennis's public Facebook post: "the most meaningful, thoughtful guest I've ever had..."	Endorsement block on the entity home + clip series + the social proof that closes this room . Named third-party praise from a 215-class marketer is exactly what his press tier lacks.
3. The 12-episode podcast portfolio	Aviation Business · Aesthetics Growth (ClinicGrower, Jun 2025) · Home Service Hustle EP56 · Leadership in Law #26 · Kee to Growth (Jan 2026) · Walk-Ins Welcome #183 · Five Door Media · Kitchen Remodeling SEO · Going Deep #567 · Success After Hospitality · Seven Figure Agency · his own MCoE show	Media-room/press page with PodcastEpisode + Person schema for all 12+ (instant corroboration grid); then one niche landing page per vertical — agencies, home services, law, med-aesthetics, restaurants, aviation — each anchored by "the episode where Lyn talks to people like you."
4. Four client films + named testimonials	ChurchCandy, Netfly, Good Vibe Squad, America's Best Restaurants on video; Crimson Media, Law Firm Marketing Pros in text; Matt Plapp: "I can't imagine my Implementer not being Lyn Askin."	Publish to his channel, embed site-wide, and load straight into the Dollar-a-Day pool — client-voice ads outperform self-praise and these are already shot.
5. The EOS framework explainers	His session material is public-domain-adjacent teaching: Level 10 meetings, VTO, Rocks, People Analyzer, IDS — he explains them on every episode	Definitive-article cluster aimed at the KD-0 keywords (p.8): "What an EOS implementer actually does," "EOS implementer cost," "Implementer vs. self-implementing." First-person, numbers-in, from a guy who ran it and sold it.
6. The origin story: Vegas blackjack dealer	"Las Vegas Card Dealer to Digital Marketing Business Owner" (Success After Hospitality podcast) + Outgrow bio: paper route at 9, teenage DJ business, one of the first online auctions	The human-side B-roll: origin posts, "26 years of bets" framing, About-page narrative. Differentiates him from every interchangeable implementer headshot on the directory.

The pattern: Lyn's content problem is the same one he diagnoses in clients — activity without a system. Twelve podcasts produced exactly twelve spikes because nothing pointed anywhere permanent. One quarter of Content-Factory discipline (every asset → one canonical home → ten derivatives → \$1/day tests) converts six years of goodwill into a permanent, searchable, retargetable proof engine.

From a 72 object to a rendered panel: **claim, corroborate, climb**

A Knowledge Panel isn't applied for — it's earned by giving Google one unambiguous, well-corroborated entity and enough authority signals that it's confident describing him publicly. Lyn starts at 72 with an uncommon name; the rubric says 150+ with a description renders. Here is the path, in order:

- 1 **Fix the schema at the source (week 1).** Replace the "[YOUR LINKEDIN PROFILE URL]" placeholder with the real sameAs graph — all 8 owned profiles + EOS directory + Outgrow + Crunchbase; strip the "Organization, Person" conflation and the "devteam" author entity; one Person node, @id-stable, with jobTitle "Certified EOS Implementer®", the June-2026 headshot, and one phone number.
- 2 **Canonize the fact string everywhere (weeks 1–2).** Name · Certified EOS Implementer® & EOS Coaches Council Member · Lafayette, LA · ex-founder of Raxxar (sold) · 250+ sessions · 350+ agencies. Push it to about.me, Crunchbase, ZoomInfo, RocketReach, MCoE, and ask Raxxar's owner to update the About page. Every contradiction removed raises merge confidence.
- 3 **Rebuild lynaskin.com as the entity home (weeks 2–5).** Facts-first template: hero → stats bar (3×/7×/250+/350+) → story → what I do (EOS®, Outgrow™, exit-readiness) → featured interview → testimonials → as-heard-on wall (12+ episodes, schema-tagged) → connect. This page is what the panel will be built **from**.
- 4 **Add the missing editorial tier (weeks 3–10).** The one signal class he has zero of. Targets: Louisiana business press (a Lafayette exit + near-death comeback is a natural feature), agency-trade outlets, EOS Worldwide's own blog/ community spotlights, podcast-to-article syndication, and a Wikidata entry once 2–3 independent citations exist.
- 5 **Claim and feed the KGMID (weeks 4–12).** Verify himself via Google Search Console / "claim this knowledge panel" flow as soon as a panel surfaces; meanwhile keep the corroboration loop spinning — new episodes, press hits, and consistent profiles all citing lynaskin.com as home.
- 6 **Measure monthly.** Re-run the BlitzMetrics KG Explorer: watch confidence 72 → 100+ → 150+, watch the description field populate ("Business consultant" / "Certified EOS Implementer"), then watch the panel render. Dylan Haugen's 197 was built this way; this is instrumented, not hopeful.

72 → 150+

KG CONFIDENCE PATH — UNCOMMON NAME, NO NAMESAKE FIGHTING HIM FOR THE MERGE

12+

CORROBORATING PROFILES ALREADY LIVE — THEY NEED CONSISTENCY, NOT CREATION

1

EDITORIAL ARTICLE NEEDED TO START THE MISSING SIGNAL TIER — TARGET: 4–6 IN 90 DAYS

Run by agents — the same 10-skill library from the workshop

Each workstream maps to a Local Service Spotlight skill (in parentheses). We bootstrap on our side; by Day 90 the loop runs on his. Lyn's personal commitment: ~2 hrs/week on camera + approvals.

PHASE	WORKSTREAMS (AGENT SKILL)	EXIT CRITERIA — MEASURABLE
Days 1–14 Stop the leaks	<ul style="list-style-type: none"> Fix Person schema + placeholder, kill staging links, "Certified" everywhere (site-audit fixes via personal-brand-website-agent) Buy-box + one-sentence differentiation: "the implementer who ran it, scaled it, and sold it" (personal-brand-strategist) Mine all 12+ episodes, testimonials, quotes into a ranked proof library (positive-mentions-harvester) Reputation wanted-vs-had → this plan, dated (reputation-gap-analyzer) Identity sweep: 8 profiles + 4 data brokers + the linaskin.com correction email (knowledge-panel-entity-seo) 	Schema validates · zero template leftovers · proof library ≥50 scored items · one bio/headshot/title everywhere · Right Rudder link fixed
Days 15–45 Build the home	<ul style="list-style-type: none"> lynaskin.com rebuilt as facts-first entity home with press wall (personal-brand-website-agent) "EOS implementer" definitive hub + cost/what-is-vs-self-implementing cluster (definitive-article-writer) Media-room page: 12+ episodes, schema-tagged, each with pull-quotes (content-factory plumbing) Corroboration loop: Wikidata prep, Crunchbase/ZoomInfo/RocketReach corrected (knowledge-panel-entity-seo) Film day: story narration + 6 framework explainers in one afternoon 	Entity home live · hub indexed and climbing from #41 · press page live · 12+ consistent profiles · film library in edit
Days 46–75 Turn on distribution	<ul style="list-style-type: none"> YouTube consolidated; testimonials + clips publishing weekly (content-factory) Story article + Dennis Yu episode → 40+ clips/posts pointing at canonical URLs (content-factory) Dollar-a-Day live on 3 channels; first kill-the-bottom-90% cycle (dollar-a-day-strategist) Podcast wave: 10 pitches/mo using the proof-library press kit — agency-M&A and home-service shows first (positive-mentions-harvester output) Editorial outreach: Louisiana business press + agency trades 	2 channels publishing weekly · \$30/day spending against benchmarks · 2 new bookings · first editorial piece placed or in progress
Days 76–90 Claim & hand off	<ul style="list-style-type: none"> KG re-measured; claim filed the moment a panel surfaces (knowledge-panel-entity-seo) AI-engine audit: ChatGPT/Perplexity/Gemini describe him correctly — Certified, ex-founder, sold (ai-search-visibility) Skills installed on Lyn's side; his VA runs the weekly loop (recursive-self-improvement-qa) 90-day scorecard vs. baseline below 	Confidence >100 and climbing · AI answers correct · his team running the loop without us

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

SITE DR	RANKING KEYWORDS	"EOS IMPLEMENTER"	KG CONFIDENCE	PRESS PAGE	BRANDED SEARCH /MO	INBOUND DISCOVERY CALLS
4.9 → 8–12	1 → 25+	#41 → top 10	72 → 100+	None → 12+ w/ schema	~0 → 30–50	~0 from search → 1–3/mo

Year-1 targets continue past Day 90: DR 15–20, "EOS implementer" cluster top-3, confidence 150+ with description, panel rendered and claimed, 4–6 editorial features.

Dollar-a-Day: \$10 each on LinkedIn, Meta, YouTube — aimed at ~3,000 operators

Dollar-a-Day doesn't buy traffic — it buys **repetition with the exact agency founders and home-service owners who can hire him**, using content that already proved itself. Annual cost: \$10,950 — about one client's single session day.

CHANNEL (\$10/DAY)	TARGETING (GCT: GOALS → CONTENT → TARGETING)	CREATIVE POOL (ALREADY EXISTS)	EXPECTED MONTHLY REACH @ 2025–26 BENCHMARKS
LinkedIn Thought-leader ads	Founders/CEOs of marketing agencies & home-service cos., 10–200 employees; members following EOS Worldwide, Gino Wickman, Traction; 7FA/DealCon-style community lists	His top organic posts; story clips; "Vision without traction is hallucination" quote cards; Dennis Yu episode cuts	~\$300 @ \$35–75 CPM (decision-maker premium) → 4,000–8,500 founder impressions
Meta (FB+IG) Retargeting first	Site visitors, video viewers, podcast-page clickers + lookalikes of past clients; geo layer on Lafayette/Gulf South for local-keynote demand	4 client-testimonial films (Plapp, Sticker, Irabor, Schmidli); origin-story reels; framework explainers	~\$300 @ \$10–15 CPM → 20,000–30,000 impressions — the "everywhere" effect during live proposals
YouTube In-stream + in-feed	Custom-intent: searched "EOS implementer," "traction book," "level 10 meeting," "sell my agency"; viewers of EOS Worldwide + agency-growth channels	Story narration film; testimonial films; episode segments (0Ctj1bwNJyg, kY5D4f_cSK0, rkq6mOaBKX8)	~\$300 @ \$0.05–0.12 CPV → 2,500–6,000 completed views of long-form proof

Operating rules (MAA loop)

1. Every clip gets **\$1/day × 7 days** — never boost cold creative big.
2. After 7 days, **kill the bottom 90%** by cost-per-15-sec-view / CTR.
3. Winners get **\$30 over 30 days**, then re-tested against fresh challengers.
4. **Lighthouse targeting**: engaged followers of EOS Worldwide, Traction-reader audiences, his clients' brands (ChurchCandy, ABR), and event lists like DealCon — borrowed trust, precisely aimed.
5. Metrics → Analysis → Action weekly; agents run it, Lyn 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 agency and home-service operators — his exact buyer sees him 2–3× a week, all year.

By month 3, every discovery call is surrounded: the founder who heard him on a podcast Tuesday sees Matt Plapp vouching Wednesday and the near-death story Friday. **That's word of mouth, industrialized.**

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

Priced in clients, not hype: the conservative case needs exactly one

We deliberately don't model Lyn's session fees — he knows his own numbers. The units below are observable: discovery calls, closed long-term clients, speaking invitations. Assumptions are printed; judge them yourself. Baseline: referral-only pipeline, ~0 search-sourced calls, 12 episodes producing one-time spikes.

LEVER (MECHANISM)	CONSERVATIVE	EXPECTED	AGGRESSIVE
1. Search-sourced discovery calls top-10 on the KD-0 cluster; ~1,500/mo cluster volume; 1–4% of impressions → visit → call	4 calls/yr	10 calls/yr	20 calls/yr
2. Closed long-term EOS clients 1-in-4 close on qualified calls — conservative for a referral-grade trust asset meeting pre-sold demand	1 client	2–3 clients	5 clients
3. Podcast & speaking inbound press hub + pitch kit; he already converts ~1 booking/quarter unassisted	6 bookings/yr	12 bookings/yr	20+ bookings/yr
4. Referral confirmation every referred prospect Googles him; the panel + press wall stops silent leakage	Unquantified by design — but this is where a 72-object-with-no-panel costs him today: the diligence moment after every warm intro		
5. The exit-thesis flywheel he teaches sell-for-maximum-value; his own brand is the demonstration	A coach whose name renders a Knowledge Panel is living proof of his "scale & exit with confidence" promise — pricing power, not just pipeline		
Year-1 outcome vs. ~\$14k all-in cost	1 client + 6 bookings	2–3 clients + 12 bookings	5 clients + 20 bookings
Payback arithmetic (his rate × his volume)	A single EOS client typically means ~5+ full session days/year, multi-year. At any plausible certified-implementer day rate, one incremental client repays the \$14k system several times in year one — and the asset (rankings, panel, press hub) persists after the spend stops.		

What this model is NOT

Not a forecast — a sized hypothesis with visible assumptions. It does **not** change his delivery capacity: a solo implementer can only serve so many leadership teams, which is precisely why the play is **selectivity and pricing power**, not volume. It also doesn't replace his referral communities (7FA, MCoE, EOS) — it stops them from leaking at the Google-check moment.

Why the conservative case is hard to miss

It requires: top-10 (not #1) on a difficulty-0 keyword his page already ranks #41 for, four phone calls all year, and one close out of four at-bats — for a man with 250+ sessions of proof, four client films, and the only "Lyn Askin" on the internet. The expensive part of authority — earning it — is done. We're only paying for plumbing and distribution.

Five fixes this week — **three cost nothing but an hour**

- 1 Fix the schema placeholder (1 hour).** Swap "[YOUR LINKEDIN PROFILE URL]" for the real sameAs graph, de-duplicate the Person/Organization typing, retire "devteam." His Knowledge Graph signal improves the same day.
- 2 Kill the staging-site links and the "Professional™" downgrade (1 hour).** No more theme-developer URLs in his footer; "Certified EOS Implementer®" on every line of his own homepage.
- 3 Send one email to Right Rudder (10 minutes).** linaskin.com → lynaskin.com. Reclaims a live editorial backlink from his best 2025 feature — the cheapest link he'll ever earn back.
- 4 Publish the media-room page (week 1).** All 12+ episodes, schema-tagged, with the Dennis Yu endorsement at the top. His proof becomes findable for the first time.
- 5 Authorize \$30/day and book Film Day #1.** The testing engine starts on existing clips while the entity home is rebuilt — distribution shouldn't wait for plumbing.

The one-sentence pitch to Lyn

"You almost died proving a business shouldn't depend on one man's pulse — then built a reputation that depends entirely on one man's referrals. Give us 90 days and \$30 a day, and the next founder who Googles you finds the system, the story, and the panel — before the first call."

Start here

Dennis Yu · Local Service Spotlight /
BlitzMetrics

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Same 10-skill agent library as the DealCon workshop — we set it up,
his VA runs it, Lyn shows up 2 hrs/week.

Data & methodology

Ahrefs Site Explorer / Keywords Explorer, pulled June 10, 2026 (DR, backlinks, keywords; traffic values are modeled estimates).
Knowledge Graph figures: BlitzMetrics KG Explorer (Google Cloud Enterprise Knowledge Graph API), June 9, 2026. Site inspections: lynaskin.com, raxxar.com, implementer.eosworldwide.com, runoutgrow.com, about.me, themarketingcoe.com, clinicgrower.com, rightruddermarketing.com (June 10, 2026). Business outcomes (3× revenue, 7× profit, 10 → 27 staff, agency sale) are Lyn's self-reported figures, consistent across his EOS Worldwide bio and podcast appearances; sale terms are not public. X follower count and Dennis Yu's full post text could not be independently re-verified at press time and are noted as approximate.

Prepared for Lyn Askin by Dennis Yu · June 2026

Local Service Spotlight · Personal Brand Engineering · Data refreshes available on request