

The room's only Knowledge Panel belongs to the man who **went quiet.**

Matt Bodnar is the one person at DealCon whom Google already certifies: Forbes 30 Under 30, \$100M+ in closed deals, a 5-million-download podcast — and the only real public Knowledge Panel in the room. He is also, by deliberate choice, near-invisible on every channel that compounds: his show has been silent since May 3, 2024, his PE firm's website is a DR-4.4 ghost with no founder on it, and the #5 Google result for his own name still describes the 2018 version of him. **The entity is built. The transmitter is off.**

215

KNOWLEDGE GRAPH CONFIDENCE — THE ONLY PUBLIC PANEL IN THE DEALCON ROOM

25 mo

SINCE THE LAST SCIENCE OF SUCCESS EPISODE (MAY 3, 2024)

4.4

DOMAIN RATING OF EIDOLONCAPITAL.COM — THE FIRM BUYING \$3-10M-EBITDA COMPANIES

9x

CO-HOST TOM SHIPLEY'S BRANDED SEARCH VS MATT'S (450 VS 52/MO)

Prepared for

Matt Bodnar · Eidolon Capital / The Science of Success

by Dennis Yu · BlitzMetrics · June 2026

Data: Ahrefs (pulled 06/10/26), Google Knowledge

Graph,

art19 RSS feed, mattbodnar.com,

successpodcast.com,

eidoloncapital.com, YouTube

Everyone else in the room must build trust from zero. Matt only has to turn the transmitter back on.

Every other operator at DealCon faces the hard problem: convincing Google — and the sellers, lenders, and LPs who use it — that they exist. Matt solved that years ago. His entity scores **215 confidence** in Google's Knowledge Graph and renders a real public panel; the next-closest person in the room is at 197 with no public panel, and the attendee average is ~24. His problem is the opposite one, and it's quieter: **every compounding channel he owns has been switched off or left to go stale.**

The verdict

This is not a build problem. It's a broadcast-and-maintenance problem. The expensive parts of authority — national press, a 390-episode interview library with world-class guests, a Forbes credential, a panel — are already paid for. What's failing is cheap: a bio page frozen in 2018, a Person schema with a broken link, a podcast feed silent for 25 months, and a PE firm website that never mentions its founder. Strategy: **defend the entity, enrich it, and aim the existing library at deal flow.**

What the data says (all pulled June 10, 2026)

- mattbodnar.com: DR 31 but **5 ranking keywords, ~28 organic visits/mo**
- successpodcast.com: DR 45, his strongest domain — its bio still says **"3mm downloads"** and doesn't mention Eidolon Capital
- eidoloncapital.com: DR 4.4, **1 ranking keyword**, no founder named anywhere, zero schema
- Science of Success RSS: **390 episodes; latest May 3, 2024**
- SERP for his name: he holds #1 — but positions 3, 4, 7, 8 belong to **four other Matt Bodnars**

The asymmetry in one table

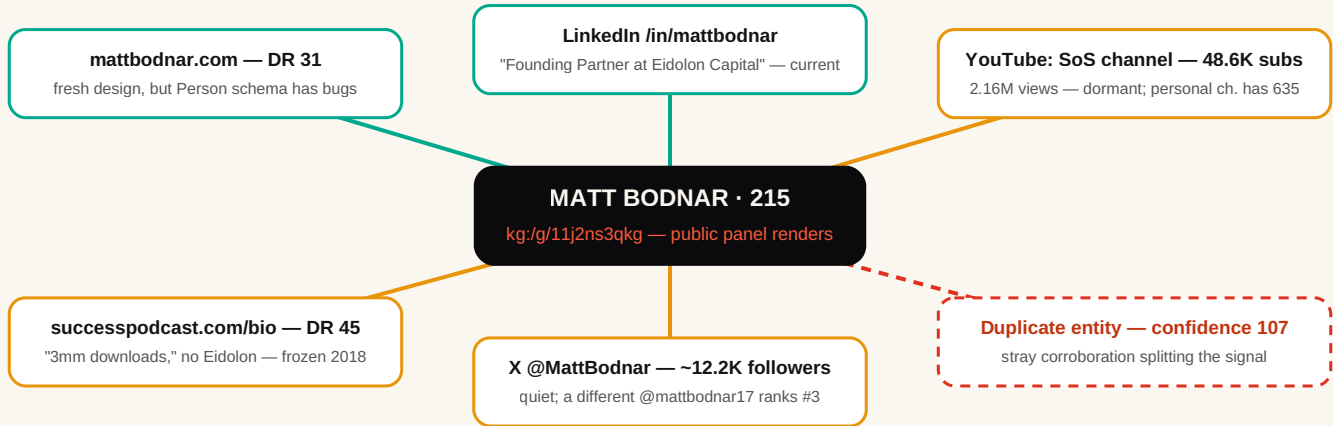
ALREADY WON (HARD, EXPENSIVE)	CURRENTLY LEAKING (EASY, CHEAP)	WHAT THE LEAK COSTS
Public Knowledge Panel (KGMID kg:/g/11j2ns3qkg, confidence 215) — the trust artifact at every diligence moment	Unclaimed enrichment: schema description is literally just "Matt Bodnar"; a second duplicate entity sits at 107	Google describes him as "Entrepreneur" generically; AI engines inherit the stale layer instead of the Eidolon story
5M+ downloads, 48.6K YouTube subscribers, 2.16M channel views, guests from Brené Brown to Charles Duhigg	Feed silent since May 3, 2024; no on-site articles; newsletter content never lands on his domain	The library sells nothing; branded search sits at 52/mo while co-host Tom Shipley draws 450/mo
\$100M+ deal track record, 40+ deals, Forbes 30 Under 30 (2017), national press from Business Insider to Entrepreneur	Eidolon's site is faceless (DR 4.4); seller-facing trust signals scattered across 50+ unlinked press hits	Proprietary deal flow — his entire model — depends on seller trust he isn't transmitting

Year-1 frame: ~\$14k all-in (\$10,950 of \$10/day media + ~\$3k tooling; agent labor starts on our side) to repair the entity layer, restart the feed from existing assets, and surround every live seller conversation with proof. Conservative impact math (p.14): **\$90k–\$330k in origination-cost and founder-hour equivalents**, before counting the one thing that actually moves his net worth — a single incremental proprietary deal.

Sources: Ahrefs Site Explorer / Keywords Explorer / SERP overview (June 10, 2026); art19 RSS feed; Google Knowledge Graph via BlitzMetrics KG Explorer; mattbodnar.com, successpodcast.com, eidoloncapital.com page inspections. Full per-page citations inline.

Google's confidence in "Matt Bodnar": 215 — the benchmark every other audit in this series points at

In Google's Knowledge Graph, Matt is entity **kg:/g/11j2ns3qkg** — type Person, description "Entrepreneur," confidence 215, strong enough to render a public Knowledge Panel on his name. Across the 20 DealCon attendees we scored this month, **zero have a public panel**. Matt is the proof the prize exists. He's also proof that winning it isn't the finish line.



Why his panel exists

A decade of **consistent third-party corroboration**: a Forbes profile, Business Insider and HuffPost bylines, Entrepreneur features, Inc syndications, Nashville business press from 2014–2023, podcast directories on every platform, and a personal domain that matches the story. This is exactly the corroboration loop we build for clients — Matt assembled it organically between 2015 and 2020. The panel is the receipt.

The 215-vs-107 consolidation play

A second Matt Bodnar entity sits at confidence 107. Likely fuel: his media kit bios use "**J. Matthew Bodnar**," his About page dates Forbes to **2018** while his own media kit says **2017** (twice), and the stale Fresh-era bio layer describes a different career. Same human, two stories — so Google hedges. One canonical name, role, year, and bio string, pushed to every surface, merges the signal into the 215 entity and deepens the moat.

What this is worth: the panel is the highest-trust artifact at the exact moment that decides proprietary deal flow — when a founder's spouse, CFO, or attorney Googles the man offering to buy the family business. Since 2025 it's also the entry ticket to Google's Search Profiles, and it's the grounding data AI assistants cite. Matt's job is no longer to earn it — it's to **claim it, feed it, and stop contradicting it**.

STRENGTHS

What Matt has that money can't quickly buy

Most personal-brand plans start with "go create proof." Matt's vault is already full — credentials, deal receipts, a world-class interview library, and national bylines. Every recommendation in this audit is a **repurposing** move, not a creation move.

5M+ PODCAST DOWNLOADS, 100+ COUNTRIES, ITUNES #1 NEW & NOTEWORTHY	390 EPISODES IN THE PUBLIC RSS FEED (NOV 2015 - MAY 2024)	2.16M VIEWS ON THE SCIENCE OF SUCCESS YOUTUBE CHANNEL (48.6K SUBS)	\$100M+ DEAL VOLUME EXECUTED; 40+ DEALS; PORTCOS >\$100M COMBINED REVENUE
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STRENGTH	EVIDENCE (VERIFIED JUNE 10, 2026)
Credentials that pre-sell	Forbes 30 Under 30 — Food & Drink 2017 (his media kit links the Forbes profile); partner in multiple Inc 5000 "Fastest-Growing Companies" (Fresh Technology 2016/2019, Taziki's 2019); ex-Goldman Sachs (NYC, 2009); import/export consultant in Nanjing, China (2007); University of Richmond distinguished-alum honoree (2019).
A real deal track record	Head of M&A for the Fresh Hospitality portfolio for 10+ years; acquisitions incl. CRS → Fresh Technology (2011), WWISP → Fresh Managed IT (2015), Togo Technologies (2019), Tristar Staffing + Williams Medical Supply + Tennessee Rack (2022), Ozark River Manufacturing (2023, Nashville Post-covered); \$21.5M Birmingham multifamily exit (Birmingham Business Journal, 2021); Chairman of Fabtek, Ozark River, Fresh Technology, NASH Collection, Tennessee Rack; family office (Bodnar Investment Group) + 3MC Capital Partners.
A library nobody in the room can match	The Science of Success: 390 episodes with Dr. Matthew Walker, Dr. Brené Brown, Dr. Robert Cialdini, Dr. Carol Dweck, Dr. Adam Grant, Dr. Amy Cuddy, James Clear, Jay Abraham, Byron Katie, and Charles Duhigg (Mar 2024). The show ranked top-10 in Social Sciences on iTunes.
National press & bylines	Business Insider decision-framework feature (Nov 2017); four HuffPost essays (2017); Entrepreneur "Why This CEO Fired Himself" (2018) + "FBI Hostage Negotiation Tactics" (2016); Inc syndications (2017–18); four Forbes Business Council pieces (2020); news.com.au (2018); Parade "best motivational podcasts" (2020); SearchFunder "Top M&A Entrepreneurs" (2021); active M&A-podcast circuit through 2024 (How2Exit, UpMyInfluence, Minds Capital).
He owns his own SERP head	mattbodnar.com is #1 for "matt bodnar"; LinkedIn #2; successpodcast.com/bio #5; a third-party interview about him #6; his About page #9 (Ahrefs SERP, US). Plus the panel itself. Most attendees lose page 1 to strangers — Matt holds five of nine slots.
The stage is already his	Co-hosts DealCon with Tom Shipley — a room full of his exact audience (owners and acquirers) assembles around him on a recurring basis, generating footage, testimonials, and lighthouse audiences every event.

The strategic read: Matt's positioning — "the evidence-based dealmaker" — is genuinely differentiated: psychology authority (390 episodes) × deal authority (\$100M+ closed). No one else at the intersection has both. Every fix in this report exists to make that intersection **visible at the moments deals are decided**.

The diagnosis: strong entity, throttled amplification

Graded by deal-flow impact. None of these requires new achievement — they're maintenance, consistency, and broadcast gaps. That's what makes this a 90-day fix, not a 2-year build.

GAP	WHAT WE FOUND (ALL VERIFIED DIRECTLY)	FASTEST FIX
F eidoloncapital.com — the money site	DR 4.4, one ranking keyword , ~4 organic visits/mo. No founder named anywhere on the page. Zero schema. Browser title reads "Eidolon Investment Group" while every bio says "Eidolon Capital." The firm asking families to trust it with their life's work is anonymous at the diligence moment.	Founder page with Matt's bio, photo, Person + Organization schema; cross-link to mattbodnar.com; fix the title string.
D The transmitter is off	Last podcast episode May 3, 2024 (art19 RSS). X quiet. Medium dormant. No blog on mattbodnar.com — the domain ranks for 5 keywords and gets ~28 visits/mo. His only active publishing (Deal Mastery Insider newsletter) never lands on his own domain.	Content factory on the existing library; republish every newsletter issue as an on-site article.
D Stale corroboration layer	successpodcast.com/bio — #5 result for his name, on his strongest domain (DR 45) — says "3mm downloads," "25 private businesses," Fresh-era titles, and never mentions Eidolon. Its "Recent Media" wall ends in 2018. His About page says Forbes 2018 ; his media kit says 2017 twice.	One canonical 2026 bio string, pushed to every surface in one sweep. Pick the year: it's 2017.
C Schema bugs on the entity home	Person schema exists (good — rare in this room) but its description field is literally " Matt Bodnar " and its sameAs contains a malformed URL: " https://x.com/https://twitter.com/MattBodnar ". Missing: successpodcast.com, the 48.6K-sub YouTube channel is listed but Crunchbase, PitchBook, Forbes profile, and Wikidata are not.	15-line JSON-LD rewrite. One hour, permanent upgrade to the panel's food supply.
C Split YouTube identity	Two channels: "The Science of Success" (48.6K subs, 2.16M views, joined 2016) and "Matt Bodnar" (635 subs, 4,135 views , joined 2011). Neither is publishing. The asset and the entity live in different houses.	Make SoS the canonical channel; point the personal channel + schema + site links at it; restart uploads with library re-cuts.
C Site QA leaks	Raw "[convertkit form=5790477]" shortcode rendering on the homepage; podcast-page play buttons hotlinked from a developer's staging server (jahurul.a2hosted.com); links to Google Play Music (dead 2020) and Stitcher (dead 2023); "investmentnts" typo on the About page; a malformed media-kit link; the Ozark River logo links to thread.bank.	One agent QA pass. Day one. Pure upside.
B- Strangers on page 1	Positions 3, 4, 7, 8 for "matt bodnar": an X account belonging to a different Matt (@mattbodnar17), a high-school quarterback, a hospitality recruiter, and an Akron attorney. 52 searches/mo and growing as DealCon grows — every stray slot is a diligence coin-flip.	Fresh content + entity consolidation pushes his properties into 7–8 of 10 slots within a quarter.

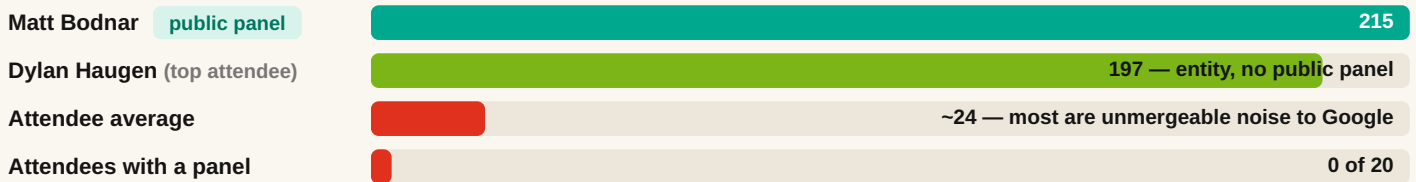
The pattern: every gap is an **execution gap** — the kind agents fix without consuming founder hours. Matt's personal cost for the entire 90-day plan on p.12: ~2 hours/week on camera plus approvals.

BENCHMARKS

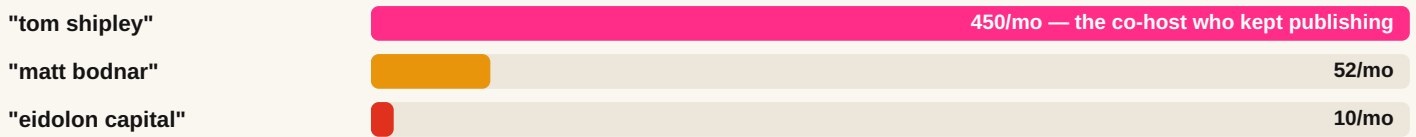
#1 in the room — and still out-searched 9-to-1 by his co-host

We scored the June 2026 DealCon roster on Knowledge Graph entity confidence — Google's own measure of how certain it is that a person is a distinct, known entity. The gap between Matt and the room is enormous. The gap between Matt and his own ceiling is bigger.

Google Knowledge Graph confidence (BlitzMetrics KG Explorer, June 2026)



Branded search demand (Ahrefs, US, monthly)



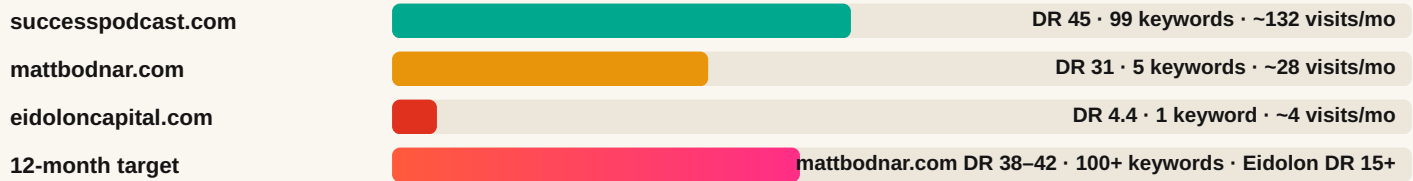
WHAT THE NUMBERS MEAN	READ
In-room authority ≠ internet authority	Inside DealCon, Matt needs no introduction. Outside it — where sellers, lenders, LPs, and AI assistants do their checking — demand for him is 52 searches a month, one-ninth of his co-host's. The room knows; the graph barely hears about it.
The panel is a moat — while fed	His 215 was earned with 2015–2020 output. Knowledge Graph confidence follows corroboration, and his corroboration layer is aging: the bio at #5 is eight years stale, the feed is silent, and a 107 duplicate is leaking signal. Nobody in the room can catch him this year — unless he keeps standing still.
The co-host asymmetry	Every DealCon cycle, Tom's visible presence converts shared stage time into his search demand. Matt co-owns the stage and captures a fraction of the search interest it generates. Same event, same room — one transmitter on, one off.

Matt is the room's benchmark and its cautionary tale at once: living proof the Knowledge Panel is winnable — and a live demonstration of what happens to amplification when a builder stops broadcasting for 25 months.

His authority lives on the wrong domain

Three properties, one inversion: the strongest domain tells the oldest story, the entity home barely ranks, and the domain that should convert sellers is a ghost. (Ahrefs, June 10, 2026.)

Domain Rating & organic footprint



PROPERTY	FINDINGS	FIX
mattbodnar.com the entity home	Freshly redesigned (©2026, Elementor; updated April 2026) with the right architecture — About, Acquisitions, Newsletter, Media Kit with 50+ dated press links. But: Person schema bugs (p.5), no article layer at all, "Books" page is an empty shell, QA leaks, and the About page contradicts the media kit on his Forbes year. A beautiful house with a wiring problem.	Repair schema; add the article layer (newsletter republishing + definitive M&A hubs); press page with live links + sameAs; fix QA leaks. The redesign already paid for the hard part.
successpodcast.com the authority bank	His highest-DR property (45) and 45 top-3 keyword positions — built by 8 years of episodes. The bio page (#5 for his name) is frozen in 2018: "3mm downloads," no Eidolon, media wall ends 2018. Its Squarespace-internal twin (matt-bodnar.squarespace.com) also surfaces in search, splitting signals.	Rewrite /bio to the 2026 canonical story; link prominently to mattbodnar.com and eidoloncapital.com; canonicalize the Squarespace-internal domain.
eidoloncapital.com the conversion surface	Clean copy, real criteria (\$10–100M revenue, \$3–10M EBITDA, Southeast, 45–60-day closes), portfolio logos — and no human being on the page . No Matt, no team, no press, no schema, DR 4.4, title-tag brand mismatch. Sellers choosing between buyers are choosing between people.	Founder section with the Forbes/press wall; Organization + Person schema; "as featured in" strip; cross-domain linking to inherit trust from the DR-45 and DR-31 properties.

The design decision: one entity home (mattbodnar.com) carrying the canonical bio, schema, and article layer — with successpodcast.com as the corroborating media archive and eidoloncapital.com as the seller-facing conversion page, all three cross-linked with one consistent name, role, and story. Right now they read like three different decades of one man's life.

What a seller's family sees when they Google "matt bodnar"

The moment that decides proprietary deal flow: a founder gets Matt's letter, or shakes his hand at an event — then the spouse, the CFO, and the family attorney each type his name. Here's page 1 (Ahrefs SERP, US, June 10, 2026):

#	RESULT	WHAT THE CHECKER CONCLUDES
KP	Knowledge Panel: Matt Bodnar — "Entrepreneur"	Verified-feeling identity — the trust moment, won. (Generic description, though: no Eidolon, no dealmaker framing.)
1	mattbodnar.com — "Private Equity Investor Founder of Eidolon Capital"	Exactly right — current story, his domain
2	LinkedIn — "Founding Partner at Eidolon Capital"	Corroborates
3	X: @mattbodnar17	A different person's account — his real handle (@MattBodnar) doesn't rank
4	qbhitlist.com — "Matt Bodnar II"	A high-school quarterback
5	successpodcast.com/bio	His page — but it describes 2018: "3mm downloads," Fresh-era roles, no Eidolon
6	mindscapital.co — "Buying at <5x and Mastering Deal Flow"	Strong third-party proof of the dealmaker story
7	geckohospitality.com — "Matthew Bodnar, CPC"	A restaurant recruiter — different person
8	rlbllp.com — "Matt Bodnar Akron, Ohio"	An attorney in Ohio — different person
9	mattbodnar.com/about	His — but it's the page that misdates his own Forbes year (2018 vs 2017)

The AI diligence layer inherits the stale layer

Ask an AI assistant "Who is Matt Bodnar?" and it assembles an answer from exactly the sources above plus podcast directories — which means it leans on the DR-45 bio that says "**3 million downloads**" and Fresh-era titles, the directories that say "**200+ episodes**" (the feed has 390), and 2017–2018 press. The likely output: a competent but dated answer — restaurant-era investor and podcast host — with **Eidolon Capital underweighted or missing**. We recommend running the live probe (ChatGPT, Perplexity, Gemini, Grok) as the Day-1 baseline and re-testing quarterly after the corroboration sweep.

Why this is a quarter's work, not a year's

"matt bodnar" is a **52-search/mo, difficulty-1** SERP. He already holds the panel plus five organic slots; the strangers rank on weak pages (DR 10–38). A repaired schema graph, a current bio on the DR-45 domain, fresh on-site articles, and resumed publishing push his properties into 7–8 of the top 10 and hand the AI engines a single, current, self-consistent story. There is no competitor to out-rank — only his own 2018 self.

One number to remember: "how to buy a business" draws **2,184 searches/mo at difficulty 18** (CPC \$30). The man who coaches 200+ owners on M&A and runs a 6-day M&A email course has **zero pages** competing for it. That keyword is his audience, asking for him by topic.

"You won't find me on social media. I'm busy doing deals."

That's not our characterization — it's the literal meta description on his own About page. As positioning, it's clean and on-brand for a dealmaker. As infrastructure, it has a measurable cost — because Google and AI engines read social signals as entity freshness, and buyers read them as a pulse.

CHANNEL	STATE (JUNE 2026)	THE PLAY
C X — @MattBodnar	~12.2K followers, 18.7K lifetime posts — a real audience built in the podcast era, now quiet. Meanwhile a different person's handle (@mattbodnar17) is the X result that ranks for his name.	Don't "do Twitter." Syndicate 3 factory clips/week; the account's job is freshness + corroboration.
B- LinkedIn — /in/mattbodnar	Current title, real network, and the platform where his exact ICP (7-figure owners, acquirers, LPs) lives. Tom Shipley's posts about Matt routinely outperform Matt's own footprint — borrowed reach he never captures.	2 posts/week from the factory + thought-leader ads (p.13). Capture the DealCon halo on his own profile.
B- YouTube — SoS channel	48.6K subscribers, 2.16M lifetime views — his single largest owned audience anywhere. Dormant since the feed stopped. The algorithm rewards channels that resume with library re-cuts.	Weekly re-cuts + Shorts from the 390-episode vault; make it the canonical video home.
D YouTube — personal channel	635 subscribers, 4,135 views (joined 2011). Splits his name's video identity; his site schema points viewers at one, search surfaces the other.	Trailer + pinned redirect to SoS channel; align all links and schema to one channel.
D Medium / Facebook	Medium @MattBodnar dormant; Facebook page is podcast-era. Both still rank in his corroboration graph — stale but claimable.	Refresh bios + re-point links home. 30 minutes each, permanent corroboration gain.

What minimalism buys him

Scarcity reads as seriousness in the LMM world: operators trust a buyer who's "busy doing deals," not chasing likes. No time lost to feeds, no hot-take risk during live negotiations, and a brand promise — **the nexus, not the influencer** — that his buyers genuinely prefer. Nothing in this plan asks him to become a creator.

What it's leaving on the table

- **Entity freshness:** quiet accounts age his panel's food supply.
- **The retargeting pool:** no active channels = no warm audiences to aim \$1/day media at.
- **His own ICP's attention:** the 7-figure owners his newsletter courts scroll LinkedIn and YouTube daily; Edelman×LinkedIn (3,500 execs): 73% trust thought leadership over marketing materials, 90% are more receptive to outreach from consistent publishers.
- **The compounding gap:** his co-host banks 450 branded searches/mo from the same stage.

The resolution isn't a personality transplant — it's a factory. Matt records ~2 hours/month; agents cut, caption, schedule, and syndicate library + new material across X, LinkedIn, and YouTube. Minimal presence, maximum footprint — the bio line can stay, because he still won't be "on" social media. His content will be.

Top assets to repurpose — already paid for, ranked, with the exact play

Content-factory rule: one proven asset → one definitive article on the entity home + 10–15 clips + quote posts, everything pointing at a single canonical URL. Matt's queue is unusually deep because he already did the hard part — these are real episodes and real bylines, not ideas.

ASSET (REAL, VERIFIED)	WHY IT'S PROVEN	THE REPURPOSE PLAY
"The Art of Supercommunication" w/ Charles Duhigg (SoS, Mar 28, 2024 — among his final episodes)	Pulitzer-winning guest, evergreen topic, his newest footage — the natural relaunch anchor	Relaunch anchor: definitive article "How supercommunicators close deals" on mattbodnar.com + 12 Shorts/clips + LinkedIn carousel; announces the comeback while bridging psychology → dealmaking.
Ep 108 — "Everything You Know About Sleep Is Wrong" w/ Dr. Matthew Walker	His own all-time top-10 pick; Walker is one of the most-clipped experts on the internet	"10 episodes that made the show" best-of playlist on the 48.6K-sub channel; Walker re-cut + Shorts to wake the algorithm and the 5M-download back catalog.
Ep 87 Cialdini (persuasion) + Ep 120 Adam Grant (billionaires & Bridgewater)	Two legends, both in his top-10 list — persuasion and judgment are literally M&A skills	"The Psychology of Dealmaking" series: 5 articles pairing classic SoS clips with his own deal stories — the bridge that fuses his two brands into one entity story Google can merge.
Business Insider (Nov 2017): "4 key parts to making great decisions" + HuffPost "The 4 Key Components of the Art of Decision Making"	National-press IP about HIS framework — living entirely on rented domains	Canonical "Bodnar Decision Framework" page on his domain (the press links as corroboration), one-page PDF as the newsletter lead magnet, 4-part LinkedIn carousel, \$1/day boost.
"Why This CEO Fired Himself" — Entrepreneur (2018) + Forbes Councils "Four Lessons From Firing Myself As CEO" (2020) + news.com.au	His signature story; three outlets already validated it travels	3-minute direct-to-camera film for the About page + DealCon talk opener + 6 clips; the humility-plus-self-awareness story that makes sellers trust a buyer.
The M&A interview set: SearchFunder "Top M&A Entrepreneurs" E:32 (2021) · How2Exit "Zero-Down Strategies" · "The Most Unique Deal Origination Strategy" (2024) · Minds Capital "Buying at <5x" (2024)	Already ranks #6 for his own name; pure deal-flow content in his own voice	"Deal Origination Masterclass" hub targeting "how to buy a business" (2,184/mo, KD 18) + clip series; every future guest spot feeds the same canonical URL.
Deal Mastery Insider newsletter + "M&A Quickstart" 6-day course	His only active publishing; written for his exact ICP (7-figure owners)	Republish every issue as an on-site article with schema — his domain ranks for 5 keywords today, and each issue is a page Google currently never sees.
DealCon stage footage with Tom Shipley	Recurring event, captive ICP, co-host halo (450/mo branded search)	Per-event recap film + clip wall on a /dealcon page; lighthouse-target Tom's followers and attendee lists with \$1/day (p.13).

Priority order = relaunch leverage: Duhigg announces the return · Walker + Cialdini/Grant reactivate the library · BI/HuffPost framework + fired-myself story build the entity-home article layer · the M&A set converts attention into seller conversations · newsletter + DealCon keep the feed alive permanently.

He has the panel. The path is **defend + enrich** — not build.

For 19 of 20 people in the room, the panel playbook starts at zero. Matt's starts at "claimed and curated." Six moves, in order — all agent-executable, all feeding entity kg:/g/11j2ns3qkg.

- 1 **Claim the panel.** Google's "claim this knowledge panel" verification via his site + LinkedIn + X. Claiming unlocks suggested edits: photo, description, featured links — control of the single highest-trust artifact on his name.
- 2 **Repair the Person schema on mattbodnar.com.** Replace the description that currently reads "Matt Bodnar" with the canonical bio sentence; fix the malformed sameAs URL (<https://x.com/https://twitter.com/MattBodnar>); add successpodcast.com, the SoS YouTube channel, Crunchbase, PitchBook, Speakerpedia, and the Forbes profile. One hour of JSON-LD; permanent upgrade.
- 3 **Canonize ONE bio string and push it everywhere.** "Matt Bodnar" (not J. Matthew), Founder & Managing Partner of Eidolon Capital, Forbes 30 Under 30 (2017), 5M+ downloads, 390 episodes, \$100M+ closed. Targets: successpodcast.com/bio, Crunchbase, PitchBook, podcast directories, Speakerpedia, LinkedIn, X, Medium, Facebook, DealCon speaker pages.
- 4 **Consolidate the duplicate (215 vs 107).** The stray entity feeds on inconsistent naming and the stale Fresh-era layer. Uniform name + photo + bio + interlinked sameAs across all surfaces gives Google one mergeable person; the duplicate starves. Re-pull KG monthly to track the merge.
- 5 **Add the missing high-trust corroborators.** Wikidata item citing Forbes, Business Insider, Entrepreneur, Nashville Post; refresh Crunchbase/PitchBook; eidoloncapital.com founder page with Organization schema linking founder → person. The firm's site should be feeding his entity — today it contributes nothing.
- 6 **Feed it fresh, forever.** Panels follow living corroboration: resumed episodes (or library re-releases), newsletter articles on-site, 2 podcast guest spots/month, DealCon coverage. The factory (p.10) is the feeding schedule — ~2 founder-hours a month.

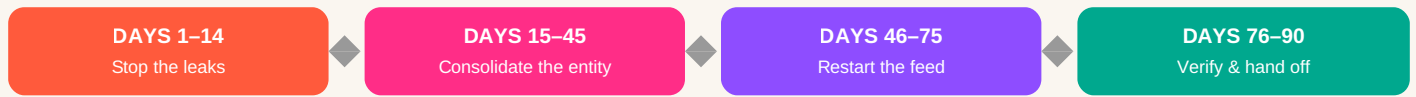
Panel facts today

KG MID: **kg:/g/11j2ns3qkg** · Type: Person/Thing ·
 Description: **"Entrepreneur"** · Confidence: **215** · Public
 panel: **renders** · Duplicate entity at 107 · Source pull:
 BlitzMetrics KG Explorer, June 2026.

The risk of doing nothing

Google re-derives descriptions and images from the freshest authoritative layer. Right now that layer says 2018: "3mm downloads," Fresh-era titles, a contradicted Forbes year. Left alone, the panel and the AI answers drift toward the stale story — **at the exact moment DealCon growth sends more checkers to his name.**

Stop the leaks → consolidate the entity → restart the feed → point it at deal flow



PHASE	WORKSTREAMS (AGENT SKILL IN PARENTHESES — SAME 10-SKILL LIBRARY AS OUR OTHER DEALCON BUILDS)	EXIT CRITERIA — MEASURABLE
Days 1–14 Stop the leaks	<ul style="list-style-type: none"> Fix Person schema: description + broken sameAs; add missing profiles (knowledge-panel-entity-seo) Site QA sweep: convertkit shortcode, staging-server images, dead Stitcher/Google Play links, "investmentnts" typo, Ozark → thread.bank link, media-kit link (site-audit agent) Canonical bio written; Forbes year fixed to 2017 on every owned page (reputation-gap-analyzer) successpodcast.com/bio rewritten to 2026 (5M+, Eidolon-first) AI baseline probe: ChatGPT/Perplexity/Gemini answers archived (ai-search-visibility) 	Schema validates · zero staging assets or dead links · one bio everywhere · baseline AI answers on file
Days 15–45 Consolidate	<ul style="list-style-type: none"> Panel claimed in Google; suggested edits filed (knowledge-panel-entity-seo) Wikidata + Crunchbase/PitchBook/directory sweep; 12+ surfaces consistent eidoloncapital.com: founder page, press strip, Organization schema, title fix (personal-brand-website-agent) Press wall with live links on mattbodnar.com (positive-mentions-harvester) Film day #1: founder story + 4 M&A explainers in one afternoon 	Panel claimed · Eidolon shows its founder · corroboration sweep complete · 5 films in edit
Days 46–75 Restart the feed	<ul style="list-style-type: none"> Duhigg relaunch package: definitive article + 12 clips (content-factory) Best-of playlist + weekly re-cuts on the 48.6K-sub channel; personal channel repointed "Bodnar Decision Framework" + "How to buy a business" hub pages live (definitive-article-writer) Newsletter republishing pipeline on-site; 2 M&A podcast guest spots/month booked Dollar-a-Day live at \$30/day; first kill-the-bottom-90% cycle (dollar-a-day-strategist) 	2 channels publishing weekly · 2 hub pages indexed · ads spending with CPV benchmarks beaten · 2 guest spots aired
Days 76–90 Verify & hand off	<ul style="list-style-type: none"> AI re-probe vs Day-1 baseline; corrections fed via schema + bios (ai-search-visibility) KG re-pull: duplicate-merge progress; SERP re-crawl of "matt bodnar" (knowledge-panel-entity-seo) Handoff: skills installed on Matt's side; his ops person runs the weekly loop; QA self-documents (recursive-self-improvement-qa) 90-day scorecard vs baseline below 	AI answers current · his properties hold 7+ of top-10 · team running the loop without us

The weekly dashboard (baseline → Day-90 target)

"MATT BODNAR" SEARCHES/MO	MATTBODNAR.COM KEYWORDS	EIDOLON DR	PANEL	FEED	TOP-10 OWNED SLOTS	QUALIFIED SELLER CONVOS
52 → 90+	5 → 50+	4.4 → 10+	Unclaimed → Claimed + enriched	Silent 25 mo → Weekly	5 → 7-8	baseline → +1-2/mo inbound

Year-1 continuation: branded search 150+/mo, mattbodnar.com DR 38–42 and 100+ keywords, duplicate entity merged, "how to buy a business" hub top-10, panel description reflecting Eidolon.

DISTRIBUTION

The Dollar-a-Day engine: \$10 each on LinkedIn, Meta, YouTube

Dollar-a-Day doesn't buy reach for its own sake — it buys **repetition with the few thousand owners, intermediaries, and LPs who can hand Matt a deal**, using creative that already proved itself organically. Annual cost: \$10,950 — about one month of a typical buy-side origination retainer.

CHANNEL (\$10/ DAY)	TARGETING (GOALS → CONTENT → TARGETING)	CREATIVE POOL (ALREADY EXISTS)	EXPECTED MONTHLY REACH @ 2025-26 BENCHMARKS
LinkedIn Thought-leader ads	Owners of \$1–20M-revenue companies in services/ manufacturing/distribution, Southeast metros; M&A intermediaries; DealCon attendee + Tom Shipley follower lighthouse	"Fired myself" story film; Decision Framework carousel; Duhigg deal-communication clips; Eidolon criteria explainer	~\$300 @ \$35–75 CPM (decision-maker premium) → 4,000–8,500 owner impressions
Meta (FB+IG) Retargeting first	Site visitors, newsletter list, video viewers, podcast-page engagers + lookalikes; geo-stack Tennessee/Southeast for seller-side trust	Walker/Cialdini/Grant library clips; deal-story reels; Forbes/BI press cards	~\$300 @ \$10–15 CPM → 20,000–30,000 impressions — the surround-sound effect during live negotiations
YouTube In-stream + in-feed	Custom-intent: "how to buy a business," "sell my business," "business valuation," "exit planning"; viewers of M&A channels and podcasts	Deal Origination Masterclass cuts; SoS best-of re-cuts on the 48.6K channel; M&A Quickstart teaser	~\$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** first — never scale cold creative.
2. Kill the bottom 90% by cost-per-15-second-view / CTR.
3. Winners get **\$30 over 30 days**, re-tested against fresh challengers.
4. **Lighthouse targeting**: aim winners at DealCon, Tom Shipley, How2Exit/SearchFunder-style M&A audiences, and Southeast owner pockets.
5. Metrics → Analysis → Action weekly; agents run the loop, Matt sees one page.

What a year buys

~**350,000–540,000 targeted impressions + 30,000–70,000 completed views**, concentrated on a few thousand sellers, owners, and referrers — his exact buy-box, seeing him 2–3× a week, all year.

By month 3, every live conversation is surrounded: the founder who met Matt Tuesday sees the fired-myself film Wednesday, the Forbes card Thursday, and the origination masterclass Friday. **That's proprietary trust, amortized.**

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

The math is deal flow, not vanity: **\$90k–\$330k equivalent** for **~\$14k** — before counting a single extra deal

Baseline, stated plainly: Eidolon hunts control deals at \$3–10M EBITDA, sourced founder-led (cold outreach + network + DealCon). In that game the scarce inputs are **proprietary seller trust** and **founder hours** — so that's what we model. Every assumption is visible; ranges deliberately conservative.

LEVER (MECHANISM)	CONSERVATIVE	EXPECTED	AGGRESSIVE
1. Proprietary seller conversations panel + current bios + hub pages + \$30/day surround-sound; valued at buy-side origination cost (retainers run \$50–150k/yr)	+4 qualified convos → \$40k equivalent	+10 → \$90k	+20 → \$180k
2. Founder hours returned warm-name outreach converts at multiples of cold (90% receptivity, Edelman×LinkedIn); fewer dead-end first calls	100 hrs @ \$500/hr → \$50k	200 hrs → \$100k	300 hrs → \$150k
3. Proprietary-vs-auction pricing avoiding one banked process can save 0.25–1.0× EBITDA turn on a \$3M-EBITDA close	\$750k–\$3M per occurrence — deliberately excluded from totals ; one occurrence pays for this program for 50+ years		
4. DealCon & newsletter flywheel co-host halo, ticket/cohort demand, 200+ coached owners as referral graph	Strategic upside, unquantified by design — the same assets feed it automatically		
Year-1 total (levers 1+2 only)	≈ \$90k	≈ \$190k	≈ \$330k
All-in cost (media \$10,950 + ~\$3k tools; agent labor: ours to start)	≈ 6× return	≈ 14× return	≈ 24× return

What this model is NOT

Not a forecast, and not a claim that content closes deals — **Matt closes deals**. Sellers still decide on price, terms, and chemistry. This buys the condition those decisions depend on: that when the family checks him out — on Google, on YouTube, on ChatGPT — they find the 2026 dealmaker, consistently, everywhere. It also doesn't fix fund-side capacity, diligence bandwidth, or integration — people problems, not brand problems.

Why the conservative case is hard to miss

It requires only: four incremental qualified seller conversations in a year and a 5%-grade efficiency gain on founder origination hours — with the panel already rendering, a 48.6K-subscriber channel already built, 5M downloads of social proof already banked, and a difficulty-1 branded SERP. The expensive parts are done. **We're only paying for maintenance and distribution** — and the excluded lever (one better-priced proprietary deal) dwarfs the whole table.

Method notes: founder-hour rate \$500/hr (PE managing-partner opportunity cost, conservative); origination-cost equivalence benchmarked to published buy-side retainer ranges; receptivity/trust stats from Edelman×LinkedIn B2B Thought Leadership Impact Reports (2024–25, ~3,500 + ~2,000 management-level respondents). Ahrefs traffic/keyword figures are modeled estimates, not analytics.

NEXT STEPS

Five fixes this week. One decision this quarter.

Everything below is zero-risk, pure-upside maintenance on assets Matt already owns. Our agents can ship items 1–4 before DealCon's closing session.

- 1 Repair the Person schema** — real description, fix the broken sameAs URL, add the missing profiles. (1 hour — upgrades the panel's food supply permanently)
- 2 Kill the QA leaks** — the [convertkit] shortcode on the homepage, staging-server images, dead Stitcher/Google Play links, the "investmentnts" typo, the Ozark → thread.bank link. (1 hour)
- 3 Rewrite successpodcast.com/bio to 2026** — 5M+ downloads, Eidolon-first, linked home. It's the #5 result for his name on his strongest domain. (1 hour)
- 4 Pick the Forbes year — it's 2017** — and canonize one bio string across About page, media kit, directories, and socials. (30 minutes)
- 5 Put the founder on eidoloncapital.com** — name, face, Forbes/press strip, Person + Organization schema. Sellers buy the person before they sell the company. (1 day)

The one decision

Turn the transmitter back on — not as a creator comeback, but as a factory: the 390-episode library re-cut, the newsletter republished on-site, two guest spots a month, and \$30/day aiming all of it at sellers. Matt's personal cost: **~2 hours a month on camera**. Ours: everything else, with the same 10-skill agent library running the other DealCon builds.

"Google already gave you the panel everyone else in this room is trying to earn — and you've let it sit on a 2018 story for two years. Give us 90 days and \$30 a day, and every seller, lender, and LP who checks you out meets the 2026 Matt Bodnar: the evidence-based dealmaker. Not the restaurant guy with a podcast."

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Data refreshes available on request · All sources cited inline