

# He sold \$11.8M of golf tees and pitched the Sharks on ABC. Google gives his name away.

Mike Sierra is the operating engine behind Clickable Impact's e-commerce roll-up and the CEO who took FlightPath Golf — \$11.8M lifetime sales — onto Shark Tank in January. But search his name and you meet a wealth advisor, an MMA fighter, a DJ, and an Indian healthcare company. Almost everything he has built is filed under someone else's brand.

**24**

KNOWLEDGE-GRAPH CONFIDENCE IN HIS ENTITY — A STRANGER'S "MICHAEL SIERRA" SITS AT 477

**0.0**

DOMAIN RATING OF MIKESIERRA.COM (HIS AGENCY'S DOMAIN: 39)

**No KP**

NO GOOGLE KNOWLEDGE PANEL ON "MIKE" OR "MICHAEL" SIERRA

**8 of 9**

ORGANIC PAGE-1 RESULTS FOR "MIKE SIERRA" THAT BELONG TO STRANGERS

Prepared for

**Mike Sierra · Clickable Impact / FlightPath Golf**

by Dennis Yu · BlitzMetrics · June 2026

Data: Ahrefs (pulled 06/10/26), BlitzMetrics KG Explorer, Shark Tank S17E8 (ABC, 01/07/26), GrowFL, The Golf Wire, mikesierra.com, clickableimpact.com, flightpathgolf.com

# The proof is national-TV grade. The person is unfindable. That gap is the whole assignment.

Mike Sierra has done the hard part: built a real growth engine (Clickable Impact, rebranded in 2026 as a marketing + VC holding company), scaled a consumer brand to **\$11.8M lifetime sales** on roughly \$2M/year of paid media, and told that story on the biggest small-business stage in America. What he has never done is wire any of it to his own name. This is a **near-from-scratch personal build backed by fully-earned operating credibility** — the easiest kind to execute, because nothing needs to be invented. It needs to be claimed.

## The structural problem

**Two compounding handicaps.** First, every proof point lives behind a brand: the agency's wins are Clickable Impact's (and its public face is CEO Caroline Castille, who holds the press trail). FlightPath's fame is the tee's — the founders don't even appear on their own store. Second, "Michael Sierra" is a hyper-common name: Google's Knowledge Graph holds a **different Michael Sierra at 477 confidence** and an academic at 118, while Mike's own node sits buried at ~24. He isn't losing the diligence search. He isn't even in it.

## What the data says (sources cited inline, p. 14)

- "michael sierra" gets **317 searches/mo** (KD 0) and "mike sierra" 60/mo — demand exists; strangers collect all of it
- clickableimpact.com: DR 39 but **0 organic keywords, 0 organic visits** — a rebranded holding company invisible to search
- mikesierra.com: he owns the exact-match domain — DR 0.0, zero keywords, a funnel page with no facts
- Shark Tank S17E8 (Jan 7, 2026) generated national coverage — FinanceBuzz/AOL, Primetimer, Shark Tank Blog — and **not one link points to a personal page**, because none exists

## Three audiences are checking him out right now

AUDIENCE	WHAT THEY NEED TO BELIEVE	WHAT THEY FIND TODAY
<b>Founders who might sell</b> Clickable Impact buys majority stakes in \$1M+ brands	"This buyer has operated at my scale and will grow what I built." Selling a company is the highest-trust transaction there is.	A two-page agency site with no humans on it, a buried LinkedIn, and a Google page 1 full of other Mike Sierras.
<b>Golf-industry partners</b> wholesale, tours, retail buyers	"FlightPath's leadership is credible and reachable." Partnerships like Hurricane Junior Golf Tour start with a person.	A Shopify store whose only "Sierra" is the Sierra Leone currency flag; the golf-trade podcast interview went to the inventor.
<b>Investors &amp; the DealCon room</b> his private investor group meets quarterly	One unambiguous entity: name + roles + track record, corroborated everywhere a diligence search lands.	A KG node at 24, an unverified directory profile, two job titles, two founding years, and no panel.

**The clock that matters:** the Shark Tank episode aired January 7, 2026. It is the single most repurposable authority asset he owns — a national-TV proof event with live third-party coverage still being updated — and it depreciates every week it stays unclipped, unclaimed, and unlinked to an entity home. The 90-day plan (p.12) is sequenced to capture it first.

Everything in this report is executable by agents — the same 10-skill Local Service Spotlight library running our other DealCon personal-brand builds. Mike's personal commitment: ~2 hours/week on camera plus approvals.

# Google's confidence in him: ~24 — buried under two strangers with his name

Knowledge-Graph confidence is Google's own measure of how certain it is that a person is a distinct, known entity. It feeds the Knowledge Panel, AI answers, and every "who is this guy?" moment. Mike's score isn't just low — his name is **already occupied**.

## The "Michael Sierra" namespace (BlitzMetrics KG Explorer, June 2026)

ENTITY IN GOOGLE'S GRAPH	CONFIDENCE	WHAT IT MEANS FOR MIKE
A different "Michael Sierra"	477	A stranger owns the strongest claim to the name. Any under-described "Michael Sierra" signal Google encounters tends to resolve toward this node — not Mike's.
Michael Sierra-Arévalo (academic, hyphenated surname)	118	A published author/professor with heavy citation corroboration — second claim on the name space.
Mike Sierra (our subject) <span>buried</span>	~24	A Person-type node exists — Google has <b>seen</b> him — but with so little description it is indistinguishable from noise. No panel on either name form.

## Why Google can't merge him into one person

SIGNAL	VERSION A	VERSION B (CONFLICTING)
Name	"Mike Sierra" — mikesierra.com, Golf Wire release, IG, X	"Michael Sierra" — LinkedIn, The Org, Shark Tank coverage
Title	Chief Strategy Officer, Clickable Impact (LinkedIn, The Org)	CEO, FlightPath Golf (Golf Wire); "Co-CEOs" with Caroline (GrowFL)
FlightPath founding year	2020 (GrowFL profile; Shark Tank coverage)	2018 (his own Jan 2025 PGA Show press release)
Email / phone	mike@clickableimpact.com · 954-907-0950 (mikesierra.com)	mike@flightpathgolf.com · 954-907-0950; agency line (407) 604-2537
Handles	@mikesierramist (IG), @mikesierraa (X), mike.sierra.3705 (FB)	/in/michael-sierra-685ab9b4 (LinkedIn) — four different name strings
Directory status	The Org: career timeline present — but flagged "Unverified"	His agency "bio" URL is a bare image-attachment page with a comment form

**The disambiguator he isn't using:** no other Michael Sierra on earth has a Shark Tank pitch, an \$11.8M golf brand, and a marketing + VC holding company. The fix for a common name is not volume — it's **description**: one entity home stating "Mike Sierra, CEO of FlightPath Golf and Chief Strategy Officer of Clickable Impact," corroborated identically across 12+ profiles. Described entities get merged; undescribed ones stay buried at 24.

STRENGTHS

# What he already owns — most of this room would trade for it

An authority build is only expensive when the proof has to be earned first. Mike's is earned, recent, and verifiable. It has simply never been pointed at his name.

ASSET	WHY IT'S REAL LEVERAGE	STATUS
National TV proof event	Shark Tank S17E8 (ABC, Jan 7, 2026): he and Caroline pitched FlightPath to O'Leary, Corcoran, Greiner, Herjavec, and Strahan — and stated <b>\$11.8M lifetime sales and \$4.3M 2024 revenue on air</b> . No deal — but the credential is the appearance and the numbers, not the outcome. Third-party recap sites (Shark Tank Blog, FinanceBuzz/ AOL, Primetimer) are still publishing updates in 2026.	Earned, recent
Operating track record	Took a student-pitch-event golf tee (UCF Blackstone LaunchPad, inventor Daniel Whalen) to \$11.8M lifetime DTC sales in 4 years, managing ~\$2M/yr in paid media. GrowFL named FlightPath a <b>2024 Florida Companies to Watch honoree</b> (top 50 statewide, 41% revenue growth).	Verified
A PR brain, demonstrated	The \$50,000 Diamond Golf Tee (18k gold, 900+ diamonds) unveiled at the 2025 PGA Show — a manufactured-press stunt that earned Golf Wire and First Call pickup, with a hi-res image library already sitting in a shared drive. He knows how to make media; he's only ever made it for the brand.	Repeatable
Domain portfolio	Controls three DR 28–39 domains (clickableimpact.com 39, flightpathgolf.com 29, emailonperformance.com 28) <b>plus the exact-match mikesierra.com</b> — a domain most common-name operators can never acquire. The link equity to bootstrap a personal entity home is already paid for.	Owned
A holding-company story	Clickable Impact's 2026 rebrand — "We Don't Bet. We Build." — positions it to acquire majority stakes in \$1M+ DTC brands, niche media, SaaS, and agencies. That is a dealmaker's narrative tailor-made for the DealCon world, and it needs a credible human face to source deals.	Unwired to him
Story bank	UCF origin ("find something small with great margins"); the 12,000-order holiday crisis where he and Caroline flew to Michigan and hired 40 temp workers in 3 days; the no-deal Tank room; gratitude-first Monday meetings. Documented in GrowFL's profile — including a recorded audio interview on the page.	Documented
In-house press playbook	Caroline has 4+ Authority Magazine features plus an Ecomm Manager interview — proof the team already knows how to land earned media. The machine exists; it has just never been run for Mike.	Aim at Mike
Speaking practice	Active speaker (motivation, entrepreneurship, VC, digital marketing) with a booking funnel live on mikesierra.com, plus ongoing UCF student mentorship — a built-in stage cadence most operators have to construct from zero.	Live

**The asymmetry:** every strength above is brand-side, off-platform, or off-line. Not one is encoded where diligence happens — his name's page 1, his Knowledge Graph node, or an entity home. That's why this audit grades visibility F

while the underlying material grades A.

# Authority Score: **23/100** — "the engine behind everyone else's brand"

Grades measure how visible and re-usable Mike's existing authority is — not whether the wins exist. (DealCon pre-score, June 2026: overall 23, social 22, press 18.)

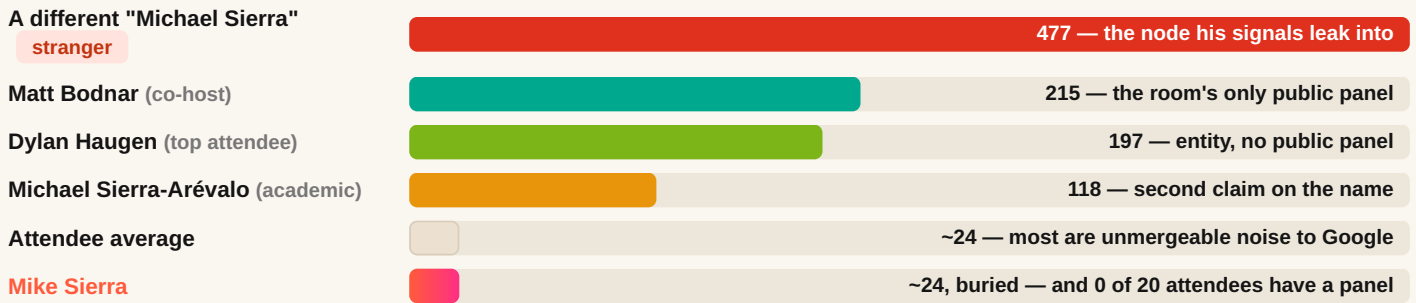
CHANNEL	WHAT WE FOUND	FASTEST FIX
<b>F</b> <b>mikesierra.com</b> his "entity home"	A Convertri funnel page — "MARKETER   ENTREPRENEUR   INNOVATOR" — selling three offers (speaking, pay-per-performance email, investor group) before establishing who he is. DR 0.0, <b>zero ranking keywords, zero organic visitors</b> , empty image slots, blank og:description, an "Affiliate Offers" tab in the nav, no Person schema, and no mention of Shark Tank, FlightPath revenue, or GrowFL anywhere.	Rebuild facts-first (hero → stats bar → story → three doors → press wall → connect). The funnel offers stay — below the proof, not instead of it.
<b>F</b> <b>Google page 1</b> his name's diligence surface	8 of 9 organic results for "mike sierra" belong to strangers; his own domain is <b>not in the top 10</b> (full SERP: p.8). No Knowledge Panel on either name form.	Entity-SEO campaign: schema + corroboration + described profiles. Own slots 1–5 within a quarter.
<b>F</b> <b>Agency bio</b> clickableimpact.com	His "bio" URL (/mike-sierra/) is a <b>bare WordPress image-attachment page</b> — a headshot, a comment form, a 2021 blog sidebar, and a ©2020 footer. The Feb-2026 rebrand ("a powerhouse of operators, marketers, and dealmakers") shipped with <b>no team page at all</b> — zero humans. Homepage title tag still reads "Home (New)". Blog dead since March 2021.	Leadership page (Caroline CEO, Mike CSO) with Person schema; kill the attachment page with a 301; fix the title tag.
<b>D</b> <b>FlightPath founder story</b> flightpathgolf.com	"As Seen on Shark Tank" badge — but <b>no Our Story page, no founders anywhere on the site</b> (the only "Sierra" on the homepage is Sierra Leone in the currency picker). The homepage meta description misspells the brand as <b>"Fightpath."</b> The golf-trade podcast interview (GBT Podcast) went to inventor Daniel Whalen, not Mike.	Our Story page: founders, Tank clip, GrowFL badge, USGA decisions. Fix the meta typo today.
<b>C</b> <b>LinkedIn</b>	Real profile, real network, correct role — the strongest personal channel. But the public headline stops at <b>"Chief Strategy Officer at Clickable Impact"</b> : no FlightPath CEO, no Shark Tank, no \$11.8M. URL slug is the unbranded michael-sierra-685ab9b4. The Org directory profile sits "Unverified."	Headline rewrite + custom slug + claim The Org; posts become the Dollar-a-Day creative pool.
<b>D</b> <b>Social audience</b>	IG @mikesierramist ~3.7k (mixed personal); X @mikesierraa thin; Facebook profile is — ironically — his #1 Google result. <b>No YouTube channel</b> , despite buying video ads professionally and having a national-TV pitch tape circulating on other people's channels.	Launch YouTube with the Shark Tank retrospective; one handle set; bios that describe the entity.
<b>C-</b> <b>Press &amp; mentions</b>	Real hits exist — national (FinanceBuzz/AOL, Primetimer), trade (Golf Wire, First Call), state (GrowFL) — but 100% brand-anchored: none link to a personal page, none carry his schema, and his own releases contradict GrowFL on the founding year. Personal-only press: effectively zero.	Press page + sameAs; feed the recap sites fresh facts; book the proof that's missing (p.10).

BENCHMARKS

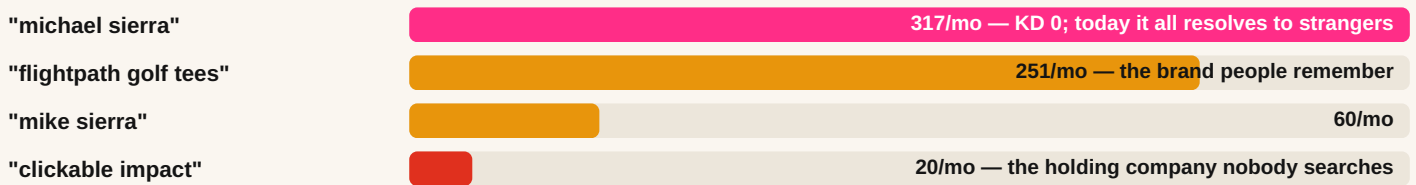
# Vs. the DealCon room: at the average — with a name two strangers already own

We scored the June 2026 DealCon roster on Knowledge-Graph entity confidence. Mike lands at the room's average (~24). His real problem is the two bars no one else in the room has to fight: **other people with his name, out-corroborating him.**

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



## Branded search demand (Ahrefs, US, monthly)

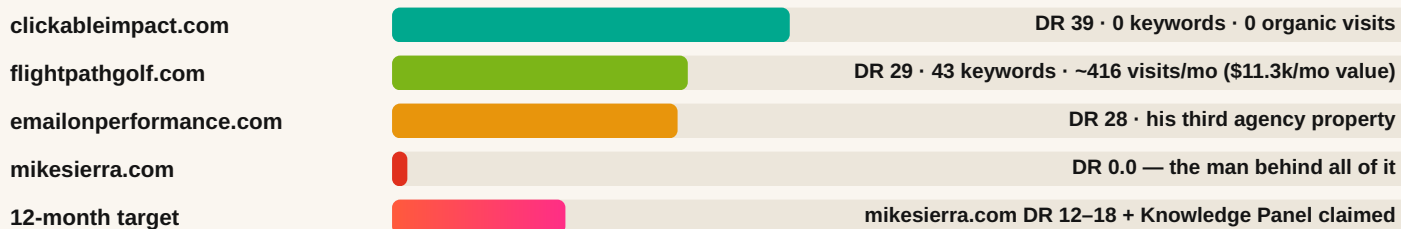


READ	WHAT IT MEANS
<b>His fight is different</b>	Most attendees start from zero on an empty name. Mike starts from zero on a <b>contested</b> name — he must out-describe a 477-confidence stranger before Google will even hand him his own search results. Harder start, same playbook, bigger moat once won.
<b>The Caroline asymmetry</b>	Caroline Castille (also at DealCon) is Clickable Impact's CEO and holds the agency's press trail. Healthy for the agency — but it means the roll-up's <b>dealmaker</b> has no independent surface. Sellers diligence the person buying them, not the org chart.
<b>First-mover window</b>	0 of 20 attendees hold a Knowledge Panel. In a room built on deal flow and diligence, the first operators to become described entities collect a disproportionate share of inbound trust. The window is open; it will not stay open.

# Four domains, one inversion: all the authority, none of it his

Mike controls a small portfolio of real domains — and the one carrying his name is the only one with nothing in it. (Ahrefs, June 10, 2026.)

## Domain Rating & organic footprint



PROPERTY	FINDINGS	FIX
<b>clickableimpact.com</b> the holding company	Strong rebrand copy ("We Don't Bet. We Build."), clear buy-box (majority stakes, \$1M+ revenue, DTC/media/SaaS/agencies) — but only two pages, <b>zero ranking keywords on a DR-39 domain</b> , no team, no portfolio proof, no case studies, "Home (New)" title tag, and the old WordPress site decaying underneath (dead blog, attachment-page bios, ©2020 vs ©2026 footers).	Leadership + portfolio pages; Organization schema; one definitive page per acquisition thesis; 301 the WP debris. A DR-39 site that ranks for nothing is a parked asset.
<b>flightpathgolf.com</b> the proof engine	Converting Shopify store, 22 top-3 keywords, "As Seen on Shark Tank," USGA-conformance receipts (Decisions 2017-0650, 2018-0219), expanding line (grips, sunglasses, pens, membership club). But: <b>"Fightpath" typo in the homepage meta description</b> , no Our Story page, founders invisible, and the keyword gift unclaimed: <b>"best golf tees" — 2,876 searches/mo, difficulty 1, \$30 CPC</b> — with no definitive page. ("golf tees": 23,578/mo, KD 25.)	Fix the meta typo; publish Our Story + founder schema; one definitive "best golf tees" hub — the highest-ROI SEO move in his whole portfolio.
<b>emailonperformance.com</b> the service arm	Pay-per-performance email/SMS offer with self-reported results (15+ e-comm brands past \$1M; one past \$10M; \$0 → \$80k/mo email revenue). DR 28 but thin pages and no named humans — the proof is claims, not case studies.	Three named case studies with numbers and quotes; link to Mike's entity page as the operator behind the system.
<b>mikesierra.com</b> the entity home	He owns the exact-match domain for a hyper-common name — a genuine strategic asset — and spends it on a schema-free funnel page with empty image slots and an affiliate tab. Google reads it as nothing: DR 0.0, zero keywords, zero visits.	Rebuild as the facts-first entity home with three doors: <b>Sell me your brand</b> (Clickable) / <b>FlightPath / Speaking &amp; investing</b> . Cross-link from all three DR 28-39 domains — free, instant link equity.

**The cheapest move on this page:** footer and bio links from clickableimpact.com (DR 39), flightpathgolf.com (DR 29), and emailonperformance.com (DR 28) to mikesierra.com. Three links he already owns, zero dollars, and the entity home stops being an island by Friday.

# The diligence moment: Google, right now, for "mike sierra"

A founder just got his acquisition outreach, or a wholesale buyer just left a FlightPath meeting. They Google him. Here is what they get (Ahrefs SERP data, June 10, 2026 — 60 searches/mo, KD 0):

#	RESULT	WHAT THE BUYER CONCLUDES
1	Facebook — mike.sierra.3705	The one result that's actually him — a personal Facebook profile, on rented land
2	mikesierra.in — "Mike Sierra HealthCare Pvt. Ltd."	<b>An Indian healthcare company</b>
3	1900wealth.com — "MIKE SIERRA - Senior Investment Advisor"	<b>A different person</b> — a Texas wealth advisor
4	Image pack: SoundCloud DJ, MMA fighter "The Texas Showstopper," DJ fan page...	A wall of faces — none of them his
5–6	LinkedIn + Instagram of the Indian healthcare company	The namesake company out-corroborates the human
7	sierra-properties.com — "Michael J. Sierra - Tampa"	<b>A real-estate executive</b> — different person
9	lewisbrisbois.com — "Michael Sierra"	<b>An attorney</b> — different person
10	tapology.com — "Mike Sierra ("The Texas Showstopper")"	<b>An MMA fighter</b>
—	<b>mikesierra.com: NOT IN TOP 10</b>	His own exact-match domain loses to every stranger above

## The AI diligence layer

ChatGPT, Perplexity, and Gemini answer "Who is Mike Sierra?" from this same broken graph. With his node at ~24 against a 477 namesake, AI assistants either describe the wrong man or hedge into vagueness — at the exact moment a founder, lender, or buyer asks. We did not capture live AI answers for this audit (flagged as unverified); auditing and correcting them is a built-in step of the 90-day plan, re-run quarterly.

## Why this is winnable fast

The competition for his name is **accidental** — directories, a Facebook profile, a Shopify-less wealth-firm bio. None of it is optimized; KD is 0 on both name forms. An entity home with Person schema, 12+ corroborated profiles, and the Shark Tank/GrowFL/Golf Wire citations attached can take positions 1–5 within a quarter — the same playbook running across the DealCon cohort. The disambiguating content (p.10) is what separates him from the 477.

**Bonus demand he's leaving on the table:** "flightpath shark tank" (20/mo), "flightpath golf" (50/mo), and "flightpath golf tees" (251/mo, KD 0) — people are searching the **story**, and third-party recap blogs own every answer. A founder-update page on his entity home plus an Our Story page on the store recaptures it.

# He buys attention for a living — and owns almost none of it

Mike manages roughly \$2M/year of paid media for FlightPath alone. His personal channels, audited June 2026:

CHANNEL	WHAT WE FOUND	MOVE
<b>C</b> <b>LinkedIn</b> /in/michael-sierra-685ab9b4	His best channel: real role, real network, the right audience (founders, operators, dealmakers). But the headline reads "Chief Strategy Officer at Clickable Impact" — no FlightPath CEO, no Shark Tank, no numbers — and the slug is unbranded. Posting cadence: not independently measured (flagged).	Headline: "CEO, FlightPath Golf (\$11.8M DTC) · CSO, Clickable Impact · we buy & scale e-commerce brands." Custom slug. 3 posts/week from the content factory.
<b>D</b> <b>Instagram</b> @mikesierramist	~3.7k followers (observed at intake; not API-verified). Handle says "sierramist" — a soda pun, not an entity signal; bio doesn't state his roles; content mixes lifestyle with business.	Keep the handle if loved — but the bio must carry the canonical one-liner + link to mikesierra.com. Reels = factory clips.
<b>D</b> <b>X / Twitter</b> @mikesierraa	Account exists; activity and audience thin (follower count not pulled — flagged). Does not rank for his name; contributes nothing to the corroboration graph today.	Don't "do Twitter." Syndicate 3 clips/week; job = freshness + a described bio that matches everywhere else.
<b>C</b> <b>Facebook</b> mike.sierra.3705	Ironically his <b>#1 Google result</b> — a personal profile not built to convert a diligence visit, with a numeric-suffix username.	Public follow on; intro section = canonical bio + mikesierra.com link. It's already winning the SERP — make it say something.
<b>F</b> <b>YouTube</b>	<b>No personal channel found.</b> His national-TV pitch circulates in clips on other channels and recap blogs; FlightPath's ad creative runs as paid placements with no owned organic home. The man who tests video hooks for a living has no library under his own name.	Launch with the Shark Tank retrospective + 5 pillar films (p.10); keyword titles, chapters, playlists; embed on mikesierra.com.
<b>F</b> <b>Identity hygiene</b> across all platforms	Four name strings (mikesierramist / mikesierraa / mike.sierra.3705 / michael-sierra-685ab9b4), two emails, two phone numbers, three titles, two founding years. Google cannot — and therefore does not — merge them.	One bio, one headshot, one role string, everywhere. Update The Org (unverified), Crunchbase, RocketReach-class brokers.

**The irony worth saying out loud:** Mike's day job is making strangers' feeds convert. The MAA loop on p.13 is the same discipline he already runs at \$2M/year scale — pointed, for the first time, at the asset with the highest lifetime value he controls: his own name.

# The vault: real assets, already paid for — and the factory plays for each

Repurposing beats creating. Everything below exists today; the Content Factory turns each into a canonical page + clips + posts, all pointing at one URL on the entity home.

ASSET (VERIFIED, WITH DATE)	WHY IT'S GOLD	CONTENT-FACTORY PLAY
<b>1. The Shark Tank episode</b> S17E8, ABC, Jan 7 2026	A national-TV pitch with on-air numbers (\$11.8M lifetime, \$4.3M 2024) and a dramatic no-deal arc — the rare "loss" that reads as credibility. Recap sites (Shark Tank Blog, FinanceBuzz/AOL, Primetimer) are still updating their pages.	The lighthouse: a "What I'd tell the Sharks now" retrospective film + definitive page "FlightPath on Shark Tank — the founder's update" (captures "flightpath shark tank" searches) + 12 shorts + a pitch-teardown carousel. Feed the recap sites fresh facts so their pages corroborate and link.
<b>2. The \$50k Diamond Tee stunt</b> 2025 PGA Show; Golf Wire + First Call, Jan 2025	An 18k-gold, 900-diamond press magnet that proves his growth-marketing instincts — with a hires image library already in a shared drive.	Case-study film + article: "How a \$50,000 golf tee bought front-page golf press." Positions him as the marketer, not just the merchant. Clips for LinkedIn/IG; pitch as a podcast talking point.
<b>3. GrowFL honoree profile + audio</b> FL Companies to Watch 2024; interview .wav on page	Third-party state-level validation (top 50, 41% growth) and a recorded interview — including the 12,000-order Michigan story: 40 workers hired and trained in 3 days.	Cut the audio into clips; tell "The Holiday That Almost Broke Us" as a film + article; honoree badge onto the entity home and the FlightPath Our Story page.
<b>4. The \$2M/yr ad account</b> FlightPath paid media, stated on air	Few operators can publish real spend-side lessons at this scale. This is his most differentiated expertise — and currently zero content exists from it.	Definitive article + deck: "What \$2M a year of golf-DTC ad spend taught me about CAC." Anonymized dashboards, hook tests, creative autopsies — a magnet for both DTC founders and acquirers.
<b>5. UCF origin story</b> Blackstone LaunchPad; GrowFL + Shark Tank Blog	"The student pitch event where I found an \$11.8M product" — a ready-made keynote and the emotional spine of his entity. He already mentors UCF students.	Campus-keynote flywheel: film one UCF talk, harvest 10 clips; pitch UCF alumni media; anchor the About page narrative.
<b>6. Email On Performance receipts</b> self-reported: 15+ brands past \$1M; \$0 → \$80k/mo email	The service-arm proof that backs the holding-company thesis ("we plug brands into our growth engine"). Currently unverifiable claims on a funnel page.	Convert 3 claims into named, numbered case studies (verify before publishing — flagged); each becomes article + carousel + clip; all cite Mike as system designer.
<b>7. Caroline's press playbook</b> 4+ Authority Magazine features + Ecomm Manager	Proof the team can land earned media on demand — the exact channel mix Mike is missing.	Run the identical circuit for Mike (Authority Magazine accepts operator interviews); co-authored "how we split CEO/CSO roles as a married founder team" piece — press that describes <b>both</b> entities.
<b>8. The USGA conformance receipts</b> Decisions 2017-0650 & 2018-0219, cited on site	"Tournament-legal" is FlightPath's core objection-killer and a trust artifact most golf DTC brands can't show.	"Is it legal?" explainer page + short — feeds the "best golf tees" definitive hub (2,876/mo, KD 1) and arms wholesale conversations.

**Honest note on the thin spots:** Mike has almost no personal press and no podcast trail under his own name — the golf-trade interview went to the inventor. That is not a repurposing problem; it's a **creation** problem: 2 guest bookings/month (DTC, M&A, golf-business pods), pitched with the proof library above, fills the gap within a quarter.

# From buried node to claimed panel: out-describe the 477

Knowledge Panels aren't applied for — they're **triggered** when Google's confidence in a described, corroborated entity crosses threshold. For a contested common name, description and consistency do all the work.

- 1 **Canonize ONE bio string — with the disambiguator built in.** "Mike Sierra — CEO of FlightPath Golf and Chief Strategy Officer of Clickable Impact; took FlightPath to \$11.8M in sales and pitched it on Shark Tank (Season 17)." Use "Mike Sierra" everywhere public; reserve "Michael" for legal contexts. Never publish the bare name without the descriptor — the descriptor is what separates him from the 477.
- 2 **Rebuild mikesierra.com as the entity home.** Facts-first structure (hero → stats bar → story → three doors → featured media → press wall → connect) with Person schema: name, alternateName "Michael Sierra," jobTitle ×2, worksFor both orgs, alumniOf UCF, and sameAs to LinkedIn, Instagram, X, Facebook, The Org, Crunchbase, GrowFL profile, and the Golf Wire release. One page Google can finally merge on.
- 3 **Repair the reconciliation conflicts.** Pick the founding year (GrowFL and Shark Tank coverage say 2020; his own release says 2018) and correct the outlier. One title string per company. One email per context. Claim the "Unverified" Org profile. Kill the attachment-page bio with a 301 to the new leadership page.
- 4 **Build the corroboration loop (12+ profiles, identical facts).** LinkedIn, The Org, Crunchbase, Wikidata item (sourced to GrowFL + Golf Wire + Shark Tank coverage), IMDb "Self" credit for the S17E8 appearance, UCF/Blackstone LaunchPad mentions, podcast guest pages as they land. Every profile carries the same name, role string, photo, and link home.
- 5 **Generate press that describes HIM.** Feed the Shark Tank recap ecosystem founder updates (they actively maintain "2026 update" pages); run Caroline's Authority Magazine circuit for Mike; 2 podcast guest spots/month. Each hit = one more independent document agreeing on who Mike Sierra is.
- 6 **Locate the KG MID, monitor, claim.** Track his node's confidence monthly in the BlitzMetrics KG Explorer; when the panel surfaces, claim it via Google's "get verified" flow, then enrich (photo, both roles, site, socials). Expectation set honestly: with a contested name, the panel is a **2–3 quarter** outcome, not a 90-day one — but every step above pays for itself in SERP ownership long before the panel lands.

**Measurable checkpoints:** Day 30 — schema validates, 6 profiles reconciled. Day 60 — 12+ corroborating profiles live, Wikidata item indexed, mikesierra.com in the top 10 for "mike sierra." Day 90 — top 5, KG confidence trending up from 24, AI assistants describing the right Mike Sierra. The 477 doesn't have to fall; Mike's node has to become unmistakable.

# 90 days, run by agents — the Local Service Spotlight method

Each workstream maps to a skill in the 10-skill library from the DealCon session. We bootstrap on our side; by Day 90 his team runs the loop. Mike's personal commitment: ~2 hrs/week on camera + approvals.

PHASE	WORKSTREAMS (AGENT SKILL IN PARENTHESES)	EXIT CRITERIA — MEASURABLE
<b>Days 1–14</b> Stop the leaks	<ul style="list-style-type: none"> <li>Fix the "Fightpath" meta typo + site copy QA on all four domains (site-audit pass)</li> <li>Mine every win into a scored proof library: Tank numbers, GrowFL, Golf Wire, HJGT, USGA decisions (positive-mentions-harvester)</li> <li>Reputation wanted-vs-had → this plan, dated (reputation-gap-analyzer)</li> <li>Canonical bio + disambiguator locked; LinkedIn headline/slug updated (personal-brand-strategist)</li> <li>Clickable Impact leadership page live; attachment-page bio 301'd; The Org claimed (knowledge-panel-entity-seo)</li> </ul>	Typo fixed · proof library ≥40 scored items · one bio/headshot/role string canonized · leadership page live · The Org verified
<b>Days 15–45</b> Build the home	<ul style="list-style-type: none"> <li>mikesierra.com rebuilt as entity home, three doors, Person schema + sameAs (personal-brand-website-agent)</li> <li>FlightPath "Our Story" page: founders, Tank, GrowFL badge, USGA receipts</li> <li>Definitive articles: "FlightPath on Shark Tank — founder's update" + "best golf tees" hub (definitive-article-writer)</li> <li>Wikidata, Crunchbase, IMDb, corroboration loop to 12+ profiles (knowledge-panel-entity-seo)</li> <li>Film Day #1: Shark Tank retrospective + 5 pillar narrations in one afternoon</li> </ul>	Entity home live · schema validates · 2 definitive pages indexed · 12+ profiles consistent · 6 films in edit
<b>Days 46–75</b> Turn on distribution	<ul style="list-style-type: none"> <li>YouTube channel live; films embedded on canonical pages (content-factory)</li> <li>Film Day footage → 40+ clips/posts, every one pointing home (content-factory)</li> <li>Dollar-a-Day live on 3 channels at \$30/day; first kill-the-bottom-90% cycle (dollar-a-day-strategist)</li> <li>Podcast outreach wave 1: 10 pitches → 2 bookings (DTC, M&amp;A, golf-business); Authority Magazine pitch filed</li> <li>Shark Tank recap sites fed founder-update facts + photos</li> </ul>	Channel publishing weekly · ads spending \$30/day under CPV benchmarks · 2 podcasts booked · 2 recap pages refreshed with links home
<b>Days 76–90</b> Claim & hand off	<ul style="list-style-type: none"> <li>KG node monitored; panel claim filed the moment it surfaces (knowledge-panel-entity-seo)</li> <li>AI-engine audit: ChatGPT/Perplexity/Gemini describe the right Mike Sierra (ai-search-visibility)</li> <li>Agent handover: skills installed on his side, ops owner trained, QA loop self-documenting (recursive-self-improvement-qa)</li> <li>90-day scorecard vs. baseline below</li> </ul>	AI answers correct · team running the weekly loop without us · scorecard delivered

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

KG CONFIDENCE	MIKESIERRA.COM DR	PAGE-1 SLOTS OWNED ("MIKE SIERRA")	"BEST GOLF TEES" RANK	YOUTUBE	PODCAST GUEST SPOTS	INBOUND FOUNDER CALLS /MO
~24 → <b>60+</b>	0.0 → <b>6–10</b>	1 of 9 → <b>5+</b>	Unranked → <b>Top 10</b>	None → <b>Weekly</b>	0 → <b>4–6 booked</b>	~0 → <b>1–3</b>

Year-1 targets continue past Day 90: panel claimed and enriched, mikesierra.com DR 12–18, "best golf tees" top 3, 20+ podcast/press hits carrying the canonical bio.

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

Dollar-a-Day doesn't buy traffic — it buys repetition with the few thousand people who can sell Mike a company, stock his tees, or join his investor group, using creative that already proved itself. Annual cost: \$10,950. He already runs this discipline at \$2M scale — this is the \$11k version aimed at himself.

CHANNEL (\$10/DAY)	TARGETING (GCT: GOALS → CONTENT → TARGETING)	CREATIVE POOL (EXISTS AFTER FILM DAY)	EXPECTED MONTHLY REACH @ 2025-26 BENCHMARKS
<b>LinkedIn</b> Thought-leader ads	Founders/owners of \$1M–\$20M DTC, e-comm, media, and agency businesses; M&A and PE communities; golf-industry execs; FL metros + DealCon-style event lists	Shark Tank retrospective beats; "\$2M ad account" lessons; acquisition-thesis posts; GrowFL story	~\$300 @ \$35–75 CPM (decision-maker premium) → <b>4,000–8,500 impressions</b> on exactly the people who diligence him
<b>Meta (FB+IG)</b> Retargeting first	mikesierra.com + clickableimpact.com visitors; video viewers; FlightPath purchaser lookalikes; UCF alumni interest stacks	Diamond-Tee stunt film; Michigan 12,000-order story; founder-couple origin clips	~\$300 @ \$10–15 CPM → <b>20,000–30,000 impressions</b> — the "everywhere" effect during live deals
<b>YouTube</b> In-stream + in-feed	Custom-intent: "sell my ecommerce business," "shark tank flightpath," "best golf tees," DTC/M&A podcast channel viewers	The 6 pillar films; Shark Tank founder's update; USGA "is it legal?" explainer	~\$300 @ \$0.05–0.12 CPV → <b>2,500–6,000 completed views</b> of long-form proof

## The operating rules (MAA loop)

1. Every new 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 face fresh challengers.
4. **Lighthouse targeting**: engaged audiences of marquee adjacency — Shark Tank content viewers, PGA Show lists, HJGT families, UCF entrepreneurship networks.
5. Metrics → Analysis → Action weekly; agents run the loop, Mike reads a one-page scorecard. (He will recognize every rule — it's his own job, miniaturized.)

## What a year buys

**~350,000–540,000 targeted impressions + 30,000–70,000 video views** concentrated on a few thousand sellers, partners, and investors — his exact buyer seeing him 2–3x a week, all year.

By month 3 the retargeting pool turns every live negotiation into surround sound: the founder who took his call Tuesday sees the Tank clip Wednesday and the GrowFL story Friday. For a man whose name currently resolves to an MMA fighter, that's the whole game: **recognition before the meeting.**

Benchmark sources: LinkedIn median CPM \$31–38, C-suite 2–3x 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.

# Year-1 tailwind: **+\$50k to +\$220k** revenue-equivalent, for **~\$14k all-in**

Three scenarios, every assumption visible. This is deliberately more conservative than our established-brand audits: Mike is a near-from-scratch build, so year 1 is foundation + first returns; the compounding shows in year 2. Not a forecast — a sized hypothesis.

LEVER (MECHANISM)	CONSERVATIVE	EXPECTED	AGGRESSIVE
<b>1. Acquisition deal flow</b> founders sell to people they recognize; assumes \$100k year-1 contribution per closed majority-stake deal (modest for a \$1M+ revenue brand)	2 qualified sell-side convos, 0.25 deals → + <b>\$25k</b>	6 convos, 0.5 deals → + <b>\$50k</b>	12 convos, 1 deal → + <b>\$100k</b>
<b>2. FlightPath owned-media CAC relief</b> earned/owned attention offsetting the ~\$2M/yr paid budget; the Tank already proved the demand spike	1% of spend equivalent → <b>+\$20k</b>	2% → <b>+\$40k</b>	4% → <b>+\$80k</b>
<b>3. Speaking + investor-group growth</b> paid talks at \$2.5k–\$10k; quarterly investor events with warmer inbound	2 paid talks → <b>+\$5k</b>	4 talks + group growth → <b>+\$15k</b>	8 talks + group growth → <b>+\$40k</b>
<b>4. Wholesale &amp; partnership inbound</b> HJGT-style deals start with a findable, credible principal	Real but unquantified by design — one retail or tour partnership would dwarf this table		
<b>5. The "Fightpath" class of leak</b> QA fixes protecting existing revenue	Defensive value, not double-counted: every diligence visit that doesn't bounce off a typo or an empty bio page protects deals already in motion		
<b>Year-1 revenue-equivalent total</b>	<b>≈ \$50k</b>	<b>≈ \$105k</b>	<b>≈ \$220k</b>
<b>All-in cost (media \$10,950 + ~\$3k tools; agent labor: ours to start)</b>	<b>≈ 3.6× return</b>	<b>≈ 7.5× return</b>	<b>≈ 16× return</b>

## What this model is NOT

It does not fix FlightPath's margin problem (\$46k net on \$4.3M, stated on air) — that's an ops and pricing job. It does not guarantee acquisitions — deal quality still decides. And lever 1 is the widest-variance number here: treat it as a funnel investment, not booked revenue. What it does: makes every existing motion — outreach, wholesale, fundraising, hiring — convert better because the person behind it is findable and pre-trusted.

## Sources & flags (every number traceable)

**Verified:** Ahrefs API pulls 06/10/26 (all DR/keyword/SERP figures); BlitzMetrics KG Explorer (24/477/118; room scores); Shark Tank S17E8 on-air figures via Shark Tank Blog, FinanceBuzz/AOL, Primetimer (Jan 2026); GrowFL FLCTW 2024 profile; Golf Wire + First Call (Jan 2025); HJGT (Apr 2025); site inspections of all four domains; The Org timeline.

**Flagged as unverified:** FOX/NBC/CBS/Digital Journal features (FlightPath's own release); Email On Performance results (self-reported); IG ~3.7k (intake observation); X/LinkedIn audience counts (not pulled); live AI-assistant answers (audit step, not claim); FlightPath 2022–23 revenue (conflicting secondary reports — excluded).

THIS WEEK

# Seven quick wins — zero risk, pure upside, most ship in a day

- 1 Fix "Flightpath."** The homepage meta description of an \$11.8M brand misspells its own name — in the snippet Google shows every shopper. Ten minutes in Shopify.
- 2 Put humans on the holding company.** A leadership page on clickableimpact.com (Caroline, CEO · Mike, CSO) with Person schema; 301 the image-attachment "bio." A firm that buys founder-led companies currently shows zero founders of its own.
- 3 Rewrite the LinkedIn headline.** "CEO, FlightPath Golf (\$11.8M DTC, as seen on Shark Tank) · CSO, Clickable Impact · we buy & scale e-commerce brands." Claim a custom slug while you're in there.
- 4 Claim The Org profile.** It already holds his whole career timeline — flagged "Unverified." Verification is free corroboration on a DR-large directory.
- 5 Publish FlightPath's Our Story page.** Founders, the Tank, the GrowFL badge, the USGA decisions — and recapture "flightpath shark tank" searches from the recap blogs.
- 6 Link the empire to the man.** Footer/bio links from clickableimpact.com (DR 39), flightpathgolf.com (DR 29), and emailonperformance.com (DR 28) to mikesierra.com. Three links he already owns; the DR-0 entity home stops being an island.
- 7 Book Film Day #1.** One afternoon: the Shark Tank retrospective plus five pillar narrations — the raw material for 90 days of clips, ads, and the YouTube launch.

## The one-sentence pitch to Mike

**"You've spent \$2M a year making a golf tee famous and pitched it to 5 Sharks on national television — while Google still hands your name to a DJ, a wealth manager, and an MMA fighter. Give us 90 days and \$30 a day, and the next founder who checks you out finds the operator who built it all."**

### Start this week

Agree the 7 quick wins · authorize \$30/day media · book Film Day #1 · we start the Knowledge Panel clock and hand you a one-page scorecard every Friday.

### Dennis Yu · BlitzMetrics

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Prepared for Mike Sierra by Dennis Yu, June 2026.  
Same 10-skill agent library running the other DealCon builds — data refreshes on request.

## BlitzMetrics · Personal Brand Engineering

Audit prepared with agent-assisted research · June 2026 · All primary data pulled June 10, 2026