

He made the Foreman Grill famous. Ask Google who he is, and it answers with a **Minecraft** novelist.

Sean K. Fay spent 30+ years turning products into household names — Juiceman, George Foreman Grill, Sonicare, OxiClean, FoodSaver, Space Bag — over \$1 billion in DRTV sales, an Inc. 5000 agency, and a legacy cleaning brand he liked so much he bought it. But the famous thing was always the **work**, never the **person**. Search his name today: the "Who is Sean Fay?" box points to author Sean Fay Wolfe, and the first result that is actually him sits at position 28.

\$1B+

DRTV SALES FROM CAMPAIGNS HE DIRECTED & PRODUCED (PER ENVISION/PRWEB)

#28

POSITION OF THE FIRST GOOGLE RESULT THAT IS ACTUALLY HIM ("SEAN FAY")

3.9

DOMAIN RATING OF ENVISIONRESPONSE.COM — AN INC 5000 AGENCY

No KP

NO KNOWLEDGE PANEL — GOOGLE'S GRAPH HOLDS A MISPELLED "SEAN FAYE"

Prepared for

Sean K. Fay · Envision Response · Quick 'n Brite

by Dennis Yu · Local Service Spotlight · June 2026

Data: Ahrefs (pulled 06/10/26), BlitzMetrics KG Explorer, envisionresponse.com, quicknbrite.com, Inc., The PDMI

Famous work, invisible person — the cheapest growth lever in all three of his businesses is switched off.

Sean runs three trust-driven businesses at once: **Envision Response** (Medicare & health-insurance DRTV — a category where compliance-minded buyers diligence every vendor), **Quick 'n Brite** (a legacy consumer brand he co-owns with brother Justin, chasing "America's favorite cleaner"), and **Wisdom Superfood** (his mushroom-nutrition brand). All three convert better when the founder is findable. None of them can be, because the man connecting them has no entity home, no Knowledge Panel, and a Google debut on page three.

Dennis's hypothesis — verdict

Confirmed, and then some. This is the cleanest "deep résumé, zero footprint" case in the DealCon room. The proof is real — Inc 5000 honoree, two ERA awards, a \$1B campaign portfolio, testimonials from the former owner of OxiClean on his own site — but it lives scattered across a 2011 press release, an about.me page, a Linktree, and a trade directory PDF. Nothing points at a page he owns, because **no page he owns exists**. He is not unimpressive online. He is **unindexed**.

What the data says (sources cited per page)

- "sean fay": **30 searches/mo** in the US — and almost none of the top 100 results are him (Ahrefs SERP, 06/10/26)
- "envision response": **0 recorded branded searches/mo** — nobody is looking, because nothing invites them to
- 73% of B2B decision-makers say thought leadership is **more trustworthy than marketing materials**; 90% are more receptive to outreach from consistent producers (Edelman×LinkedIn)
- envisionresponse.com: DR 3.9, **6 ranking keywords**, **~1 organic visit/mo** — for an Inc 5000 agency

Three businesses, one missing keystone

ENTITY	WHAT'S AT STAKE	WHAT A BUYER FINDS TODAY
Envision Response Medicare / health-insurance DRTV	Carriers and brokerages writing six-figure media commitments diligence vendors hard. The founder's credibility is the agency's credibility at boutique scale (~10 people).	A DR 3.9 site with a live PHP warning on the homepage, no "Medicare" in the visible copy, and a founder with no bio page anywhere.
Quick 'n Brite co-owner/co-CEO with Justin Fay	Stated goal: "America's favorite cleaner within the next five years" (Seattle Chamber, May 2025). Consumer brands grow on founder story — and this one is a movie (p.10).	A solid DR 22 store — where the Fay brothers appear in one sentence of the history page. The storyteller left his own story untold.
Sean K. Fay the person — and the next deal	He's an active acquirer (Quick 'n Brite, 2022). Sellers, partners, and Medicare clients all Google the man before they call back.	No personal site. No Knowledge Panel. A misspelled "Sean Faye" node in Google's graph. First true result: position 28.

The thesis of this audit: Sean doesn't need to manufacture credibility — he needs to **claim, consolidate, and broadcast** credibility he already paid for over 30 years. That is a distribution problem, and distribution problems are exactly what agents + \$30/day fix. The 90-day plan is on page 12; the five moves to make this week are on page 15.

Everything in this report is executable by the same 10-skill agent library running our other personal-brand builds. Sean's total personal commitment: ~2 hours/week on camera plus approvals.

Google's brain has him filed under a typo

The Knowledge Graph is the machine layer behind Knowledge Panels, AI answers, and "who is this person?" diligence. We pulled Sean's entity standing via the BlitzMetrics KG Explorer (Google Knowledge Graph Search API, June 2026). The result: Google half-knows him — under the wrong spelling.

ENTITY IN GOOGLE'S GRAPH	KGMID / CONFIDENCE	WHAT IT MEANS
"Sean Faye" misspelled variant	kg:/g/11thjsxq2m score 48	The strongest node associated with him carries a misspelled name . Unclaimed, unenriched, and invisible to anyone searching the correct spelling. This is the node to disambiguate, correct, and claim.
"Sean Fay" correct spelling	assorted weak nodes score 24	At 24, his correctly-spelled identity scores at the DealCon room average — indistinguishable from attendees with a fraction of his track record (full comparison p.6).
Knowledge Panel	None	No panel on his name. Google instead shows a "See results about" disambiguation box (captured in the 06/10/26 Ahrefs SERP) — the algorithmic shrug that says "I can't tell these people apart."
Rick Cesari his Cesari Response co-founder	Wikipedia biography	The man he co-founded Cesari Response Television with has a Wikipedia page anchoring the Juiceman/Sonicare story. The shared history is documented — under the other founder's name . Sean's half is unwritten.

Why this is the trust moment

A Knowledge Panel is what a Medicare carrier's compliance team, a Quick 'n Brite retail buyer, or the next acquisition target sees in the right rail the instant they search him: photo, role, companies, verified identity. Since 2025 a panel (or 100k+ followers) is also the entry ticket to Google's **Search Profiles**. No panel = the trust moment is decided by a Minecraft novelist's search results.

Why it's winnable in a quarter

Google already **wants** to recognize him — a 48-score node exists; it's just orphaned and misspelled. The fix is mechanical: one entity home with Person schema, a consistent "Sean K. Fay" name string, sameAs links across his already-secured handles, Wikidata, and corroboration from PDMI, Inc., and the Seattle Chamber — then claim the panel. Full path: page 11. Across our 20 DealCon attendees, **0 of 20** have a panel; the playbook below is how Sean becomes the first.

The disambiguation tax: "Sean Fay" is crowded — a Shorestein VP, a Minecraft author, dentists, lawyers, realtors, an Irish death notice. With zero authoritative signal on the correct spelling and his strongest equity parked under "Faye," both Google and AI assistants merge him into the noise. Machines don't reward modesty; they reward corroboration.

Source: BlitzMetrics KG Explorer (Google Knowledge Graph Search API) entity pull, June 2026; Ahrefs SERP overview for "sean fay" (US), June 10, 2026; en.wikipedia.org/wiki/Rick_Cesari.

STRENGTHS

The vault is full: a 30-year proof library most marketers would kill for

Nothing on this page needs to be created. It needs to be **found, linked, and broadcast**. That makes Sean a 90-day build, not a 2-year one.

ASSET CLASS	WHAT'S IN THE VAULT	STATUS
Household-name portfolio	Juiceman · George Foreman Grill · Sonicare · OxiClean · FoodSaver · Space Bag · Brainetics — campaigns he directed/produced generating \$1B+ in sales (Envision bio; PRWeb 2011). Products most American households have literally owned.	Paid for
Fastest-growing, twice	Co-founded Cesari Response Television — Washington State's fastest-growing company, 1998 (\$800k → \$5M in 3 years, per his bio) — alongside Juiceman pioneer Rick Cesari. Then Envision Response: Inc. 5000 No. 4,296 and Inc. Regionals Pacific No. 92 (2022) . Two growth awards, 24 years apart.	Paid for
Industry awards	ERA Best Short Form Housewares Award 2004 and 2008 (Space Bag); 2010 ERA Moxie Award , Best Intellectual Property Infomercial (Brainetics); 2010 Moxie nominee, Best Infomercial of the Year under \$250k (PRWeb 2011).	Paid for
Quick 'n Brite	Acquired 2022 with brother Justin from the Gourlie family (CleanLink). Brand assets: \$674k → \$30M sales arc in the 1990s, infomercial broadcast in 30+ countries, #1 Home Shopping Network product four years running , Better Homes & Gardens' "OUR CHOICE" best all-purpose cleaner (2006), 8M+ customers, BBB A+ — and a healthy DR 22 Shopify site with active TikTok/IG/YouTube (quicknbrite.com).	Paid for
Marquee testimonials	Sitting on envisionresponse.com today: Joel Appel, former owner of OxiClean ("I love these guys"); Mitchell Peyser, VP, Time Life; Stacy Durand, President, Media Design Group; Betty Jamieson-Dunne, who ran Space Bag marketing with Envision for 10+ years .	Buried
Trade standing	Listed in The PDMI 2025 agency directory (Founder & CEO, full contact); longtime Electronic Retailing Association member; DNA Response advisory board (2011); Seattle Metro Chamber member feature (May 14, 2025).	Unlinked
Identity hygiene	Rare for this room: one consistent handle — @seankfay — on LinkedIn, Instagram, X, Linktree, about.me, plus facebook.com/officialseankfay. A complete, well-written bio already exists (about.me/seankfay). The signals agree with each other; they just point at rented land.	Foundation
The human story	UW philosophy grad · 1991 Tae Kwon Do state champion · Ironman 70.3s, 50k ultra, Rainier & Shasta summits · co-founded and sold The Truth Bar (2016–17) · sober since 2019 · launched Wisdom Superfood (2020) · father of three (about.me). A "defining moments" content series writes itself.	Paid for

The strength in one line: most DealCon attendees need to go earn proof. Sean only needs to go **get his** — out of a 2011 press release, a trade directory, his own website's testimonial block, and a 1990s videotape archive — and put it where machines and buyers can finally see it.

Authority Score: **22/100** — "the billion-dollar ghost"

Grades measure how visible and reusable Sean's existing authority is to machines and buyers — not whether the wins happened. They happened. They're just unfindable.

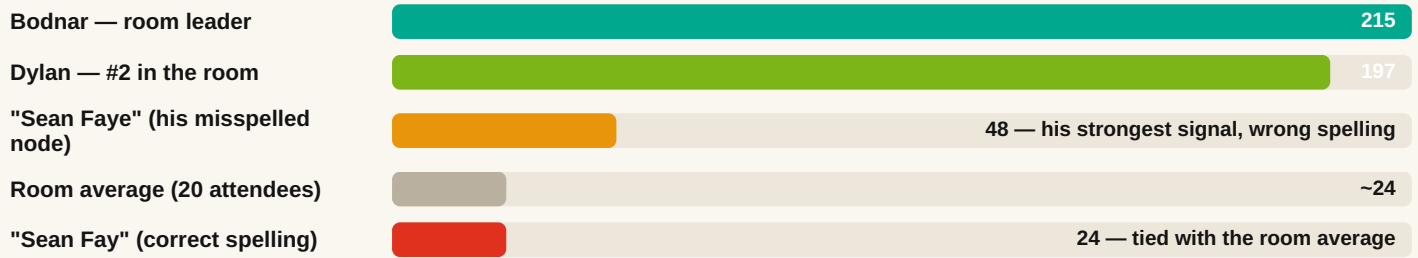
CHANNEL	WHAT WE FOUND	FASTEST FIX
F Personal entity home	Does not exist. No personal-name website anywhere in the top 100 results. seanfay.com and seankfay.com are registered (ownership to verify) but resolve to no personal site; seanfay.tv — the perfect domain for a TV man — sat unregistered as of 06/10/26 (GoDaddy availability check).	Register seanfay.tv + sean-fay.com this week; ship the facts-first entity home with Person schema.
F Google results his name's page 1	Page 1 belongs to a Shorenstein VP, novelist Sean Fay Wolfe (who also owns the "Who is Sean Fay?" answer box), and a Facebook directory of strangers. First result that is actually him: position 28 . A death notice (#49) and an obituary (#58) outrank everything else about him. Full SERP: page 8.	Entity home + schema + corroboration; own slots 1–5 for "sean k fay" first, then push the full name.
D Knowledge Graph	Strongest node misspelled ("Sean Faye," score 48, kg:/g/11thjsxq2m); correct-spelling nodes idle at 24; no panel; Google shows a disambiguation box instead (p.3).	Reconcile name string everywhere; Wikidata entry; claim the corrected node (p.11).
D envisionresponse.com	DR 3.9 · 6 ranking keywords · ~1 organic visit/mo · 0 top-3 keywords (Ahrefs 06/10/26). A live PHP warning prints at the top of the homepage . Google's title promises "Medicare Marketing DRTV" while the visible page copy never says "Medicare." Footer says 215 NE 40th St; PDML/Inc./BBB say 3213 W Wheeler St #91 — NAP conflict.	Fix the warning today; write Medicare into the homepage; one address everywhere; founder bio page with schema.
D YouTube / video	The irony of the audit: a man who sold \$1B on television has no owned video presence — one 2021 Wisdom launch video and scattered clips. The billion-dollar reel (Foreman, OxiClean, Space Bag spots + their stories) exists only in archives.	Launch the "Spots That Built Household Names" series — 7 episodes from existing footage + narration (p.10).
C- Press & podcasts	Real hits exist — Daily Ad Brief "Digital Champions" video interview, Built on Passion podcast #242 (Apr 2021), Seattle Chamber feature (May 2025), PRWeb/DNA board announcement — but none are linked from any page he controls, carry no schema, and were never cut into clips.	Press page + sameAs schema; every hit → 10+ clips via content factory; restart 2 guest spots/month.
C LinkedIn	Right URL (/in/seanfay), real network, recent activity (Chamber-feature post drew 15 comments). But search snippets show the headline leading with " Quick N Brite Cleaner " — the \$1B DRTV story, the Inc 5000 agency, and the Medicare specialty are missing from the first impression.	Rewrite headline + About to carry the full stack; turn posts into the Dollar-a-Day creative pool.
B- Identity hygiene	The bright spot: one handle (@seanfay) everywhere, a thorough about.me bio, a maintained Linktree ("Inc 5000 Entrepreneur"). Weakness: 100% of it is rented land — about.me, Linktree, WordPress.com — with zero links pointing to a domain he owns, because there isn't one.	Keep the handles; repoint every profile's website field at the new entity home within 48 hours of launch.

Scoring: weighted channel grades (entity home and page-1 results weighted 2x), same rubric as the other 19 DealCon audits. Underlying pulls: Ahrefs, GoDaddy, BlitzMetrics KG Explorer, site inspections — all June 10, 2026.

The deepest résumé at DealCon — ranked at the room's average in Google's graph

We pre-scored all 20 DealCon attendees through the BlitzMetrics KG Explorer (Google Knowledge Graph Search API, June 2026). The score reflects how confidently Google's machine layer recognizes each person as an entity. Sean — the only attendee whose campaigns most American households have already seen — sits at the average.

Knowledge Graph entity confidence (KG Explorer resultScore, June 2026)



20

DEALCON ATTENDEES PRE-SCORED, JUNE 2026

0/20

ATTENDEES WITH A GOOGLE KNOWLEDGE PANEL — THE LANE IS EMPTY

9x

GAP BETWEEN THE ROOM LEADER (215) AND SEAN'S CORRECT-SPELLING SCORE (24)

What the leaders did differently

The two attendees scoring 197–215 aren't more accomplished than Sean — they're more **corroborated**: entity homes, consistent name strings, press and profiles that interlink. The Knowledge Graph measures agreement between signals, not the size of the underlying career. Sean's signals are sparse and split across two spellings, so a 30-year track record reads like a rookie's.

Why this is an opportunity, not an insult

Nobody in this room has claimed a Knowledge Panel yet — and almost nobody has Sean's raw material (p.4). With the 48-node already in the graph waiting to be corrected and claimed, Sean has the **shortest distance from "invisible" to "verified"** of any attendee we scored. First panel in the room is a title worth holding.

Source: BlitzMetrics KG Explorer pre-scores for the June 2026 DealCon roster (leaders shown by last/first name as scored); Google Knowledge Graph Search API resultScore is a relative confidence value, not a quality judgment.

His best domain is the one he bought — the agency and the person trail far behind

Domain Rating today (Ahrefs DR, 0–100 log scale, pulled 06/10/26)

quicknbrite.com		DR 22 — the acquired brand
envisionresponse.com		DR 3.9 — the Inc 5000 agency
wisdomsuperfood.com		DR 3.0
Personal site	none exists — DR n/a	
12-month target (person)		DR 10–15 + Knowledge Panel

<p>6</p> <p>KEYWORDS ENVISIONRESPONSE.COM RANKS FOR — TOTAL (0 IN TOP 3)</p>	<p>~1</p> <p>ORGANIC VISITS PER MONTH TO THE AGENCY SITE (AHREFS ESTIMATE)</p>	<p>218</p> <p>LIVE REFERRING DOMAINS — OF 499 ALL-TIME (56% LOST TO DECAY)</p>	<p>319</p> <p>LIVE BACKLINKS — OF 6,621 EARNED ALL-TIME</p>
---	---	---	--

Leaks we found on the agency's front door losing trust today

A PHP warning prints on the homepage	"Warning: A non-numeric value encountered in .../wp-content/themes/oxides/.../title-functions.php on line 286" renders above the hero (captured 06/10/26). A Medicare compliance officer's first impression of a "detail-obsessed" agency is a server error.
The Medicare mismatch	Google's indexed title: "Medicare Marketing DRTV & Direct Response Strategies." The visible homepage copy: "creative agency for the new millennium" — the word Medicare never appears on the page . The positioning lives in a title tag; buyers and AI crawlers read body copy.
NAP conflict	Site footer: 215 NE 40th St, Seattle. PDMI directory, Inc. profile, BBB: 3213 W Wheeler St #91. Conflicting addresses fragment the Organization entity exactly where consistency is the ranking signal.
No founder anywhere	The about page lists ten team names — but there is no Sean bio page, no Person schema, no press page, no link to the \$1B story, the Inc 5000 badge, or the ERA awards. The agency's best proof (its founder) is structurally absent.
95% link decay	6,621 all-time backlinks earned; 319 alive. Two decades of citations from the ERA/DRTV era have rotted without redirects or reclamation outreach — the cheapest DR recovery available.

The domain opportunity (checked 06/10/26, GoDaddy): seanfay.tv and seankfay.tv were both available — an on-the-nose entity home for a television man. seanfay.com and seankfay.com are registered but show no live personal site; if Sean already owns either (verify in his registrar), point it at the new home. Cost of securing the ground his 30-year brand will stand on: under \$100.

The diligence moment: what "sean fay" actually returns

A Medicare marketing VP just got Sean's proposal. A business broker just teed up his next acquisition. They Google him. Ahrefs SERP data, June 10, 2026 (US):

#	RESULT	WHAT THE BUYER CONCLUDES
1	LinkedIn: Sean Fay — VP, East Region, Shorestein	A San Francisco real-estate executive. Different person.
2-3	Twitter: @seanfaywolfe + four pinned tweets	The Minecraft novelist — different person, dominating the feed
4	Instagram: @seanleftcoast	Different person
5	"Who is Sean Fay?" answer box → HarperCollins author page	Google's own answer to his name is somebody else
6	Facebook "Sean-Fay Profiles" directory	A pile of strangers with his name
7-27	The novelist's books, an IMDb page, dentists, lawyers, realtors, lacrosse rosters	Twenty-one results; none are him
28	Daily Ad Brief: "Digital Champions" with Sean Fay, Envision Response (DR 36)	Finally him — a strong video interview, buried on page 3
43	Built on Passion podcast #242: Wisdom Superfood (Apr 2021)	Him again — 15 results later
49 / 58	RIP.ie death notice (Tipperary) / Legacy.com obituary (Santa Barbara, 1948-2020)	"Wait — is he dead?"
84	Nottingham Post: knifepoint robber named Sean Fay	The name's worst neighbor, ranking 56 spots above nothing — because Sean has nothing there
100	"See results about" disambiguation box	Google admitting it cannot tell these Sean Fays apart

The keywords that matter (Ahrefs Keywords Explorer, US, 06/10/26)

KEYWORD	VOLUME/ MO	KD	CPC	READ
sean fay	30 (60 global)	—	—	Searched daily; he owns ~none of it
sean k fay	0	—	—	His disambiguated name: a blank canvas he can own to 100%
envision response	0	—	—	Zero recorded branded demand — the agency is pitched, never searched
drtv agency	150	3/100	\$5.00	His exact category: near-zero difficulty, \$5 clicks he could rank for organically
medicare marketing agency	60	0/100	\$0.40	His stated specialty: KD 0. One definitive page could own it
quick n brite	136	0/100	\$0.20	Real brand demand — with no founder story attached to capture it

The AI layer: ChatGPT, Perplexity, and Gemini now front-run the Google check in B2B diligence — and they synthesize from exactly the corpus above, where "Sean Fay" means a novelist, a real-estate VP, and an obituary. We have not asserted specific chatbot outputs in this report; step one of the plan is the LSS **ai-search-visibility audit** — ask all three engines "Who is Sean Fay?" and "best Medicare DRTV agency," log the answers, and re-test quarterly as the entity work lands.

Consistent identity, zero distribution — and every byte on rented land

Sean did the part most founders fail: one handle, one name, one coherent bio. What's missing is cadence, video, and a single owned destination for all of it to point at.

CHANNEL	WHAT WE FOUND (JUNE 10, 2026)	MOVE
LinkedIn /in/seankfay	Real network and recent activity — his Seattle Chamber feature post drew 15 comments (May 2025). But search snippets show the headline as "Quick N Brite Cleaner": the \$1B DRTV portfolio, Inc 5000 agency, and Medicare specialty are absent from the seven words that follow him everywhere.	Headline rewrite: "DRTV pioneer — \$1B+ sold · Founder/CEO Envision Response (Inc 5000) · Co-CEO Quick 'n Brite." 3 posts/week from the repurpose pool (p.10).
Facebook @officialseankfay	Public figure-style handle exists ("official" prefix — the right instinct). Low public cadence; not linked from any owned property.	Becomes the Meta retargeting host for Dollar-a-Day (p.13).
Instagram & X @seankfay	Handles secured and consistent; lifestyle-leaning content; light cadence.	Cross-post the clip factory output; bios link to seanfay.tv.
YouTube	One flagship asset: "Lifestyle entrepreneur Sean K Fay introduces the launch of Wisdom Superfood" (2021). No owned channel cadence for the man whose medium is television. Quick 'n Brite's brand channel (@quicknbriteofficial, plus TikTok/IG/Pinterest) is active — without its co-CEO on camera.	Launch the personal channel with the 7-episode reel series; guest-star on QnB's existing channels.
Linktree /seankfay	Live and maintained — bills him as "Inc 5000 Entrepreneur," links about.me, Envision, a digital business card, and Wisdom Superfood. It is currently the closest thing he has to a homepage.	Keep it, but make it link #1 to the entity home — a Linktree can't carry Person schema or feed a Knowledge Panel.
about.me /seankfay	The best bio about him on the internet — CRTV 1998 history, Inc 5000, the whole personal arc — written by him, hosted by somebody else, invisible in his SERP until page 1 ends.	This text is the entity home's first draft. Port it, schema it, then keep about.me as a corroborating sameAs node.
Dormant nodes	seankfay.wordpress.com (idle blog), Vimeo /envisionresponse, Inside.com profile, 2011 PRWeb release, RocketReach/ZoomInfo listings.	Update or 301 the dormant ones; correct the data brokers — each is a Knowledge Panel corroborator.

The pattern: Sean's identity layer is a B- (rare in this room) while his distribution layer is an F. Every profile agrees on who he is; none of them are saying it to anyone, and all of them point sideways at each other instead of down at a root he owns. Fix the root, keep the handles, turn on the clip factory — the network is already wired.

Note: follower counts on LinkedIn/Facebook/Instagram are login-gated and were not pulled; cadence observations reflect public posts visible 06/10/26. LinkedIn headline observed via search-result snippet.

Ninety days of content already exists — nothing new needs to be invented

Repurposing beats creating. Every asset below is real, verified, and currently doing nothing. Each maps to a Content-Factory play: one source → one canonical URL → 10+ derivative clips, posts, and embeds.

ASSET (REAL, SOURCED)	WHY IT CONVERTS	CONTENT-FACTORY PLAY
1. The Billion-Dollar Reel Juiceman · Foreman Grill · Sonicare · OxiClean · FoodSaver · Space Bag · Brainetics (PRWeb 2011; ERA/Moxie awards)	Nostalgia + receipts. Everyone in his buyer pool grew up watching these spots; almost nobody knows the man behind them. Instant category authority.	"The Spots That Built Household Names" — 7-episode YouTube series, Sean narrating the story, numbers, and near-disasters behind each campaign. Each episode → 10 Shorts/Reels, 1 blog post, 1 LinkedIn carousel; all embed on seanfay.tv. Doubles as his podcast-guesting demo tape.
2. The Full-Circle Quick 'n Brite Story produced the brand's breakout Cesari-era infomercial; bought the company with Justin in 2022 (CleanLink; quicknbrite.com history; Chamber 2025)	"The infomercial guy loved the product so much he bought the company 25 years later" — with a \$674k → \$30M arc, #1 HSN product 4 years running, and a BH&G best-cleaner award baked in. Rare, warm, and 100% true.	Flagship 6–8 min founder film + definitive article ("From producing the infomercial to owning the brand"). 12 clips for QnB's active TikTok/IG/YT; pitch as the lead story to D2C, M&A, and hometown-Seattle podcasts; anchor asset for the "America's favorite cleaner" campaign.
3. Fastest-Growing, Twice CRTV: WA's fastest-growing company 1998 (\$800k → \$5M); Envision: Inc 5000 No. 4,296 + Inc Regionals Pacific No. 92 (2022)	Two growth awards 24 years apart proves durability, not luck — the exact reassurance Medicare carriers and acquisition sellers need.	Press wall on the entity home with Inc. badge + schema; "two fastest-growing companies, 24 years apart" LinkedIn post and bio line; the opening credential for every podcast intro and proposal cover.
4. Him-on-mic, already recorded Daily Ad Brief "Digital Champions" video interview; Built on Passion #242 (Apr 2021); Wisdom launch video	Third-party validation that exists today — buried at SERP positions 28 and 43, linked from nowhere he owns.	Press page entries with VideoObject/sameAs schema (instant SERP reinforcement); 12+ clips per episode; re-pitch both shows for 2026 follow-ups ("what DRTV taught me about AI-era marketing").
5. The proof wall Joel Appel (former owner, OxiClean), Mitchell Peyser (VP, Time Life), Betty Jamieson-Dunne (10+ yrs, Space Bag/ITW), Stacy Durand — live on envisionresponse.com	The former owner of OxiClean vouches for him in writing — and it's buried mid-homepage on a DR 3.9 site.	Testimonial graphics for LinkedIn rotation; quote cards in every proposal; Review/quote schema on the entity home; lighthouse targeting seed list for Dollar-a-Day (p.13).
6. The human arc UW philosophy → Tae Kwon Do state champ '91 → Ironman 70.3s → sober since 2019 → Wisdom Superfood → father of three (about.me/seanfay)	The reason buyers remember him instead of "an agency." Health-comeback founder stories travel further than any case study.	"Defining Moments" short series (60–90s each) filmed in one afternoon; the about.me text becomes the entity-home story section nearly verbatim; feeds the wellness-audience side that Wisdom and QnB both sell into.
7. Fresh third-party hits Seattle Chamber member feature (May 14, 2025); The PDMI 2025 agency directory listing	Recent, credible, crawlable corroboration — exactly what the Knowledge Panel claim needs.	Link both from the press wall; reshare quarterly; use the Chamber's referral program to book the next feature; PDMI listing becomes a sameAs node.

The rule: nothing above requires a single new accomplishment — only one film day, one entity home, and the factory loop. Sequencing: assets 1–3 are the launch wave (weeks 3–7); 4–7 run as the always-on cadence behind them.

From a misspelled node to a claimed panel in five moves

Google already holds the raw entity (score 48 — filed under "Sean Faye"). The job is to correct it, feed it, and claim it. This is the same entity-SEO sequence from our other personal-brand builds, tuned to Sean's specific graph.

1 Claim the ground (week 1)

Register **seanfay.tv + seankfay.tv + sean-fay.com** (available 06/10/26); verify who holds seanfay.com/seankfay.com — if it's Sean, 301 them to the new home. Ship the facts-first entity home: hero → stats bar (\$1B+, Inc 5000, 2× ERA, 30 yrs) → story → what I do (Envision / QnB / Wisdom) → featured interview (Daily Ad Brief) → testimonials → as-seen-on → connect.

2 One name string, everywhere (weeks 1–2)

Canonical string: "**Sean K. Fay**" + role line. Apply to LinkedIn, Facebook, Instagram, X, Linktree, about.me, Vimeo, envisionresponse.com, quicknbrite.com, wisdomsuperfood.com — and correct the data brokers (RocketReach, ZoomInfo, Apollo, Adapt). Fix the Envision NAP conflict (one address). Every corrected listing is a vote for the right spelling against "Faye."

3 Schema + Wikidata (weeks 2–4)

Person schema on seanfay.tv with **sameAs** to all 10+ profiles; Organization schema on all three company sites naming him founder/co-CEO; VideoObject schema on the interviews. Create the Wikidata item (Sean K. Fay: born/educated UW, founder Envision Response, co-CEO Quick 'n Brite) citing Inc., PDMI, CleanLink, Seattle Chamber.

4 Corroboration loop (weeks 3–8)

Press wall links out to every verified hit; every hit links (or is updated to link) back. Re-engage the trade press he already knows: PDMI's Results Magazine, Daily Ad Brief follow-up, 2 podcast guest spots/month. Publish the definitive articles ("DRTV agency," "Medicare marketing agency" — KD 3 and KD 0, p.8) so the entity has expert content attached, not just biography.

5 Claim & defend (weeks 8–13)

Monitor the graph via KG Explorer until the corrected entity surfaces with panel features; claim it via Google's "Get verified on Google" flow (the KG MID **kg:/g/11thjsxq2m** is the merge target); submit name-correction feedback citing the corroboration stack. Then quarterly re-pulls + AI answer audits to hold it.

What the panel buys him

Photo + "Founder & CEO, Envision Response" + companies + interviews in the right rail of every diligence search; eligibility for Google Search Profiles; a verified identity that AI assistants inherit. For a man whose buyers are compliance officers and acquisition brokers, it converts the riskiest moment of every deal into a credential.

Honest expectations

Panels are earned, not purchased — Google surfaces them when corroboration crosses its confidence threshold. With a 48-score node already in the graph, secured handles, and 30 years of citable history, Sean is closer than 19 of 20 DealCon peers. Our experience: claim-ready within ~90 days, panel surfacing inside 2–6 months. We commit to the inputs and instrument the outputs weekly.

Four phases, run by agents — the Local Service Spotlight method

Each workstream maps to a skill in the 10-skill LSS agent library (the same system behind the other DealCon builds). We bootstrap on our side; by Day 90 Sean's team runs the loop. His personal commitment: **~2 hrs/week on camera + approvals.**

PHASE	WORKSTREAMS (AGENT SKILL IN PARENTHESES)	EXIT CRITERIA — MEASURABLE
Days 1–14 Stop the leaks	<ul style="list-style-type: none"> Register seanfay.tv / seankfay.tv / sean-fay.com; verify .com ownership Kill the PHP warning; write Medicare into envisionresponse.com copy; unify NAP (site-audit agent) Harvest every win into a scored proof library — PRWeb, ERA, Inc., testimonials, QnB history (positive-mentions-harvester) Wanted-vs-had reputation map → this plan, dated (reputation-gap-analyzer) One-sentence positioning: "the DRTV pioneer who turns products into household names — now doing it for Medicare brands and his own" (personal-brand-strategist) LinkedIn headline/About rewrite; canonical name string everywhere (knowledge-panel-entity-seo) 	Domains secured · homepage error gone · proof library ≥40 scored items · one bio/headshot/role string live on 10+ profiles · broker corrections filed
Days 15–45 Build the home	<ul style="list-style-type: none"> seanfay.tv entity home live: stats bar, story, three doors (Medicare DRTV / Quick 'n Brite / Wisdom), featured interview, proof wall, Person schema + sameAs (personal-brand-website-agent) Founder bio + leadership block on envisionresponse.com and quicknbrite.com Definitive articles: "DRTV agency" (KD 3) and "Medicare marketing agency" (KD 0) hubs with case proof (definitive-article-writer) Wikidata + PDMI/Inc./Chamber corroboration loop (knowledge-panel-entity-seo) Film Day #1: narrate the 7-episode Billion-Dollar Reel + Defining Moments shorts in one afternoon 	Entity home indexed · schema validates · both definitive pages live · 12+ corroborating profiles consistent · 7 episodes + 6 shorts in edit
Days 46–75 Turn on distribution	<ul style="list-style-type: none"> YouTube channel launches with the reel series; episodes embedded on entity home + QnB story page (content-factory) Full-circle QnB founder film ships; 12 clips to QnB's active TikTok/IG/YT (content-factory) Dollar-a-Day live on Meta + YouTube + LinkedIn at \$30/day; first kill-the-bottom-90% cycle (dollar-a-day-strategist) Podcast outreach wave 1: 10 pitches to DRTV/D2C/M&A/Seattle shows, 2 bookings (harvester output as press kit) Backlink reclamation on the 6,300 dead links begins 	Channel publishing weekly · ads spending \$30/day, benchmarks beaten · 2 podcasts booked · 50+ links reclaimed/redirected
Days 76–90 Claim & hand off	<ul style="list-style-type: none"> KGMID merge/correction filed; panel claim submitted when surfaced (knowledge-panel-entity-seo) AI-engine audit: ChatGPT/Perplexity/Gemini describe the right Sean Fay (ai-search-visibility) Skills installed on Sean's side; ops person trained; QA loop self-documenting (recursive-self-improvement-qa) 90-day scorecard vs. baseline below 	Claim filed or panel live · AI answers correct · his team running the weekly loop without us

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

"SEAN K FAY" OWNED SERP	ENTITY HOME DR	KNOWLEDGE PANEL	"DRTV AGENCY"	"MEDICARE MARKETING AGENCY"	ENVISIONRESPONSE.COM DR	INBOUND CONSULTS/MO
0 results → slots 1–5	n/a → 6–10	None → Claim filed	Unranked → Top 5	Unranked → Top 3	3.9 → 8+	~0 → 2–3

Year-1 targets continue past Day 90: panel live and enriched, personal DR 10–15, "sean fay" page 1 majority, QnB founder film >100k cumulative views, 12+ podcast appearances.

\$30/day: \$10 each on Meta, YouTube, LinkedIn — repetition with the few thousand people who matter

Dollar-a-Day doesn't buy traffic — it buys being seen 2–3× a week by the exact Medicare marketing executives, D2C founders, and retail buyers who write Sean's checks, using clips that already proved themselves organically. Annual cost: \$10,950 — a fraction of one PDMI booth cycle.

CHANNEL (\$10/DAY)	TARGETING (GCT: GOALS → CONTENT → TARGETING)	CREATIVE POOL (ALREADY EXISTS, P.10)	EXPECTED MONTHLY REACH @ 2025–26 BENCHMARKS
LinkedIn Thought-leader ads	Marketing/growth VPs at Medicare carriers, FMOs, and health-insurance brokerages; D2C/housewares founders; Seattle business community	Billion-Dollar Reel clips; "fastest-growing twice" post; OxiClean-owner testimonial card; Inc 5000 badge posts	~\$300 @ \$35–75 CPM (decision-maker premium) → 4,000–8,500 decision-maker impressions
Meta (FB+IG) Retargeting first	Visitors to seanfay.tv, envisionresponse.com, quicknbrite.com; video viewers; lookalikes of QnB purchasers (consumer side runs on QnB's account)	Full-circle QnB founder film cuts; Defining Moments shorts; HSN-era archive moments	~\$300 @ \$10–15 CPM → 20,000–30,000 impressions — the "everywhere" effect during live deals
YouTube In-stream + in-feed	Custom-intent: searched "drtv agency," "medicare marketing," "infomercial"; viewers of marketing/D2C channels and trade-show content	The 7 reel episodes; Daily Ad Brief segments; QnB founder film	~\$300 @ \$0.05–0.12 CPV → 2,500–6,000 completed views of long-form proof

Operating rules (the 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-second-view / CTR.
3. Winners get **\$30 over 30 days**, then face fresh challengers.
4. **Lighthouse targeting**: aim winners at engaged audiences around the marquee names in his proof — OxiClean-era nostalgia, HSN/As-Seen-On-TV interest sets, PDMI/ERA trade audiences, Seattle Chamber network.
5. Metrics → Analysis → Action weekly; agents run the loop, Sean 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 Medicare-marketing, D2C, and retail decision makers — meaning Sean's buyer sees the Foreman-Grill guy 2–3× a week, all year.

By month 3 the retargeting pool turns every live proposal into surround sound: the carrier VP who met him Tuesday sees the OxiClean testimonial Wednesday and the Inc 5000 badge Friday. **That's a 30-year reputation, finally amortized.**

Benchmark sources (2025–26): 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, InBeat). Reach ranges use the conservative end of spend after fees.

Year-1 tailwind: **+\$75k to +\$400k** revenue-equivalent, for **~\$14k all-in**

Three scenarios, every assumption visible. Engagement economics are Sean's to confirm — we model an illustrative **\$100k lifetime value per new Envision client** (boutique DRTV retainers + production + media commissions) and flag it as an assumption, not a finding.

LEVER (MECHANISM)	CONSERVATIVE	EXPECTED	AGGRESSIVE
1. Owned-keyword inbound "drtv agency" 150/mo KD 3 · "medicare marketing agency" 60/mo KD 0 · entity home + definitive pages + panel	2 qualified opps, 0.5 closed → +\$50k	5 opps, 1.5 closed → +\$150k	10 opps, 3 closed → +\$300k
2. Referral & pitch close-rate lift proof arrives pre-sold; 90% of decision-makers more receptive to consistent thought-leadership producers (Edelman×LinkedIn)	+1 saved deal → +\$25k	+0.5–1 incremental win → +\$50k	+1–2 incremental wins → +\$100k
3. Quick 'n Brite founder halo founder film + clips into an already-active D2C channel mix chasing "America's favorite cleaner"	Directional by design — founder-story content feeds QnB's existing TikTok/IG/YT engine and retail-buyer conversations; we instrument revenue-per-view rather than promise it		
4. Acquirer flywheel sellers and brokers diligence buyers too — QnB (2022) won't be his last deal	A findable, verified acquirer sources better deals at better prices — strategic upside, deliberately unquantified		
Year-1 revenue-equivalent total	≈ \$75k	≈ \$200k	≈ \$400k
All-in cost (media \$10,950 + ~\$3k tools + domains; agent labor: ours to start)	≈ 5× return	≈ 14× return	≈ 28× return

What this model is NOT

Not a forecast — a sized hypothesis with sourced mechanisms and one explicitly flagged assumption (client LTV). It does **not** model Envision's delivery capacity, QnB's retail economics, or Medicare AEP seasonality — those are Sean's numbers to load in. What it shows: at boutique scale, **one to three incremental clients pay for the entire system several times over**, and every asset built is owned, compounding, and reusable across all three businesses.

Why the conservative case is hard to miss

It requires only: ranking on a KD-0 and a KD-3 keyword in his own category, two inbound conversations all year, and one referral that closes because the diligence Google check finally agrees with the pitch. Meanwhile the downside protection is immediate: today, a single confused "is he the novelist? is he deceased?" search can quietly kill a deal — and that costs more than the whole program.

Sources & methodology (primary pulls June 10, 2026)

Ahrefs: DR 3.9 / 22.0 / 3.0 (Envision, QnB, Wisdom), site metrics, backlink stats, "sean fay" SERP, keyword volumes. BlitzMetrics KG Explorer: "Sean Faye" 48 (kg:/g/11thjxsq2m), "Sean Fay" 24, roster scores (Bodnar 215, Dylan 197, room ~24). GoDaddy: domain availability. Site inspections: envisionresponse.com, quicknbrite.com/our-history, linktr.ee + about.me /seanfay. Third-party: Inc. 5000 (No. 4,296, 2022; Regionals Pacific No. 92), The PDMI 2025 directory, CleanLink, Seattle Metro Chamber (5/14/25), PRWeb (2011: \$1B portfolio, ERA/Moxie awards, CRTV co-founding), Wikipedia (Rick Cesari), Built on Passion #242, Daily Ad Brief. Self-reported figures (\$1B sales; \$800k – \$5M; QnB sales arc) come from Sean's own bios/PR — credible, not independently audited. Receptivity stats: Edelman×LinkedIn B2B Thought Leadership reports (2024–25).

THIS WEEK

Five quick wins before DealCon ends — then the 90-day clock starts

1 Buy the ground — ~15 minutes

Register **seanfay.tv**, **seankfay.tv**, and **sean-fay.com** (all available 06/10/26). The TV man owning the .tv of his own name is the cheapest brand statement in this report.

2 Kill the homepage error — 1 hour

Remove the PHP warning printing above the Envision hero, and write "Medicare" into the visible homepage copy so the page finally says what the title tag promises.

3 One address, one name string — 1 day

Resolve Wheeler St vs. NE 40th St everywhere (site, PDMI, BBB, brokers), and standardize "Sean K. Fay" across all 10+ profiles — the first votes against the "Sean Faye" typo node.

4 Rewrite the LinkedIn headline — 30 minutes

From "Quick N Brite Cleaner" to the full stack: "DRTV pioneer — \$1B+ sold (Foreman Grill, OxiClean, Sonicare) · Founder/CEO Envision Response (Inc 5000) · Co-CEO Quick 'n Brite."

5 Post the full-circle story — this week

One LinkedIn post: "In the '90s I helped produce the infomercial that took Quick 'n Brite from \$674k to \$30M. In 2022, my brother and I bought the company." Watch what that does — it's the thesis of this entire audit in two sentences.

"You spent 30 years making other names famous — Foreman, OxiClean, Sonicare, even the cleaner you ended up buying. Give us 90 days and \$30 a day, and the next person who Googles you finds the man behind all of it — instead of a Minecraft novelist."

Dennis Yu

Local Service Spotlight · BlitzMetrics

612-707-8045 · dennisyu.com

Prepared for Sean K. Fay by Dennis Yu · June 2026

Agent-assisted research · all primary pulls June 10, 2026 · data refresh on request