

He taught delegation at Yale. On Google, “Tim Francis” belongs to everyone but him.

Tim Francis built the category: 800+ entrepreneurs matched with executive assistants through GreatAssistant.com, guest lectures at Yale, NYU, and the University of Texas, endorsements from Perry Marshall and Sam Carpenter. His product is trust — handing a stranger your inbox, calendar, and credit card. Yet at the exact moment a buyer Googles him, that trust is handed to an actor, a faith speaker, and a diplomat who died in 2016.

24

HIS KNOWLEDGE-GRAPH SCORE — ACTOR TIM ROBBINS (“TIMOTHY FRANCIS ROBBINS”) OWNS THE NAME AT 650

2.0

DOMAIN RATING OF TIMOTHYFRANCIS.COM — WHICH REDIRECTS TO LINKEDIN

No KP

NO KNOWLEDGE PANEL; THE “TIM FRANCIS” WIKIPEDIA PAGE IS A DIPLOMAT WHO DIED IN 2016

2/10

PAGE-ONE RESULTS FOR HIS OWN NAME THAT ARE ACTUALLY HIM

Prepared for

Tim Francis · Profit Factory / Great Assistant

by Dennis Yu · Local Service Spotlight · June 2026

Data: Ahrefs (pulled 06/10/26), BlitzMetrics KG Explorer, live web SERP, greatassistant.com, profitfactory.com

The delegation expert's one undelegated, unsystemized asset is his own name.

Great Assistant sells the scariest hire in business: give a stranger your passwords, your inbox, your credit card. That sale runs entirely on Tim's personal credibility — and the credibility is real: reference letters from Yale and the University of Texas, a Forte Labs masterclass, Perry Marshall co-presenting his webinar. But it's scattered across **other people's websites**, undescribed in Google's Knowledge Graph, and anchored to a personal domain that redirects to rented land.

Dennis's read — verdict

Authority earned, visibility unbuilt — the clearest case in the DealCon room. Tim doesn't need new proof; he needs **disambiguation and repurposing**. Five other Tim Francises — an actor's legal name, a deceased diplomat with the Wikipedia entry, a Catholic speaker, a screenwriter, a Stevie Wonder executive — absorb his search traffic because Google has no described entity saying which Tim is which. The fix is mechanical: a distinct, schema-marked identity (“Tim Francis — delegation & executive-assistant expert”), an entity home he owns, and a content factory run on tape that already exists.

What the data says (sources inline + p.13)

- Domain Ratings, live Ahrefs pull 06/10/26: profitfactory.com **28**, greatassistant.com **22**, timothyfrancis.com **2.0**
- JSON-LD schema on his two money sites: **zero blocks** (checked 06/10/26)
- Knowledge Graph: his node ≈**24**, undescribed — vs. 650 (Tim Robbins) and 173 (a different “internet personality” Tim Francis) — BlitzMetrics KG Explorer
- His June 2026 LinkedIn posts drew **3 and 12 reactions** — distribution, not content, is the gap
- Edelman×LinkedIn: 73% of decision-makers trust thought leadership over marketing materials; 90% are more receptive to outreach from its producers

The trust-leak math

TODAY	YEAR-1 WITH AUTHORITY ENGINE	WHAT CHANGES
Demand arrives by referral and affiliate; mid-funnel, buyers Google “Tim Francis” and get 2 of 10 results that are him — one a 2015-era bio	5+ of 10 page-one results owned; Knowledge Panel claim filed; described KG node	The diligence moment converts instead of leaking — the 90%-receptivity mechanism working for him
The Yale talk, the Forte Labs workshop, and 15+ verified podcast hours sit on other people's pages, uncut and unlinked	One canonical article per framework + 200+ derivative clips/posts pointing at his URLs	Inbound discovery calls and AI engines quoting his pages, not a namesake's
Institutional invites (Yale 2025) arrive by word of mouth, then evaporate — no speaking page, no press hub, no schema	Speaking page + one-sheet + described entity make every invite findable and repeatable	2–4 institutional / tier-1 podcast invites per quarter feeding the flywheel

Year-1 cost: ~\$14k all-in (\$10,950 of \$10/day media + ~\$3k tooling; agent labor starts on our side). Returns are sized on page 14 in **placements and invites**, not invented dollars — Great Assistant's placement fees aren't published, so the model hands Tim the multiplication instead of faking it. The asymmetry: his proof is already paid for; we're only paying for distribution.

Everything in this report is executable by agents — the same 10-skill Local Service Spotlight library running our other personal-brand builds. The 90-day calendar is on page 12; Tim personally owes the system ~90 minutes a week of approvals and the occasional camera session.

Google's map of “Tim Francis”: the name is taken, the niche is empty

Two layers of evidence: what the Knowledge Graph believes (the entity layer AI engines read), and what a live search returns (the page a buyer actually sees). Both layers hand his name to other people.

Layer 1 — the entity graph (BlitzMetrics KG Explorer, Google KG Search API resultScore, June 2026)

ENTITY GOOGLE KNOWS	CONFIDENCE	DESCRIBED AS	STATUS
Timothy Francis Robbins — the actor “Tim Robbins”	650	Actor	Famous namesake; owns the name's gravity
Tim Francis (a different creator)	173	Internet personality	Second claimant, actively described
Tim Francis — our Tim	≈24	(no description)	Thin, undescribed, unclaimed — no panel

Layer 2 — the live results (top web results for “Tim Francis,” pulled June 10, 2026)

#	RESULT	WHAT THE BUYER CONCLUDES
1	sciencetestsfaiht.com — “About Tim Francis”	A Catholic speaker on Eucharistic miracles — different person
2	New Orleans Book Festival author page	An author — different person
3	profitfactory.com/about/timfrancis	Him — but a 2015-era bio (“over 10 years,” NYU “March 2015”)
4	LinkedIn — /in/realtimfrancis	Him — the one current result, on rented land
5	Sacred Heart Radio guest page	The Catholic speaker again
6	Wikipedia: “Tim Francis”	A New Zealand diplomat who died in 2016 — “wait, is he dead?”
7	Instagram @_timfrancis_	A different person squatting the clean handle
8–10	A YouTube playlist, TheHistoryMakers (COO of Stevie Wonder Enterprises), IMDb (actor/screenwriter)	Three more strangers
—	greatassistant.com: NOT on page 1 for his own name	His flagship company never enters the conversation

He doesn't need to beat 650

Nobody outranks a movie star on raw fame — and he doesn't have to. The goal is a **described** node: name + role (“delegation & executive-assistant expert”) + companies + institutions, corroborated everywhere. Described entities surface with photo and role for commercial-intent and “tim francis great assistant”-style queries — the searches buyers actually make.

Why this is winnable

None of the five namesakes competes in his category — the “delegation expert” lane is empty. And Tim holds the exact corroboration Google trusts most: institutional reference letters (Yale, Feb 26, 2025; UT, Mar 2, 2023), a publisher-grade feature at Forte Labs, and 15+ independent podcast bios that all tell the same story. They've just never been wired together.

STRENGTHS

The vault is full: what Tim already owns already paid for

Every line below is verified and third-party — the hardest kind of proof to earn and the easiest kind to publish. He earned it. He never published it as one body of evidence.

STRENGTH	THE RECEIPTS	WHY IT CONVERTS
Institutional validation	Yale — Tsai Center for Innovative Thinking, “How To Get a Great Assistant” (2025, on video) + recommendation letter dated Feb 26, 2025; University of Texas reference letter, Mar 2, 2023; NYU guest lecturer (and listed on his LinkedIn); University of Alberta; Mixergy masterclass	“Yale brought him in to teach this” is a one-line trust transfer no competitor in his niche can match
Heavyweight endorsers	Perry Marshall: “Tim Francis has one of the sharpest 80/20 minds I know of” — co-presented Tim’s hiring webinar, collaborated twice on his 80/20 Summit. Sam Carpenter (<i>Work the System</i>): “One of the best, if not the best, is Tim Francis.” Ryan Levesque (<i>Ask</i>): “set us up to go from seven to eight figures.” Chris Clark (Google): “my highest recommendation.”	Borrowed authority from named, searchable people — testimonial schema and quote cards waiting to exist
Business proof	800+ entrepreneurs matched with domestic EAs since 2016; self-reported 85% success at 90 days, 96% at one year; “highest customer satisfaction in North America” among specialty EA placement firms (per Great Assistant); named clients incl. The Ask Method Co., Clients on Demand, Sage, Live Your Message, Advance Your Reach	Volume + retention numbers de-risk the scariest hire in business
Proprietary IP	Complete Delegation (Vision + Resources + Definition of Done); the Engine Room© (80/20 × Scrum × Kolbe × Systems); the Magic Matrix; 360 Delegation; “104 Tasks You Can Delegate”; the \$10,000 Question	Named frameworks are what Google, AI engines, and podcast hosts can cite — ownable language
A story that travels	2011: a rare illness (Erythema Nodosum) leaves him unable to walk for 3 months; near-bankruptcy; rebuilds around delegation after failing at 5 assistant hires; consulting rate goes \$40/hr → \$1,000/hr; the “3-year question” that fixed his hiring	Origin stories are the highest-retention content format he owns — already told on tape, never cut
Distribution seeds	15+ podcast guest spots verified in this audit (30+ per pre-score research); featured on the websites of Forbes and Inc. (per his speaking page); Truth & Mastery newsletter; active LinkedIn (posts June 4 + 8, 2026); 1,000+ entrepreneurs hosted at private dinners; House of Commons Page Program at 17	The raw material for a year of content and a Dollar-a-Day engine — without filming anything new

The pattern: Tim’s proof is institutional, third-party, and on the record — letters, endorsements, placements, lecture tape. Nothing on this page needs to be created. It needs to be **collected, marked up, and distributed** — which is exactly what agents do.

Authority Score: **35/100** — the widest earned-vs-visible gap in the room

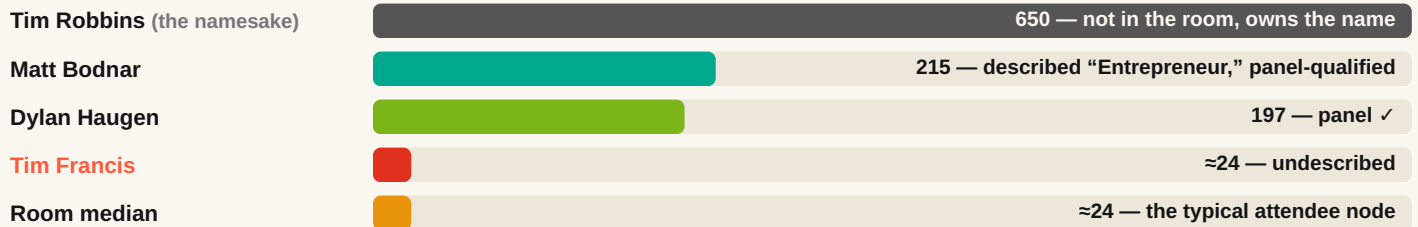
Pre-scored #6 of 20 DealCon attendees — with arguably the top-2 credentials. Grades measure how visible and reusable the authority is, not whether it exists. It exists. That's what makes this a 90-day fix.

CHANNEL	WHAT WE FOUND	FASTEST FIX
F timothyfrancis.com his entity home	DR 2.0 and it redirects to LinkedIn (verified 06/10/26). He owns his name-domain and uses it to send Google — and every buyer — to rented land. No page on the open web is the canonical “who is Tim Francis.”	Kill the redirect; rebuild as a facts-first entity home with Person schema + sameAs graph.
F Knowledge Graph & Panel	Node ≈24, no description, no panel, no Wikidata entry — while two namesakes sit described at 650 and 173. The Wikipedia entry for his exact name is a diplomat who died in 2016.	Described-entity campaign (p.11): schema + Wikidata + corroboration + KG MID claim.
F Structured data	Zero JSON-LD blocks on greatassistant.com and profitfactory.com homepages (checked 06/10/26). Two WordPress sites, DR 22 and 28, telling Google nothing about the Person or Organizations behind them.	Person + Organization + speakable schema on all three domains; validate in Rich Results.
D Google page 1	2 of 10 results are him; the better of the two is a bio frozen in 2015 (“over 10 years an entrepreneur,” NYU “March 2015” as the lead credential — the Yale 2025 talk absent).	Entity home + refreshed canonical bio + press hub to own slots 1–5.
D YouTube	Two thin channels (c/ProfitFactory, @realtimfrancis; counts unverified). The Yale lecture — his single best trust asset — lives on Vimeo, embedded on one page . 15+ hours of podcast audio: zero clips.	Publish the Yale talk natively; cut the catalog into 40+ clips; playlists by framework.
C- Identity hygiene	Four name strings in the wild: timothyfrancis.com / @realtimfrancis / @tim_francis / @theprofitfactory — plus a stranger holding @_timfrancis_. Google can't merge what Tim hasn't unified.	One canonical name + role string + headshot everywhere; document the handle set; update data brokers.
C LinkedIn	Right positioning, real cadence (posts June 4 + 8, 2026) — but 3 and 12 reactions, and the profile is the redirect target of his own domain. Strongest channel, structurally over-loaded.	Keep posting; point the domain at the new entity home instead; run winners as thought-leader ads (p.13).
C+ Press & podcasts	15+ verified shows (Forte Labs, Get Yourself Optimized #207, Hands-Off CEO E30 + E60, Asian Efficiency, Hustle & Flowchart...) + Forbes/Inc. mentions — scattered, no press page, no schema, never repurposed.	Press hub with sameAs; every hit → 10+ clips/posts via the content factory.
B- greatassistant.com	DR 22, strong testimonial wall, real client logos — but the founder story is one block deep, the newsletter brand (TruthAndMastery.com, DR 2.2) is a bare signup form, and the deep founder bio lives on a different domain, dated 2015.	Founder section + fresh bio + schema; newsletter archive published as indexable pages.

Best credentials in the cohort. Median visibility.

We pre-scored the DealCon roster on June 9, 2026. Two attendee entities already qualify for a Knowledge Panel. The room's median Knowledge-Graph confidence is ≈ 24 — exactly where Tim sits, despite Yale, NYU, and 30+ podcasts.

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



DealCon pre-score standings (top of the leaderboard)

#	ATTENDEE	AUTHORITY / 100	WEB DR	KP	CLOSEST-TO-PANEL SIGNAL
1	Matt Bodnar — Eidolon Capital	57	45	✓*	Forbes 30u30 + 5M-download podcast
2	Deanna Wallin — Naples Soap (NASO)	55	40	✗	Public-company data trail
3	Sardor Umrdinov — Home Alliance	47	46	✗	\$100M business, 32k IG
4	Billy Wilkinson — Threshold Agency	41	57	✗	Campaign US 40 Over 40
4	Caroline Castille — Clickable Impact	41	39	✗	UCF Hall of Fame
6	Tim Francis — Profit Factory / Great Assistant	35	22	✗	Yale/NYU lectures, 30+ podcasts

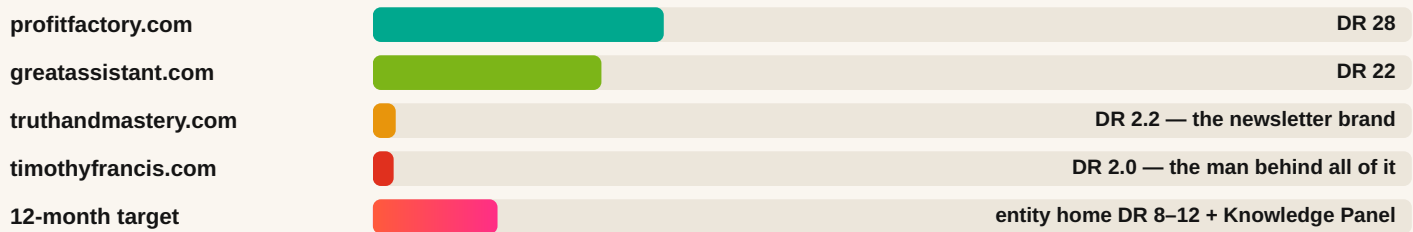
*At pre-score, 0 of 20 attendees had a claimed panel; live KG verification then found two entities already panel-qualified (Bodnar 215, Haugen 197).
 Authority = $0.25 \cdot \text{WebDR} + 0.25 \cdot \text{Social} + 0.35 \cdot \text{Press/Entity} + 0.15 \cdot \text{KP-readiness}$.

The gap nobody else in the room has: Bodnar's 215 rests on a Forbes list and 5M podcast downloads. Tim's ≈ 24 sits on top of **Ivy League reference letters** — rarer raw material than anything above him on this board. He's mid-table because the signals were never wired, not because they're weak. Wire them, and Tim jumps a leaderboard most attendees will spend years climbing.

Four domains, no home: the equity is parked in the wrong places

Tim controls real domain authority — DR 28 and 22 on his company sites. But the two domains that carry his name and his newsletter brand are empty shells, and his name-domain actively exports its visitors to LinkedIn.

Domain Rating today (Ahrefs, live pull June 10, 2026; 0–100 log scale)



DOMAIN	WHAT WE FOUND (JUNE 10, 2026)	THE FIX
timothyfrancis.com	301-redirects to linkedin.com/in/realtimfrancis. Every link, mention, and type-in his name earns is donated to a platform he doesn't control — and Google is told his canonical identity is a LinkedIn URL.	Rebuild as the entity home: hero → stats bar → story → what I do → featured talk (Yale) → testimonials → as-seen-on → connect. Person schema, sameAs to everything.
truthandmastery.com	His official bio's closing line ("publishes a regular newsletter at TruthAndMastery.com") resolves to a bare LeadPages signup form — no archive, no articles, nothing to index or cite.	Publish the newsletter archive as indexable pages (on the entity home or greatassistant.com/blog); the form stays, the proof becomes visible.
profitfactory.com (DR 28)	Hosts his deepest bio — written circa 2015: "an entrepreneur for over 10 years," NYU "March 2015" as the headline credential. No Yale, no 800-placement stat, no schema (zero JSON-LD).	Refresh the bio to the 2026 facts; add Person + Organization schema; cross-link to the entity home as canonical.
greatassistant.com (DR 22)	The strongest property: real testimonials, client logos, the Yale video page. But zero JSON-LD, the founder story is one block, and the speaking page burying the Yale letters isn't linked from the homepage.	Organization + Person + Review schema; founder section on the homepage; surface / speaking; internal-link mesh into the definitive-article cluster (p.10).

Key design decision: one entity home at timothyfrancis.com (H1: "Tim Francis," schema alternateName "Timothy Francis") with two doors — **"I need an assistant"** → greatassistant.com, and **"Book Tim to speak/teach"** → the speaking funnel. The companies keep selling; the person finally exists.

The diligence layer now includes AI — and AI reads the same broken map

Buyers increasingly ask ChatGPT, Perplexity, and Google's AI mode “who is Tim Francis?” before a discovery call. Those engines synthesize from the open web — the same web where his name's Wikipedia page is a dead diplomat and the top result is a faith speaker.

The three-name problem

Google must merge three strings into one person:

- “Tim Francis” — what people search and say
- “Timothy Francis” — his domain name
- “realtimfrancis” — his handle set

Nothing on the open web declares these equivalent — no schema, no Wikidata, no canonical About page. So the graph keeps them apart, and the namesakes keep the traffic.

What he can own outright

Category queries have no famous namesake: “**how to hire an executive assistant**,” “**executive assistant placement**,” “**delegate your inbox**,” “**Complete Delegation**.” greatassistant.com (DR 22) already has the topical history and a blog; what's missing is one definitive page per query, schema, and internal links. AI engines cite definitive pages — today there is none to cite, so they cite his competitors or nobody.

The fix, by query type

QUERY A BUYER MAKES	WHAT HAPPENS TODAY	TARGET STATE (DAY 90)
“tim francis”	2 of 10 results are him; KG node undescribed; AI must guess among 6 people	Entity home #1; 5+ owned results; described node feeding AI answers
“tim francis great assistant”	Resolves correctly — but lands on a homepage with no founder section or schema	Founder block + Person schema; panel surfacing photo + role beside the results
“who is tim francis?” (AI engines)	Mixed-identity inputs (see p.3); no authoritative disambiguation page for AI to quote	Canonical About + consistent bios across 15+ podcast pages → AI answers with his role string
“how to hire an executive assistant”	No definitive Great Assistant page built to own it	Canonical guide (the Yale lecture, written) + video + FAQ schema, interlinked from every service page

Honesty note: we did not log per-engine AI answers in this audit — the live mixed SERP on page 3 is the **input** those engines read, and it is unambiguous about the risk. Move 12 of the plan (p.12) runs the formal AI-answer audit quarterly: ask each engine “who is Tim Francis?”, score the answer, feed corrections through the entity home and corroborated bios.

Why it's worth it: Edelman×LinkedIn's B2B Thought Leadership Impact studies (~3,500 management-level respondents) — 73% find thought leadership more trustworthy than marketing materials; 75% researched a vendor they hadn't considered after reading it; 52% of decision-makers spend 1+ hour/week consuming it. The attention exists every week in his exact buyer; right now his namesakes collect it.

Right instincts, no engine: 15 hours of tape vs. a feed built by hand

Tim is already trying — his June 4, 2026 LinkedIn post is literally about building a personal brand and cutting video-editing time 40–90%. The intent is there. What's missing is the factory behind it and the distribution in front of it.

CHANNEL	WHAT WE FOUND (JUNE 10, 2026)	MOVE
C+ LinkedIn /in/realtimfrancis	Active and on-message: June 8 post (1,000+ entrepreneurs hosted at dinners) drew 12 reactions; June 4 post (personal branding) drew 3. NYU guest-speaker entry present. Follower count not publicly verifiable at audit time. The profile doubles as his domain's redirect target.	Keep the cadence; every post becomes Dollar-a-Day test creative; bio link → entity home.
D YouTube c/ProfitFactory + @realtimfrancis	Two channels, both thin (counts unverified). The Yale lecture sits on Vimeo embedded on one page; zero clips exist from 15+ podcast hours. His best-converting format — long-form proof — has no library.	Publish Yale natively; 40+ clips from the catalog; playlists per framework; channel sameAs.
C- Instagram @realtimfrancis	≈2.5k followers (per June 2026 pre-score research; IG hides logged-out counts — treat as approximate). The clean handle @_timfrancis_ belongs to a different person.	Reels from the clip factory; bio link → entity home; don't chase the lost handle — own the described name instead.
D X @tim_francis	Handle on file from pre-score research; no recent activity verified in this audit. Effectively dormant as a trust surface.	Low priority: auto-syndicate clips + quotes; keep the handle claimed and consistent.
C Facebook @theprofitfactory	Page exists, but the naming mismatch (“Tim Francis (@theprofitfactory)”) adds a fourth identity string to the entity puzzle.	Align name/bio/headshot; use as a retargeting surface for Meta ads, not an organic bet.
C- Newsletter TruthAndMastery.com	Named in his official bio, real subscriber asset — but the public face is a bare signup form (DR 2.2). The thinking he mails weekly is invisible to search and AI.	Republish the archive as indexable articles; each issue → one LinkedIn post + one clip script.

The asymmetry that defines this audit: Tim hand-writes posts that reach a few dozen people while **Yale-grade video and 15+ podcast hours sit uncut** on other people's properties. Repurposing inverts the ratio: one existing hour of tape → 10–15 assets → tested at \$1/day → winners shown 2–3×/week to the exact 2,000–5,000 entrepreneurs who fit his qualifying criteria.

The factory's raw material: **already shot, already endorsed**

Dennis's note to the room: Tim is the model repurposing case at DealCon. Nothing below requires a camera this quarter — it requires an editor, a schema tag, and a \$1/day budget. Every asset is real and verified.

ASSET (WHERE IT LIVES)	WHY IT'S GOLD	CONTENT-FACTORY PLAY (ONE RECORDING → MANY ASSETS)
<p>1. The Yale lecture — “How To Get a Great Assistant,” Tsai CITY 2025 Vimeo embed on greatassistant.com/speaking + signed letter (Feb 26, 2025)</p>	<p>The single strongest trust asset in the entire DealCon cohort — institutional, on video, current</p>	<p>Publish natively to YouTube (keyword title, chapters) → write it up as the canonical guide “How to Hire a Great Executive Assistant” → 12–15 shorts → quote cards → the letter itself becomes a proof-wall image. “As taught at Yale” becomes the described-entity hook everywhere.</p>
<p>2. Forte Labs workshop with Tiago Forte fortelabs.com write-up + every.to syndication</p>	<p>A productivity audience of exactly his buyers, hosted by a famous author — lighthouse borrowed authority</p>	<p>Clip the 2-hour session; co-branded carousel of its frameworks; request bio link → entity home (sameAs); pitch a follow-up (“AI + assistant: Complete Delegation in 2026”).</p>
<p>3. The origin story — illness → delegation told on Get Yourself Optimized #207, The Business Method #315, his own bio</p>	<p>2011: Erythema Nodosum, 3 months unable to walk, near-bankruptcy, 5 failed hires, \$40/hr → \$1,000/hr — the highest-retention story he owns</p>	<p>Cut a 3-minute signature film from existing audio + stills → “My Story” block of the entity home → podcast one-sheet lead → first Dollar-a-Day unicorn candidate.</p>
<p>4. The framework vault Complete Delegation · Magic Matrix · 104 Tasks · 360 Delegation · Engine Room© · the \$10,000 Question</p>	<p>Named, ownable IP — the language Google and AI engines can attribute to him alone</p>	<p>One definitive article per framework on his domains (today they live as PDFs/lead magnets) → diagram carousels → FAQ schema → each podcast clip points at its framework’s canonical URL.</p>
<p>5. The podcast catalog — 15+ verified shows Hands-Off CEO E30+E60, GYO #207, Asian Efficiency TPS190, Hustle & Flowchart, Bacon Wrapped Business, Freelance Transformation 122, Just The Tips 106, V.E.S.T. 34, Finding Genius, John Livesay, more</p>	<p>15+ hours of him answering every objection his buyers have — recorded, transcribed by hosts, linkable</p>	<p>Press hub page with schema + all episode links → 10 clips per episode → quote graphics → outreach to all 15 hosts: updated bio + link to entity home (15 corroborating signals in one email wave).</p>
<p>6. The endorsement wall Perry Marshall, Sam Carpenter, Ryan Levesque, Chris Clark (Google) + Forbes/Inc. mentions</p>	<p>Named endorsers with their own search gravity — trust that transfers on sight</p>	<p>Testimonial/Review schema on all three domains → quote-card series (“one of the sharpest 80/20 minds I know of” — Perry Marshall) → As-Seen-On strip on the entity home.</p>
<p>7. Truth & Mastery newsletter + client success stories weekly essays; Brawner, Boswell, Lau, Puryear testimonials on greatassistant.com</p>	<p>A standing content pipeline + 800-placement social proof — both invisible to search today</p>	<p>Republish the archive as indexable articles → each issue = 1 LinkedIn post + 1 short script; turn the 3 best client stories into mini case-study films with outcome numbers.</p>

- 1 First play: the Yale flagship.**
One agent-week: native upload, canonical article, 15 clips, letter on the proof wall.
- 2 Second: the 15-host bio wave.** One email template, 15 corroborating bios + links — the cheapest entity signals available.
- 3 Third: the origin-story film.**
Cut from existing audio; it anchors the entity home and the first ad test.

From undescribed node to claimed panel: the disambiguation campaign

The Knowledge Panel is the trust moment won in advance: photo, role, companies, book-of-record — rendered beside his name at the instant a buyer checks him out. Since 2025 it's also the entry ticket to Google's Search Profiles. Tim's path is unusual only in one way: the job is **disambiguation**, not fame.

- 1 **Reclaim timothyfrancis.com as the entity home.** Kill the LinkedIn redirect. Facts-first page: hero + role string, stats bar (800+ placements, Yale/NYU/UT, 2016 founding), story, what-I-do, featured talk, testimonials, As-Seen-On, connect.
- 2 **Declare the entity in code.** Person schema (JSON-LD) with **alternateName** "Timothy Francis," jobTitle "Founder, Great Assistant & Profit Factory," description "delegation & executive-assistant expert," and sameAs → LinkedIn, IG, X, both YouTube channels, both company sites, the Yale video, the Forte Labs feature. Today his web estate carries **zero** JSON-LD — the floor is the opportunity.
- 3 **One name, one role string, one headshot — everywhere.** "Tim Francis — delegation & executive-assistant expert; founder of Great Assistant & Profit Factory." Applied to all profiles, both company About pages, and the data brokers that currently freeze him in 2015.
- 4 **Corroboration loop.** The 15-host bio wave (p.10), the Forte Labs bio link, a Wikidata item with the disambiguating description, Crunchbase, and a press page listing the Yale and UT letters. Google believes what independent sources repeat.
- 5 **Mark up the companies too.** Organization schema on greatassistant.com and profitfactory.com naming Tim as founder — two DR-22/28 domains vouching for the Person node.
- 6 **Find the KG MID, enrich it, claim it.** His node (≈24) already exists — we enrich rather than create. Once the panel renders on branded queries, claim it via Google's "claim this knowledge panel" flow in Search Console and manage it like a channel.

Why the namesakes stop mattering

Robbins (650) keeps the raw-fame query — fine. Described entities win on **qualified** queries: "tim francis great assistant," "tim francis delegation," "tim francis yale." Description + corroboration is also what lets ChatGPT and Perplexity answer the naked-name question with a disambiguating clause instead of a coin flip.

What Tim has that most claimants don't

Panel campaigns usually stall hunting for third-party proof. Tim's already exists at institutional grade: two signed university letters, a Forte Labs feature, 15+ independent podcast bios, named endorsers. The work is wiring, not earning — which is why this is a quarter, not a year.

Ninety 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 Tim's own (great) assistant runs the weekly loop with the agents we hand over. Tim's personal commitment: **~90 minutes a week** of approvals, plus one optional film afternoon.

PHASE	WORKSTREAMS (AGENT SKILL IN PARENTHESES)	EXIT CRITERIA — MEASURABLE
Days 1–14 Stop the leaks	<ul style="list-style-type: none"> Buy-box + one-sentence differentiation: “the entrepreneur's delegation expert” (personal-brand-strategist) Harvest every mention — 15+ shows, letters, endorsements — into a ranked proof library (positive-mentions-harvester) Reputation wanted-vs-had → this plan, dated (reputation-gap-analyzer) Kill the LinkedIn redirect; canonical bio/headshot/role string drafted; data-broker sweep begins (knowledge-panel-entity-seo) 	Redirect dead · proof library ≥50 scored items · one canonical bio approved · broker corrections filed
Days 15–45 Build the home	<ul style="list-style-type: none"> timothyfrancis.com rebuilt as facts-first entity home, Person schema + sameAs (personal-brand-website-agent) Organization schema + founder blocks on both company sites (knowledge-panel-entity-seo) Canonical guide: “How to Hire a Great Executive Assistant” from the Yale lecture + one definitive page per framework (definitive-article-writer) Yale talk published natively to YouTube; 2015-era bio refreshed 	Entity home live · schema validates on 3 domains · flagship article indexed · Yale video live with chapters
Days 46–75 Turn on distribution	<ul style="list-style-type: none"> Content factory on the catalog: 40+ clips/posts from Yale + podcasts, all pointing at canonical URLs (content-factory) Dollar-a-Day live on LinkedIn / Meta / YouTube at \$10 each (dollar-a-day-strategist; p.13) 15-host bio-update wave + 2 new guest bookings/month using the proof library as press kit (positive-mentions-harvester) Newsletter archive republished as indexable articles 	40+ assets shipped · ads spending \$30/day with first kill-cycle done · 10+ updated host bios · 2 bookings
Days 76–90 Claim & hand off	<ul style="list-style-type: none"> Wikidata + KG MID enrichment review; panel claim filed when rendered (knowledge-panel-entity-seo) AI-engine audit: ChatGPT/Perplexity/Gemini asked “who is Tim Francis?” — answers scored and corrected (ai-search-visibility) Handover: skills installed on Tim's side, his EA trained on the weekly loop — the delegation expert's brand, finally delegated (recursive-self-improvement-qa) 	Panel claim filed or pending · AI answers disambiguate correctly · his team runs the loop without us

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

KG NODE	PAGE-1 RESULTS OWNED	TIMOTHYFRANCIS.COM DR	SCHEMA (DOMAINS VALID)	CLIPS PUBLISHED	KNOWLEDGE PANEL
24, undescribed → described + enriched	2/10 → 5+10	2.0 → 6–10	0 → 3	0 → 40+	None → claim filed

Year-1 targets continue past Day 90: panel live and enriched, entity-home DR 8–12, flagship guide ranking top-5 in its cluster, quarterly AI audits clean, and the speaking flywheel (p.14) spinning on its own.

\$30/day total: \$10 each on LinkedIn, Meta, YouTube

Dollar-a-Day doesn't buy traffic — it buys **repetition with the 2,000–5,000 people who already fit Great Assistant's qualifying questions** (6-figure+ coaches, consultants, experts working 60–80-hour weeks), using only content that proved itself organically first. Annual cost: \$10,950.

CHANNEL (\$10/DAY)	TARGETING (GCT: GOALS → CONTENT → TARGETING)	CREATIVE POOL (ALREADY EXISTS)	EXPECTED MONTHLY REACH @ 2025–26 BENCHMARKS
LinkedIn Thought-leader ads	Founders/owners of coaching, consulting, agency, and professional-service firms, 2–50 employees, US; retarget greatassistant.com visitors	His own top posts (the dinner-network post, the personal-brand post), Yale clips, Perry/Sam endorsement cards	~\$300 @ \$35–75 CPM (decision-maker premium) → 4,000–8,500 targeted impressions
Meta (FB+IG) Retargeting first	Site visitors, video viewers, newsletter list + lookalikes of placed-client contacts	Origin-story film (3-min cut), client success reels (Brawner, Boswell, Lau), "Big Six concerns" carousel	~\$300 @ \$10–15 CPM → 20,000–30,000 impressions — the "everywhere" effect during open applications
YouTube In-stream + in-feed	Custom-intent: searched "hire executive assistant," "virtual assistant for entrepreneurs," "delegate email inbox"; viewers of productivity channels	The Yale lecture (full + segments), framework explainers, Forte Labs clips	~\$300 @ \$0.05–0.12 CPV → 2,500–6,000 completed views of long-form proof

The operating rules (MAA loop)

1. Every clip gets **\$1/day × 7 days** as a test — never boost cold creative big.
2. After 7 days, **kill the bottom 90%** by cost-per-15-second-view / CTR.
3. Winners get **\$30 over 30 days**, then face fresh challengers.
4. **Lighthouse targeting:** aim winners at engaged audiences of the marquee names tied to him — Forte Labs, Perry Marshall, Work the System readers — and entrepreneur-event lists.
5. Metrics → Analysis → Action weekly; agents run the loop, Tim 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 qualified entrepreneurs — his exact buyer seeing the Yale stage, the origin story, and the Perry Marshall quote 2–3× a week, all year.

By month 3 the retargeting pool turns every open discovery-call window into surround sound: the founder who heard him on a podcast Tuesday sees the Yale clip Wednesday and a client story Friday. **That's the referral, amortized.**

Benchmark sources: LinkedIn median CPM \$31–38, C-suite/decision-maker 2–3× premium (TheB2BHouse, HockeyStack); Meta global avg CPM ≈\$11.76, US \$10–16 (Uproas, Brafton); YouTube CPV \$0.026–\$0.30, US skew higher (StoreGrowers, Stackmatix). Reach ranges use the conservative end of spend after fees. Same benchmark set as our other 2026 attendee audits for comparability.

Sized in placements and invites — multiplied by numbers only Tim knows

Great Assistant's placement fees aren't public, so this model deliberately stops at the unit level: **incremental placements, incremental invites, hours returned.** Tim multiplies by his own economics. Every assumption is visible; mechanisms are sourced (Edelman×LinkedIn stats, p.8).

LEVER (MECHANISM)	CONSERVATIVE	EXPECTED	AGGRESSIVE
1. Diligence leak fixed referral & affiliate demand stops bouncing at the Google moment; 90%-receptivity mechanism	+1 placement/yr	+3 placements/yr	+6 placements/yr
2. Inbound engine definitive-article cluster + Yale flagship + Dollar-a-Day retargeting	2 qualified discovery calls/mo by month 6 → +2 placements/yr	4–6 calls/mo → +6 placements/yr	8–10 calls/mo → +12 placements/yr
3. Speaking & teaching flywheel described entity + speaking page + press kit make Yale repeatable	+1 institutional / tier-1 invite	+3 invites	+6 invites — each one new lighthouse content
4. Founder hours returned brand operations delegated to agents + his EA	Tim's documented rate story is \$40/hr → \$1,000/hr by delegating the bottom 80% — this plan applies his own doctrine to the one function still done by hand. ~90 min/week in; the manual brand-building hours go to zero.		
5. The book runway a "Beta Reader" page sits in greatassistant.com's nav — manuscript signal (unconfirmed)	If a book is coming, the entity home, panel, and press hub built here are its launch infrastructure — strategic upside, unquantified by design		
Year-1 unit total	+3 placements, +1 invite	+9 placements, +3 invites	+18 placements, +6 invites
All-in cost (media \$10,950 + ~\$3k tools; agent labor: ours to start)	Break-even requires only that ~\$14k < the margin on the conservative case — 3 placements + 1 paid stage. Tim can do that arithmetic in his head.		

What this model is NOT

Not a forecast — a sized hypothesis with sourced mechanisms and visible assumptions. It does **not** fix fulfillment capacity (his team still sources and matches every EA), and it deliberately invents no revenue figures: an illustration at, say, \$5k of margin per placement is exactly that — an illustration to be replaced by Tim's actuals on the first call.


Why the conservative case is hard to miss

It requires only: one rescued deal from the diligence leak, two inbound calls a month by mid-year, and one stage. Meanwhile the structural assets — described entity, panel claim, canonical guide, 40+ clips — persist and compound whether or not month one performs. The expensive part (earning Yale-grade proof) is already done.

Six moves we can start this week — all pure upside

- 1 Kill the LinkedIn redirect.** Point timothyfrancis.com at a one-page facts site within days — the full entity home follows. Stop donating his name's equity to rented land.
- 2 Ship the missing schema.** Person + Organization JSON-LD on greatassistant.com and profitfactory.com — both carry zero today. An afternoon of agent work; a permanent entity signal.
- 3 Retire the 2015 bio.** The deepest “who is Tim Francis” page on the web predates Great Assistant's 800 placements and the Yale stage. Replace with the canonical 2026 bio everywhere at once.
- 4 Publish the Yale lecture natively.** YouTube, keyword title, chapters, description linking the canonical guide. His best proof, finally findable.
- 5 Run the 15-host bio wave.** One templated email to every show that's featured him: updated bio + entity-home link. Fifteen corroborating signals for the panel campaign.
- 6 Light the first \$1/day tests.** Yale clip vs. origin story vs. Perry Marshall quote card — seven days, \$21, and we know which creative leads the engine.

“You've spent fifteen years teaching entrepreneurs Complete Delegation — full Vision, Resources, and Definition of Done. Your own name is the last system in your business that has none of the three. Give us 90 days and \$30 a day, and the next founder who Googles you finds the man Yale invited — not a diplomat's obituary.”



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Sources: Ahrefs free DR (06/10/26) · BlitzMetrics KG Explorer (June 2026)

greatassistant.com · profitfactory.com · fortelabs.com · perrymarshall.com

live web SERP 06/10/26 · Edelman×LinkedIn B2B Thought Leadership reports