

A \$2B operator. A sold-out summit. And Google gave his name to a folk singer.

Tom Shipley sold \$2 billion of product, raised \$100 million in one round, logged 18 acquisitions and exits, and personally vets all ~120 seats at DealCon — the M&A summit that has sold out three consecutive years. Yet on the first page of Google for "Tom Shipley," **exactly one result of ten is him** — at #8, beneath a deceased 1970s folk musician's Wikipedia page, two obituaries, and an Iowa state senator. The most credentialed dealmaker in the room is the least visible one, and every seller, LP, and \$4,347 VIP prospect Googles the host before they wire.

\$2B+

SOLD ACROSS HIS BRANDS —
HYDROXATONE \$1B+,
KERANIQUE \$630M+

7

DOMAIN RATING OF
TSHIPLEY.COM — ~3
ORGANIC VISITS A
MONTH

1 of 10

PAGE-1 RESULTS FOR
"TOM SHIPLEY" THAT
ARE ACTUALLY HIM
(HE SITS AT #8)

24 vs 28

HIS KNOWLEDGE
GRAPH CONFIDENCE
VS. THE MUSICIAN
WHO OWNS HIS NAME

Prepared for

**Tom Shipley · DealCon · Deal Boardroom ·
AVA**

by Dennis Yu · BlitzMetrics · June 10, 2026

Data: Ahrefs (pulled 06/10/26), Google Knowledge Graph
API,
live SERP & schema inspection, tshipley.com,
dealconlive.com

The host built the proof. He never built the entity. That gap is the best live demo DealCon will ever stage.

Tom teaches a vetted room of 7–9-figure founders that enterprise value is **engineered, not grinded out**. His own digital entity is the un-engineered asset: \$2B of receipts, a \$100M institutional raise, a summit that sells out on relationships alone — and a personal site Ahrefs credits with **two ranking keywords and roughly three organic visitors a month**. Offline, he may be the most credentialed operator in his own room. Online, Google isn't sure he exists.

Dennis's read — verdict

Tom is the definitive "huge operator, invisible entity" case — the largest offline résumé and one of the weakest digital entities of anyone connected to DealCon. That's not embarrassment; it's leverage. The man who personally vets 120 CEOs a year has never been vetted by Google — and if **he** is buried under a folk singer, no operator in his audience can assume they're fine. Fixing his entity in public, with the Austin stage as the deadline, is simultaneously the lesson, the proof, and the marketing.

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

- "tom shipley" is searched **450x/month** (KD 3) — and 9 of 10 page-1 results are other people
- Knowledge Graph: his best node sits at **confidence ~24**; the late Brewer & Shipley musician holds 28 with Wikipedia + a Sept 2025 NYT obituary
- tshipley.com and dealconlive.com: **DR 7.0 each, zero Person/Event schema** (live fetch: 0 JSON-LD blocks on either)
- dealconlive.com ranks for **zero organic keywords** — not even "dealcon" (10/mo) is attributed to it
- Of 20 DealCon-network operators we pre-scored this month, **0 of 20 have a Knowledge Panel**. Neither does the host.

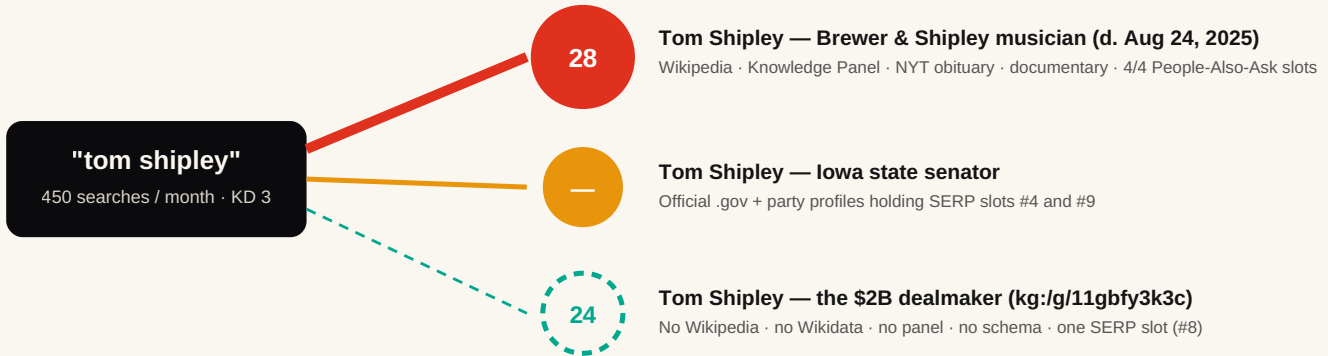
Three audiences Google him before money moves

AUDIENCE	THE DILIGENCE MOMENT	WHAT THEY FIND TODAY
Ticket buyers 100–120 seats, \$2,497–\$4,347	Tom personally calls every attendee to vet fit — and the vetting is mutual. Before a founder wires \$4,347 for VIP, they search the host.	A dead musician's obituaries, "One Toke Over the Line" headlines, and an Iowa senator — before one link about M&A.
Sellers & owners AVA / Shipley Capital deal flow	An owner deciding whose LOI to trust runs the buyer's name through Google and ChatGPT. Credibility is the currency of off-market deals.	tshipley.com at #8, DR 7, stale event banner, no schema — weaker surface than buyers with 1% of his record.
Capital partners & LPs	He raised \$100M from LightBay & Monogram in 2021. The next vehicle gets AI-assisted diligence as table stakes.	The Foundry press is real but 5 years old, unlinked from any entity home, and not attached to his Knowledge Graph node.

The verdict in one line: nothing about Tom's authority needs to be created — all of it needs to be claimed. The 90-day plan (p.12) disambiguates him from the namesake, rebuilds tshipley.com as a facts-first entity home, turns his existing podcast library into a distribution engine, and files the Knowledge Panel claim — finishing ~6 weeks before DealCon Austin (Oct 19–21) so the surround-sound campaign covers the on-sale window.

Google's database holds several Tom Shipleys — and the strongest one died last August

In Google's Knowledge Graph, the dominant "Tom Shipley" entity is the Brewer & Shipley folk musician (confidence ~28) — anchored by a Wikipedia article, a New York Times obituary (Sept 6, 2025), a documentary, and 50 years of citations. The dealmaker's strongest node, **kg:/g/11gbfy3k3c**, sits at **confidence ~24**: thinly described, uncorroborated, no public panel. Google literally has him in the database — it just isn't confident he matters yet.



ENTITY SIGNAL	MUSICIAN (NAMESAKE #1)	SENATOR (NAMESAKE #2)	TOM THE DEALMAKER
Wikipedia / Wikidata	Article + item, refreshed by Aug 2025 death coverage	Official .gov + party bios	None. Zero structured identity
Knowledge Panel	Live — panels persist after death	Panel-eligible via .gov corroboration	No panel; confidence ~24
Person schema at home base	Fan/label sites carry bios	legis.iowa.gov structured profile	0 JSON-LD blocks on tshipley.com (verified 06/10/26)
Fresh authoritative coverage	NYT, Parade, Rock Cellar (Sept 2025)	Ongoing legislative coverage	Strong but stale: Businesswire/Retail Dive \$100M raise — July 2021
Name consistency	"Tom Shipley" for 55 years	"Tom Shipley (Iowa)"	5 handle variants, Tom vs. Thomas, 4 titles across platforms

The consolidation path: don't fight a beloved dead musician's legacy — **separate from it**. One canonical string everywhere ("Tom Shipley — M&A investor; founder, DealCon"), Person schema + sameAs on a rebuilt tshipley.com, a referenced Wikidata item for the living entrepreneur, and a corroboration loop across his real press. Google resolves ambiguity through consistency; right now the musician is consistent and Tom isn't. Full path: page 11.

STRENGTHS

The vault is overflowing: \$2B of receipts, a room he owns, and a story Hollywood couldn't improve

Most personal-brand clients need authority **manufactured**. Tom only needs his **surfaced** — every asset below already exists, is independently documented, and is sitting unclaimed by his entity.

ASSET	THE EVIDENCE	WHY IT CONVERTS
The track record	Hydroxatone past \$1B in sales; Keranique \$630M+, the #1 women's hair-regrowth brand in America (per tshipley.com); ACB grown \$35M → \$100M in 18 months through the 2008 crisis; sold to private equity in 2021; 18 acquisitions & exits (his Deal Playbook bio).	Receipts at a scale almost no "M&A educator" can match — the anti-guru proof.
The institutional raise	\$100M from LightBay Capital & Monogram Capital Partners to launch Foundry (Businesswire, July 12, 2021; covered by Retail Dive, BeautyMatter).	Third-party, wire-service-verified validation — exactly what Knowledge Graphs and LPs feed on.
DealCon itself	"Sold out 3 consecutive years" (his words, dealconlive.com): Nashville Sept '24, Nashville Feb '25, Miami Feb 9–11 '26; Austin Oct 19–21 '26 next. ~120 seats, every attendee personally vetted by Tom. Avg attendee deal: 49% seller note / 36% financing / 10% equity / 5% creative.	A live, recurring trust engine: stage, audience, and proprietary data competitors can't rent.
The 669 story	IDF Unit 669 heliborne combat search-and-rescue: 10,000 try out yearly → 500 reach Hell Week → 23 advance → 13 finish . A 5'7" American immigrant made the 13. Period photos from 1985 already digitized on his bio page.	Un-copyable differentiation; the founding myth of "rescue is a repeatable system — so is acquisition."
An owned media engine	Deal Playbook podcast: 25 episodes since Sept 4, 2024, with guests like Brett Hurt (data.world → ServiceNow), Robert Glazer, Carrie Kerpen. Plus a stage twice a year and 13 attendee-testimonial videos already filmed on dealconlive.com.	The raw material for a year of daily content exists today — zero new shoots required (p.10).
Borrowed authority, already linking	marketingspeak.com (DR 52) and lifestyleinvestor.com (DR 38) both feature him and link to tshipley.com; Perpetual Traffic EP 607, Inspired Insider, Goldstein "Innovations & Breakthroughs" add more.	High-DR endorsements waiting to be banked into a press wall, schema, and clips.
The bench	Matt Bodnar co-hosting (Forbes 30u30, Eidolon Capital); Ayelet Shipley driving M&A BD and speaking at DealCon; testimonials from Josh Elizetxe (Snow) and Brian Burt (Canopy); Pam — "my number one investment" — in the origin story; ventures incl. Queen City Media, Shipley Capital, AVA.	A real ecosystem — one consistent entity story away from compounding.

The pattern: every strength above is **documented by someone else** — wire services, podcast hosts, his own sold-out room. That's the hard part of authority, already done. What's missing is plumbing: the entity home, schema, repurposing, and distribution that let Google, AI engines, and cold prospects find it. Strengths are inputs; pages 5–9 show why they aren't compounding yet.

Seven gaps, ranked — and #1 is wearing someone else's name

Grades measure how findable and re-usable Tom's authority is — not whether it exists. It exists. That's why most of this is fixable in 90 days.

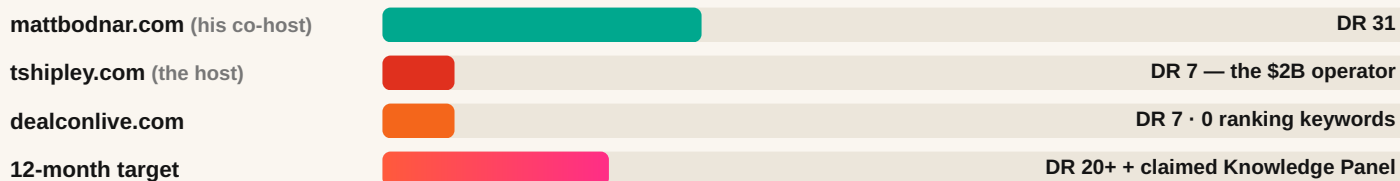
GAP	EVIDENCE (JUNE 10, 2026)	FASTEST FIX
F Namesake collision	1 of 10 page-1 results is him; positions 1–5, 7, 9–10 belong to a deceased musician, an Iowa senator, and Facebook strangers; all 4 People-Also-Ask questions are about the musician. The namesake died Aug 24, 2025 — obituaries and tributes are fresh and still compounding .	Entity disambiguation campaign — consistent role string, schema, Wikidata, corroboration (p.11).
F No Knowledge Panel	KG confidence ~24 (kg:/g/11gbfy3k3c) vs. the musician's 28. No panel = no photo, no "Founder, DealCon," no verified identity at the diligence moment — and no entry to Google Search Profiles.	Schema + Wikidata + corroboration loop → claim the KG MID in Search Console.
D Entity home underpowered tshipley.com	DR 7; 2 ranking keywords; ~3 organic visits/mo; \$11/mo traffic value; zero JSON-LD ; favicon still advertises the Feb 2025 Nashville event; Hydroxatone stated as "\$500M" on one section and "\$1.1bn" on another of the same site ; AVA appears under both current ventures and "Former Ventures."	Rebuild as facts-first entity home (p. 7); reconcile every number; Person schema + sameAs.
D DealCon's invisible domain	dealconlive.com: DR 7, 0 organic keywords — even "dealcon" (10 searches/mo) isn't attributed to it; no meta description; funnel-only page; brand split across dealconlive.com (DR 7), dealconsummit.com (DR 0), dealboardroom.com (DR 0), dealboardroomlive.com (DR 0). Live typos on the ticket page: "digital ganagey," "Yesl," "October 21th."	One canonical domain + 301s; a content layer (speakers, recaps, frameworks); copy QA this week.
C No book, no canonical playbook	The "\$0-down acquisition" method lives only in talks and scattered podcasts. Educators with definitive written assets are who Google and AI engines quote — today they quote his rivals.	Definitive-article stack now (p.12); book or printed playbook by DealCon Spring '27.
C Social fragmentation & cadence	Five handle variants (t-shiple / tom__shiple / tom_shiple / tom_shiple_1 / thomas.shiple.923); IG ≈5K; YouTube & TikTok minimal; posting clusters around events then goes quiet.	One handle set, one bio, one headshot; content-factory cadence (p. 9).
C+ Press exists, unbanked	Six strong podcast features (Lifestyle Investor EP 269, Marketing Speak EP 474, Perpetual Traffic EP 607, Inspired Insider, Goldstein, plus his own show) — no press page, no sameAs schema, never cut into clips.	Press wall + schema + the repurposing engine on p.10.

Sequencing matters: the namesake collision (#1) makes every other gap worse — weak signals that would normally accrue to Tom currently scatter across three identities. Disambiguation first; everything else compounds after.

He hosts the leaderboard — and sits mid-pack on it

Ahead of the June 2026 Deal Boardroom advisory dinner, we pre-scored ~20 operators from Tom's own network on digital entity strength. The headline finding: **0 of 20 have a Google Knowledge Panel**. The deeper finding: the host — with the biggest offline résumé of anyone scored — lands mid-pack on digital authority, behind his own co-host.

Personal/site Domain Rating (Ahrefs, June 2026)



OPERATOR (FROM THE LEADERBOARD)	OFFLINE AUTHORITY	DIGITAL ENTITY
Tom Shipley host	\$2B+ in brand sales, \$100M raise, 18 acquisitions/exits, sold-out summit — the deepest résumé in the room	DR 7, 1 of 10 SERP slots, KG 24, no panel — mid-pack despite the résumé
Matt Bodnar co-host	Eidolon Capital; Forbes 30 Under 30; \$100M+ in closed deals	Strongest personal brand scored: DR 31 site, long-running podcast trail — still no Knowledge Panel
Deanna Wallin	Founder, Naples Soap Company — took it public (NASO)	Public-company filings everywhere; personal entity still panel-less
Sardor Umrdivov	Home Alliance — ~\$100M home-services platform	Company outranks the founder; no personal entity to speak of
Billy Wilkinson	CEO, Threshold Agency — company domain DR 57	Personal site DR 0.3 — the room's pattern in one operator: company strong, founder invisible

Own it on stage in Austin: open the session with this page projected. **"I personally vet every one of you. Google never vetted me."** The host going first de-shames the gap, turns the audit into the curriculum, and makes the fix (entity home → panel → Dollar-a-Day) the most credible offer in the room — because the man teaching it is running it on himself, in public, on a deadline.

Leaderboard source: BlitzMetrics DealCon attendee pre-scores, June 2026 (Ahrefs public DR + parallel web research + Knowledge Panel verification on all ~20 names).

Five domains, DR 7, zero schema: the digital estate of a \$2B operator

The estate is fragmented exactly where it should be consolidated: one personal domain that doesn't describe him in machine-readable form, one event domain that ranks for nothing, and three satellite domains at DR 0 splitting what little equity exists.

DOMAIN	DR	BACKLINKS (LIVE)	ORGANIC KEYWORDS	ORGANIC TRAFFIC	VERDICT
tshipley.com	7.0	417 from 219 domains	2	~3 visits/mo	An entity home in name only — Divi brochure, no JSON-LD, stale assets
dealconlive.com	7.0	325 from 219 domains	0	0	Pure funnel page; invisible to search; carries no event/ Organization schema
dealconsummit.com	0.0	—	—	—	Duplicate event domain splitting the brand; 301 it
dealboardroom.com	0.0	—	—	—	The mastermind's email domain; no public authority
dealboardroomlive.com	0.0	—	—	—	Fourth satellite; consolidate

What the live inspection found verified 06/10/26

0 JSON-LD blocks, both flagship sites	No Person, Organization, Event, or Podcast schema anywhere — Google must guess who he is. It guesses "musician."
Favicon stuck in Feb 2025	tshipley.com's site icon is still the "JOIN US... February 24–26, 2025 Nashville" event graphic — 16 months stale in every browser tab.
The site argues with itself	Hydroxatone = "over \$1bn" (home), "\$1.1bn" (bio), "\$500M" (ventures card). A diligence-minded buyer notices.
Copy leaks on the money page	dealconlive.com sells \$2,497–\$4,347 tickets above "digital ganagey," "Yesl," "October 21th," and a #testimonails anchor — trust erosion at the point of sale.
Identity drift	Homepage title: "Entrepreneur, Ecommerce Investor, Strategic Advisor, Speaker." LinkedIn: "Investor Shipley Capital Founder DealCon." Neither says M&A; no two surfaces agree.

The prescription — one entity home, three doors: rebuild tshipley.com on the BlitzMetrics facts-page pattern (hero → stats bar → story → what I do → featured interview → testimonials → as-seen-on → connect) with Person + Organization schema and sameAs to every profile and podcast. Three doors: **"I'm selling / raising"** → Shipley Capital & AVA; **"I want in the room"** → DealCon; **"I want the playbook"** → Deal Playbook + definitive articles. 301 the satellite domains. Context: marketingspeak.com — a podcast that merely **interviewed** him — is DR 52, seven times his entire estate.

Google, right now, when a seller checks the buyer: "tom shipley"

450 people a month run this search (Ahrefs, US, June 10, 2026). Here is the entire first page — and what a seller, LP, or ticket prospect concludes from it:

#	RESULT	DR	WHAT THE SEARCHER CONCLUDES
1	Wikipedia: Tom Shipley (Brewer & Shipley)	97	A famous folk-rock musician — wrong man
2	Rolla Cremation: "Thomas Nathan Shipley Obituary, August 24, 2025"	9	"Wait — he died last summer?"
3	Facebook, The Dillards: "RIP to my friend Tom Shipley..."	100	A musician's memorial wall
4	iowasenatepublicans.com: Tom Shipley	32	A different person again — a sitting state senator
5	brewerandshipley.com: Tom Shipley Bio	16	More of the duo
—	People Also Ask — all four questions are about the musician: "What was Tom Shipley's real name?" · "What happened to Brewer & Shipley?" · "Did Tom Shipley write his own songs?" · "What was Tom Shipley's musical style?"		
7	The New York Times: "Tom Shipley, Whose Ode to Weed Reached the Top 10..." (Sept 6, 2025)	94	A marijuana-anthem obituary above the M&A investor
8	tshipley.com — the ONLY result that is actually him	7	One DR-7 brochure site vs. nine misdirections
9	legis.iowa.gov: Tom Shipley, State Senator	88	The senator again, on a .gov
10	facebook.com/tom.shipley.14	100	A stranger's profile

Why this is winnable anyway

"tom shipley" is **keyword difficulty 3 of 100**. The obituary at #2 sits on a DR-9 funeral-home site — weaker than tshipley.com is today. With a rebuilt entity home, schema, a press wall, active YouTube/LinkedIn surfaces, and a DealCon speaker page, Tom can plausibly hold **4–6 of 10 slots within two quarters** — coexisting with, not erasing, the musician's legacy.

The AI layer is worse

Ask a frontier AI assistant "Who is Tom Shipley?" and the answer leads with the Brewer & Shipley musician — the Wikipedia-anchored entity. The dealmaker surfaces only with qualifiers ("Tom Shipley DealCon"). Sellers and LPs now run diligence through ChatGPT and Perplexity first; **every unqualified AI answer starts the relationship on the wrong identity** — and each month of memorial content trains the models deeper into the error.

The due-diligence risk, concretely: an owner weighing Tom's LOI, an LP wiring into the next vehicle, a CEO buying a \$4,347 VIP seat after Tom's vetting call — all of them meet a dead folk singer, a cannabis-anthem headline, and a state senator before they meet Tom. Trust is decided in ten blue links he currently doesn't own.

Six channels, five spellings of his own name, one engine left switched off

Tom's social footprint is real but modest and event-shaped: bursts around each DealCon, quiet between. Meanwhile he owns what most operators would kill for — a twice-a-year stage, 25 podcast episodes, and 13 filmed testimonials — almost none of it cut for feeds.

CHANNEL	WHAT WE FOUND	FASTEST FIX
B- LinkedIn /in/t-shipley	The strongest surface: right-direction headline ("Investor Shipley Capital Founder DealCon"), real event posts, 500+ connections, a DealCon company page. Cadence clusters around summits, then gaps.	3 posts/week from the content factory; thought-leader ads on winners; one canonical role string.
C Instagram @tom__shipley	≈5,000 followers (June 2026). The double-underscore handle is untypeable from stage and unguessable in search. Reels exist (Deal Playbook promos) but irregular.	Handle alignment; 3 reels/week cut from podcast tape; link-in-bio → entity home.
C- YouTube @tom_shipley	Channel exists and is linked from his site, but minimal traction — while he sits on two stages a year and 25 episodes of interview tape. No playlists, no case-story films, no channel SEO.	Re-launch with Deal Playbook video versions + the 669 film; playlists by deal stage; cards/end screens.
C- TikTok & X @tom_shipley · @tom_shipley_1	Skeleton accounts with minimal output; the numbered X handle signals the name was lost to squatters/ namesakes — the social version of his Google problem.	Repost engine from the factory; bid/ negotiate for a clean X handle later, don't block on it.
C Facebook thomas.shipley.923	His personal profile hosts DealCon's opening-night video — business proof living on a personal wall, invisible to non-friends and to Google.	Move event video to owned pages/ channel; keep FB for community warmth.
A- The stage + the show DealCon · Deal Playbook	25 episodes since Sept 2024 (Brett Hurt, Robert Glazer, Carrie Kerpen...), 3 stage days × 2 events/yr, 13 testimonial videos already produced for dealconlive.com. This is a content factory's raw-material warehouse.	Page 10: the conveyor belt.

5

DIFFERENT HANDLE SPELLINGS ACROSS PLATFORMS — T-SHIPLEY, TOM__SHIPLEY, TOM_SHIPLEY, TOM_SHIPLEY_1, THOMAS.SHIPLEY.923

25

DEAL PLAYBOOK EPISODES RECORDED — EFFECTIVELY NONE REPURPOSED INTO CLIPS, POSTS, OR ARTICLES

13

FILMED ATTENDEE TESTIMONIALS SITTING ON DEALCONLIVE.COM BEHIND "ENABLE SOUND" EMBEDS

The handle tax compounds the entity problem: five spellings mean platform graphs — and Google's — can't merge his signals into one person, exactly like the SERP. One handle set, one bio, one headshot, everywhere, is a week-one fix that pays into the Knowledge Panel forever.

He already recorded the campaign. Nobody shipped it.

Repurposing beats creating: everything below exists today, is verifiably his, and maps to a concrete play. First 90 days require **zero new shoots** (one optional film day upgrades #4).

ASSET (REAL, LIVE NOW)	WHY IT'S GOLD	THE REPURPOSE PLAY
Lifestyle Investor EP 269 Justin Donald, Dec 2025 · DR 38	His best stories on tape: year-one at \$331K revenue, the acquisition that added \$1.5M EBITDA "overnight," three term sheets (\$55M/\$65M/\$75M), COVID flipping \$600K/mo profit to \$600K/mo loss — and the line "never as good as the mountaintop, never as bad as the cliff."	Cut 12 clips; publish the canonical article " The \$15M Acquisition That Saved My Company " on tshiple.com; Dollar-a-Day the top 3 clips at founder/M&A audiences; full transcript + schema on his press wall.
Marketing Speak EP 474 Stephan Spencer · DR 52	Contains the brand thesis verbatim: " You can solve almost every business challenge through acquisitions " — plus the 10% rule and the liquidation-averted story.	That sentence becomes the definitive article " Programmatic M&A, Explained " — the page Google and AI engines quote. Quote-card series; the DR-52 backlink already exists — bank it with a press page.
Deal Playbook — his own show 25 eps since Sept 2024	Guests at the Brett Hurt / Robert Glazer / Carrie Kerpen level; he owns the masters; episodes currently live only as audio feeds.	Content-factory every episode: 1 blog + 6 clips + 1 carousel each → 200+ assets from existing tape , every one pointing at a tshiple.com episode hub; guest-tag distribution; YouTube playlists by deal stage (source → structure → integrate → exit).
The 669 narrative bio + 1985 photos already on site; Goldstein episode	10,000 try out → 13 finish. Heliborne search-and-rescue. An immigrant at 5'7" making the cut. No competitor in M&A education has anything close.	One 3-minute brand film: " Rescue is a repeatable system. So is acquisition. " Pinned to every profile, opening the Austin keynote, and run as the lighthouse Dollar-a-Day asset to cold audiences.
DealCon stage tape + 13 testimonial videos dealconlive.com, 3 sold-out years	Social proof already filmed and paid for — attendees on camera saying the thing every prospect needs to hear — currently buried behind "enable sound" embeds on a funnel page.	Clip vault → "Why CEOs come back" series; retargeting pool for the Austin on-sale window; speaker reel that books him on 2 podcasts/month.
The exit & raise record Businesswire 07/2021; Retail Dive; BeautyMatter	Wire-service third-party proof of the \$100M Foundry raise with LightBay & Monogram — the kind of citation Knowledge Graphs trust most. Currently unlinked from his entity.	2026 retrospective: " What raising \$100M taught me about buying companies " — fresh corroboration that links old wire coverage to the new entity home; cite it in Wikidata.
Perpetual Traffic EP 607 + Inspired Insider + Goldstein 3 more shows on record	"3X Your Revenue, \$0 Down" framing already market-tested by someone else's audience; agency-buyer angle covered.	Press-wall entries with sameAs schema; 10 clips each; use the proof library to pitch the next tier of shows (My First Million-class) with a one-page speaker kit.

Priority order if we only do three: (1) EP 269 clips + canonical article — richest stories, freshest tape; (2) the 669 film — highest differentiation per dollar; (3) Deal Playbook factory — turns a sunk cost into a compounding 200-asset engine.

Disambiguate → describe → corroborate → claim

Tom doesn't need to out-famous a beloved musician. He needs Google to hold **two clearly separated entities** — and to be confident about the living one. The KG MID already exists (kg:/g/11gbfy3k3c); the work is making it describable, corroborated, and claimable.

- 1 **Canonize the string (week 1).** One identity everywhere: **"Tom Shipley — M&A investor; founder, DealCon."** One headshot, one 40-word bio, five handles collapsed toward one set. Every platform bio rewritten to match — LinkedIn, IG, YouTube, TikTok, X, Facebook page, podcast directories, DealCon speaker page.
- 2 **Build the described entity home (weeks 2–6).** Rebuilt tshipley.com with Person + Organization JSON-LD: sameAs to all profiles, Deal Playbook feeds, and the Businesswire raise; an on-page FAQ that answers the collision head-on — **"Which Tom Shipley? Not the musician (1941–2025), not the Iowa senator — the dealmaker."** Schema validates or it doesn't ship.
- 3 **Create the Wikidata item (week 3).** A referenced item for the entrepreneur, distinct from the musician's: occupation (investor, entrepreneur), founder-of (Atlantic Coast Brands, Foundry, AVA, DealCon), educated-at (UCF), every claim cited to wire coverage and podcast records — the disambiguation backbone Google and every AI engine reads.
- 4 **Run the corroboration loop (weeks 3–10).** Make 12+ third-party surfaces agree: refresh Crunchbase/The Org/ RocketReach titles, podcast show-notes bios, DealCon & Deal Boardroom about pages, sponsor/partner pages, new guest spots (2/month) — all using the canonical string and linking to tshipley.com.
- 5 **Monitor and claim (weeks 8–13).** Re-pull the Knowledge Graph API monthly and watch kg:/g/11gbfy3k3c's confidence climb past the musician's 28. When the panel surfaces, claim it ("Claim this knowledge panel" → Search Console verification), then enrich: photo, role, DealCon, the podcast.
- 6 **Defend the name (ongoing).** Hold 4–6 of 10 page-one slots — entity home, LinkedIn, YouTube, press wall, DealCon speaker page, podcast directory — so the musician's memorial wave and the living dealmaker coexist without confusion. Quarterly AI-answer audits keep ChatGPT/Perplexity/Gemini on script.

Why this is winnable

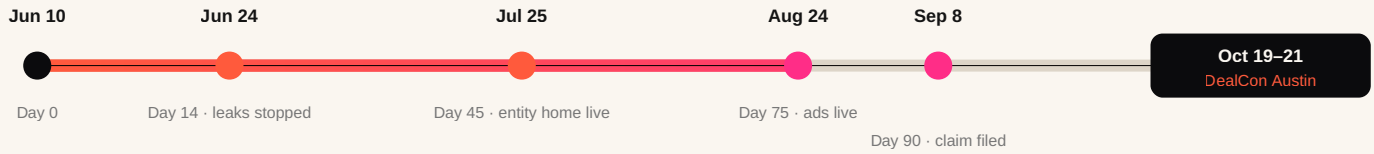
The confidence gap is **4 points, not 40** (24 vs 28). His name is KD 3. He generates fresh commercial press every quarter; a deceased musician, with respect, will not. Google **wants** to resolve ambiguous names — it just needs one side to act like an entity.

Why it's urgent

Memorial content compounds: the documentary, anniversary tributes, "whatever happened to" features — each one trains search **and AI models** deeper into "Tom Shipley = musician." Every quarter unclaimed raises the cost of the fix. The cheapest day to start was before August 2025; the second-cheapest is now.

Done by September 8 — six weeks before Austin goes live

Every workstream maps to a skill in the 10-agent Local Service Spotlight library — the same system behind the DealCon attendee builds. Agents execute; Tom's personal commitment is ~2 hours/week on camera plus approvals.



PHASE	WORKSTREAMS (AGENT SKILL IN PARENTHESES)	EXIT CRITERIA — MEASURABLE
Days 1–14 Stop the leaks	<ul style="list-style-type: none"> • Copy QA both sites: "gangey"/"Yes!"/"21th," Hydroxatone \$500M-vs-\$1.1B, stale favicon (site-audit pass) • Buy box + one-sentence differentiation: "the operator's dealmaker — \$2B built, 18 bought & sold" (personal-brand-strategist) • Mine all 6 shows + stage tape into a ranked proof library (positive-mentions-harvester) • Reputation wanted-vs-had → dated plan (reputation-gap-analyzer) • Handle unification + canonical bio/headshot everywhere 	Sites contradiction-free · proof library ≥50 scored items · one role string live on every profile
Days 15–45 Build the home	<ul style="list-style-type: none"> • tshipley.com rebuilt as facts-first entity home, three doors, Person schema + sameAs (personal-brand-website-agent) • Wikidata item created with references (knowledge-panel-entity-seo) • Definitive articles #1–2: "Programmatic M&A, Explained" + "How to Buy a Business With Almost No Cash Down" (definitive-article-writer) • 301 dealconsummit.com & dealboardroomlive.com; DealCon Organization/Event schema 	Schema validates · Wikidata live · both articles indexed · satellites redirected
Days 46–75 Turn on distribution	<ul style="list-style-type: none"> • Content factory on EP 269 + Deal Playbook backlog: 40+ clips/posts to canonical URLs (content-factory) • YouTube relaunch: 669 film + episode videos + playlists • Dollar-a-Day live at \$30/day across 3 channels; first kill-the-bottom-90% cycle (dollar-a-day-strategist) • Podcast guesting wave: 10 pitches, 2 bookings/mo using the proof kit • AI-answer baseline audit (ai-search-visibility) 	2 channels publishing weekly · ads spending with benchmarks beaten · 2 guest spots booked
Days 76–90 Claim & aim at Austin	<ul style="list-style-type: none"> • KG re-pull; panel claim filed when eligible (knowledge-panel-entity-seo) • AI engines re-tested: "Who is Tom Shipley?" returns the dealmaker with disambiguation (ai-search-visibility) • Handover: skills installed on Tom's side, ops owner trained (recursive-self-improvement-qa) • Austin surround-sound: retargeting pools warm for the on-sale push 	Claim filed or panel pending · AI answers corrected · team running the weekly loop solo

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

PAGE-1 SLOTS HIS	TSHIPLEY.COM DR	KNOWLEDGE PANEL	DEALCONLIVE KEYWORDS	AI ANSWER	ASSETS SHIPPED
1/10 → 4/10	7 → 12+	None → Claim filed	0 → #1 for "dealcon"	Musician → Dealmaker	~0 → 150+

\$30/day total — \$10 each on LinkedIn, Meta, YouTube — against proven clips only

Dollar-a-Day doesn't buy traffic; it buys repetition with the 2,000–5,000 people who can buy a DealCon seat, sell Tom a company, or fund his next vehicle — using clips that already proved themselves organically. 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/CEOs \$1M–\$150M; M&A, PE, and exit-planning interest; past-attendee & Deal Boardroom lookalikes; Austin-window geo boosts	EP 269 story clips; "49% seller note" deal-structure explainers; Matt & Tom stage moments	~\$300 @ \$35–75 CPM (C-suite premium) → 4,000–8,500 decision-maker impressions
Meta (FB+IG) Retargeting first	Site visitors, IG engagers, the 13 testimonial-video viewers, ticket-page abandoners + lookalikes of past buyers	Testimonial clips; 669 film; "sold out 3 years" social proof; Pam-and-the-origin-story reel	~\$300 @ \$10–15 CPM → 20,000–30,000 impressions — surround-sound during the on-sale window
YouTube In-stream + in-feed	Custom intent: "buy a business," "sell my business," "EBITDA multiple," "exit planning"; viewers of M&A and finance channels	Deal Playbook episode cuts; the 669 film; "one \$15M acquisition: \$331K → \$100M" mini-doc	~\$300 @ \$0.05–0.12 CPV → 2,500–6,000 completed views of long-form proof

Operating rules (MAA loop)

1. Every clip gets **\$1/day × 7 days** — never boost cold creative big.
2. Day 7: **kill the bottom 90%** on cost-per-15-second-view / CTR.
3. Winners get **\$30 over 30 days**, then face fresh challengers.
4. **Lighthouse targeting**: aim winners at audiences of marquee names he's verifiably tied to — Deal Playbook guests (Glazer, Hurt, Kerpen), Justin Donald's and Stephan Spencer's audiences, DealCon sponsors' followings.
5. Metrics → Analysis → Action weekly; agents run it, Tom sees one scorecard.

What a year buys

~**350,000–540,000 targeted impressions** + **30,000–70,000 video views** concentrated on acquirers, sellers, and capital partners — his exact room, seeing him 2–3× a week all year.

By month 3, every Austin prospect who clicks "Get Tickets" and stalls gets the testimonial reel Wednesday and the 669 film Friday. The vetting call Tom makes to every attendee starts **pre-sold instead of cold** — and the same pools warm sellers and LPs between events.

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

What entity authority is worth to a man who sells trust twice a year

Conservative by design: DealCon already sells out, so we model **mix, velocity, and risk** — not fantasy volume — and we deliberately leave the biggest lever (deal flow) unpriced. Baseline: ~240 vetted seats/yr across two summits at \$2,497–\$4,347 early-bird (~\$3,000 blended → ~\$720K/yr gross ticket revenue), plus AVA / Shipley Capital deal flow, plus 450 name-searches/month currently landing on the wrong man.

LEVER (MECHANISM)	CONSERVATIVE	EXPECTED	AGGRESSIVE
1. Ticket velocity & tier mix surround-sound retargeting + a host who owns his name → earlier sellouts, less discount pressure, higher VIP share	+3% on \$720K → +\$22K	+8% → +\$58K	+15% → +\$108K
2. Inbound deal flow owned search + corrected AI answers + definitive articles put him in "who do I sell to?" moments	1 incremental qualified seller convo/quarter	3/quarter, 1 LOI/yr	6/quarter, 2+ LOIs/yr
3. Diligence risk removed 5,400 name-searches/yr stop opening with obituaries; vetting calls start pre-sold	Modeled as insurance, not revenue: one seller, LP, or VIP who quietly walked after a confusing Google check costs more than this entire program. (Edelman×LinkedIn: 73% of decision-makers trust thought leadership over marketing materials; 90% are more receptive to outreach from consistent producers.)		
4. Media-asset value 200+ repurposed assets + 350–540K targeted impressions from \$10,950	Equivalent reach bought at LinkedIn C-suite CPMs alone would run \$12K–\$40K — before counting the permanent SEO/AI value of canonical articles and a claimed panel.		
Year-1 priced total (tickets only)	≈ +\$22K	≈ +\$58K	≈ +\$108K
Against ~\$14K all-in (media \$10,950 + ~\$3K tooling; agent labor ours to start)	≈ 1.6x on the smallest lever alone	≈ 4x	≈ 7.7x

What this model is NOT

Not a forecast — a sized hypothesis with every assumption visible. It excludes the lever that actually moves Tom's net worth: **one closed acquisition or one anchor LP sourced through owned authority**. By his own math on stage — one \$15M acquisition took a \$331K business to \$100M in three years — a single incremental deal repays this program by orders of magnitude. We leave it unpriced precisely so the conservative case stands on tickets alone.

Why the conservative case is hard to miss

It requires only a 3% improvement in ticket economics on events that already sell out, while: his name is KD 3, the #2 obstacle is a DR-9 obituary page, the creative is already filmed, the press already links to him, and the KGMID already exists. The expensive part of authority — earning the proof — is two decades done. We're only paying for plumbing and distribution.

Ten days of quick wins, then the compounding engine

- 1 **Kill the copy leaks (1 hour).** Fix "digital gangey," "Yesl," "October 21th" on the \$2,497–\$4,347 ticket page; reconcile Hydroxatone \$500M vs \$1.1B; retire the Feb-2025 favicon. Protects every deal currently in flight.
- 2 **Ship Person schema + sameAs on tshipley.com (1 day).** Both flagship sites carry zero JSON-LD today; this is the cheapest Knowledge-Graph signal that exists.
- 3 **Create the referenced Wikidata item (1 day).** The disambiguation backbone: investor, founder of DealCon/ACB/ Foundry/AVA — cited to Businesswire and the podcast record.
- 4 **301 the satellite domains (1 day).** dealconsummit.com and dealboardroomlive.com → canonical homes; stop splitting a DR-7 brand four ways.
- 5 **Publish the press wall (2 days).** EP 269, EP 474, EP 607, Inspired Insider, Goldstein, Deal Playbook — with schema. Six high-DR endorsements, finally banked.
- 6 **Cut 3 clips from EP 269 and start \$1/day tests (3 days).** The Dollar-a-Day engine starts finding unicorns while the entity work compounds underneath.

"You personally vet 120 CEOs a year — but the internet never vetted you. Give us 90 days and \$30 a day, and when Austin goes on sale, the man on stage will own his own name — on Google, in AI answers, and in every diligence check that follows."

Sources & method: Ahrefs API pulls 06/10/26 (DR, backlinks, organic metrics, "tom shiplely" SERP overview & keyword volumes); Google Knowledge Graph API confidence scores, BlitzMetrics pull June 2026 (musician node 28; kg:/g/11gbfy3k3c ≈24); live site fetch & JSON-LD count 06/10/26; tshipley.com (bio, ventures, testimonials); dealconlive.com (Austin Oct 19–21 2026, pricing, "sold out 3 consecutive years," deal-structure stats); Businesswire 07/12/21 (\$100M Foundry raise, LightBay & Monogram); Lifestyle Investor EP 269 (Dec 2025) incl. transcript; Marketing Speak EP 474; Perpetual Traffic EP 607; Podchaser (Deal Playbook: 25 episodes since 09/04/24); NYT obituary 09/06/25; dealroom.net (Miami, Feb 9–11 2026); BlitzMetrics DealCon leaderboard (20 operators, June 2026); Edelman×LinkedIn B2B Thought Leadership Impact Reports; ad benchmarks TheB2BHouse / Uproas / StoreGrowers. Instagram follower count approximate (≈5K, June 2026). Impact model assumptions stated inline on p.14.

Dennis Yu · BlitzMetrics

612-707-8045 · dennisyu.com · Personal Brand Engineering

The same 10-skill agent library running the DealCon attendee builds — the host gets the compounding version.

Prepared June 10, 2026

Data refreshes available on request