

The mobster held the name for 56 years. The machine took 25 days to start taking it back.

On June 10, this audit found receipts with no entity: billybatt.com unregistered, zero schema anywhere, and page one of Billy's name owned by a Goodfellas casualty. Twenty-five days later the entity home is **live** — seven pages, a public deal tape, Person schema with the disambiguation baked in — his Facebook carries a Meta Verified check, and three of the ten first-page results for "billy batt" point at the living one. Cost to Billy so far: **\$0 and roughly zero hours**. Agents did the work. On July 6 Billy put the machine on his side of the table. This edition is the same inventory and score, updated for the engagement: **the factory is bought and the install is under way**.

16 → 37

PERSONAL BRAND
SCORE, /100 — JUNE
10 VS JULY 5, SAME
PUBLISHED RUBRIC

3 of 10

FIRST-PAGE "BILLY
BATT" RESULTS NOW
HIS — IG, LINKEDIN,
FIRM TEAM SLOT
(WEB CHECK
07/05/26)

LIVE

BILLYBATT.COM — 7
PAGES, 3 ESSAYS,
DEAL TAPE, PERSON
SCHEMA +
DISAMBIGUATION

\$7,500

THE FACTORY, ON
BILLY'S SIDE —
ENGAGED JUL 2026 ·
\$1,500 RECEIVED,
\$6,000 BALANCE

Prepared for

Billy Batt · Prime Acquisitions Group

by Dennis Yu · BlitzMetrics · July 5, 2026 — for the July 6
working call

Data: Ahrefs (fresh pull 07/05/26 + 06/10/26 baseline), Google
Knowledge Graph via BlitzMetrics KG Explorer (June 2026),
billybatt.com & primeacquisitionsgroup.com inspections
(07/05/26),
live web-search check (07/05/26), SEC.gov, Amazon, I AM CEO
podcast

What changed in 25 days — and what it cost Billy: **nothing**

Version 1 of this audit ended with five quick fixes and one decision. Nobody waited for a green light. The agents shipped the Days 1–14 plan as a working demonstration — the same week DealCon ended. Here is the before-and-after, receipt by receipt.

SURFACE	JUNE 10 (AUDIT V1)	JULY 5 (VERIFIED THIS WEEK)	STATUS
billybatt.com	Unregistered — "\$12 and ten minutes; the single highest-leverage purchase in this report"	Live entity home: Home, My Story, Deal Tape & Press, Podcasts, Authority Snapshot, Connect, The Build — on WordPress 7.0, maintained under the \$99/mo Spotlight program	SHIPPED
Person schema	None on any surface he owns	JSON-LD live with disambiguatingDescription (not the Goodfellas character; not the Chicago Inc.) + sameAs graph to IG, LinkedIn, Amazon, the firm	SHIPPED
Published essays	Zero articles anywhere under his name	Three live: The 2015 Pivot · The Buying Beast Method · "Yes, That Name" — Not the Goodfellas Guy	SHIPPED
Podcast surface	One 2021 episode, floating loose on the internet	/podcast/ live: IAM1103 anchored + a "Book Billy" pitch page with three segment offers hosts can lift verbatim	SHIPPED
Disambiguation	Nowhere online: nothing separated him from the mobster or the SEC-flagged Chicago namesake firm	On every page footer, the Authority page, the schema, and its own essay — the shine-box joke now ends on his deal tape	SHIPPED
"billy batt" page one	Mixed fragments; nothing authoritative was his	His Instagram, his LinkedIn, and the firm's team slot hold 3 of the 10 first-page results (07/05 web check). The mobster still owns 1–5. billybatt.com itself: not yet indexed — the next lever.	MOVING
Facebook	Personal account with an alias problem ("Billy The Batt")	Meta Verified — blue check on "Billy Batt" (observed July 5). A paid, ID-backed identity signal Google's graph can see.	BILLY
The Dennis & Billy episode	—	Recorded June 10. Still unpublished — the open chair on /podcast/ is waiting for it	OPEN
Billy's team	Reading the audit	"Getting ready for case study blogs... going to start promoting it... then the brand stuff right behind it" — Billy, by Messenger, July 5	WARMING

Read the last row again — it's the reason for tomorrow's call. Billy's team is already planning case-study blogs, promotion, then brand. That IS the factory sequence: Publish → Promote → Perform. The only question is throughput. Hand-run, that plan is three posts a month and a stalled backlog by September. On the machine, every closed deal becomes 14 assets in 48 hours — and the team approves instead of writes. The next 14 pages price that difference at **\$7,500, once.**

Verification: billybatt.com pages fetched with cache-busted requests July 5, 2026; schema confirmed in the deployed page source; SERP composition via live web-search check July 5 (positions approximate; the firm's /team/billy-batt result is a stale index entry — the page itself still serves nothing, see p.6); Meta Verified badge observed directly in Messenger July 5; firm deal figures remain self-reported and are labeled as such throughout.

Personal Brand Score: 16 → 37 of 100 — four points from leaving "Invisible"

Scored on the published BlitzMetrics rubric (blitzmetrics.com/personal-brand-score/): seven components, 100 points, three bands — Invisible (0–40), Emerging (41–70), Owned (71–100). Same rubric used on every DealCon attendee, so the comparisons are apples to apples.

COMPONENT	JUN 10	JUL 5	EVIDENCE FOR THE MOVE
Entity Home /20	2	12	billybatt.com live and complete — story, deal tape, ventures, disambiguation FAQ, book. Held back by: not yet indexed, DR 0.0 (Ahrefs, 07/05), zero video.
Knowledge Panel /15	1	2	Still no panel, no Wikidata item. But the graph is finally being fed: schema live, corroboration loop started. Wikidata files at 5+ independent citations.
Search /15	2	4	3 of 10 first-page "billy batt" results now his (IG #6, LinkedIn #7, firm team slot #9 — 07/05 check). Mobster wall still holds 1–5. Entity home unindexed = the open lever.
Content /15	3	5	3 definitive essays live on his own domain + the book + 5 firm case studies. Still zero video — for a man whose deal tape is inherently filmable.
Audience /15	4	4	IG @billybattofficial holding at ~8.7K (Jun 24 snapshot; fresh pull at the meeting). No growth motion yet — that's the factory's job, not a gap in effort.
Schema /10	1	6	Person JSON-LD + disambiguatingDescription + sameAs live on billybatt.com. The firm's site remains schema-zero — four points sitting on the table.
Social /10	3	4	Facebook now Meta Verified (Jul 5). Still open: the two-LinkedIn split, a legacy Linktree floating loose, and the handle minefield (p.6).
TOTAL /100	16	37	+21 points in 25 days — \$0 invoiced, ~0 founder-hours. The cheapest 21 points he'll ever gain; the next 33 are the factory's job.

Where 37 sits in the room (same rubric, June–July 2026)

Dennis Yu (benchmark)	87 — full Knowledge Panel + the factory itself
Tommy Mello (what Owned looks like)	82 — billion-dollar operator, claimed panel
Matt Bodnar (room's strongest)	51 — a decade of podcasting to get here
Billy Batt — today	37 — 25 days of agents, zero founder-hours
Billy Batt — June 10	16 — receipts real, entity missing, name occupied
Day-90 target, factory on	~70 — knocking on the Owned band (p.12)

The honest read: 16 → 37 was plumbing — one-time moves a machine makes once and keeps. 37 → 70 is cadence: films, case studies, podcast chairs, ad cycles, weekly — the part that dies when it depends on anyone's spare time. That's why v2's recommendation isn't "do more." It's own the machine that never gets busy.

Everything Billy owns, on one page — with its status

Dennis's rule: you can't amplify what you haven't inventoried. This is the full pile — every property, publication, audience, and venture carrying Billy's name as of July 5, 2026. Deal figures are the firm's own, labeled self-reported.

ASSET	WHAT IT IS (VERIFIED JULY 5 UNLESS NOTED)	STATUS
billybatt.com	The entity home. 7 pages — Home · My Story · Deal Tape & Press · Podcasts · Authority Snapshot · Connect · The Build — plus 3 essays. Person schema with disambiguation + sameAs. WordPress 7.0, auto-maintained under Spotlight (\$99/mo).	LIVE DR 0.0 · not yet indexed
The deal tape	11 transactions published on the firm's site with structures: \$24M enterprise AI SaaS (PE syndicate) · \$13.5M e-com SaaS (3-yr earn-out) · \$8.75M marketing firm · \$2.8M med spa · \$2.1M agency · \$1.45M chatbot platform · \$1.25M med spa · \$980K B2B SaaS · \$875K aesthetics (closed in 4 weeks) · \$750K gaming app · \$275K app. Inside a stated 16+ deals, \$1–48M range.	SELF-REPORTED mirrored on billybatt.com
The book	Unlimited Sellers Guide: For Finding Businesses to Buy at Will — Amazon Kindle, under his own name. Highest-trust corroboration he owns; author page still incomplete and unlinked both ways.	PUBLISHED author page open
The method	Buying Beast — branded sourcing system co-created with Andrew Baldwin, Alberta, launched 2023. Its own (modest) equity: launch release, dormant YouTube/Facebook/LinkedIn — and buyingbeast.com still renders an empty page (DR 0.5).	DORMANT revive-or-301 decision
primeacquisitionsgroup.com	The firm's conversion surface: deal tape, 5 written case studies (\$100M+ PE exit partnership · 6 e-com LOIs in one week · \$1.45M micro-SaaS exit · 8-figure agency exit · 5X web-agency sale), GoHighLevel booking funnel. Still: DR 0.0, zero schema, machine URLs, dead team page.	IN REPAIR DR 0.0 (07/05)
Instagram — @billybattofficial	~8.7K followers (Jun 24 snapshot; 8,776 on Jun 10). Bio says exactly the right thing: "Investors come to me when they want to buy online assets & businesses. We build crazy AI things." His one warm, themed audience — the retargeting seed.	ACTIVE bio link to verify
LinkedIn — current	/in/billy-batt-00916020b — "Partner in Prime Acquisitions Group (Investor/Flipper), Co Owner in Xcept AI." Real M&A/AI posting. Auto-generated URL slug; ranks #7 for his name.	ACTIVE vanity URL open
LinkedIn — legacy	/in/billybatt — branded "The Property Broncos," from the contractor-marketing era. Owns the best vanity URL on his name and splits the entity signal. Claim-or-kill still pending.	SPLIT unresolved
Facebook — personal	Meta Verified — blue check on "Billy Batt," observed July 5 in Messenger. Paid, ID-backed verification: a real identity signal. Alias history ("Billy The Batt") retired from the display name.	VERIFIED new since v1
Legacy link hub	linktr.ee/BillyBatt — an old Linktree still live, currently surfacing with a "Wlspy.com" title. Attention arriving there evaporates — and it outranks his own domain for some queries.	KILL/REPOINT
Ventures & roles	Xcept AI (co-owner — the AI build shop behind the firm's deal flow) · Aquilend Capital (partner venture) · Top Ecom Builders (legacy, ©2023, "Top Recruit LLC") · partners Hung Nguyen (50+ companies operated) and Anthony (25 yrs AIG/Munich Re/PE-backed FP&A).	UNWIRED no connective page but billybatt.com

What this pile is worth: a year of content feedstock, already paid for. Eleven filmable deals, five written case studies, a published book, a branded method, an origin story on third-party tape, and 8.7K warm followers. Nothing on this page needs to be invented — **it needs to be run through a machine, weekly.**

The name space, the media record, and the rooms he's already in

The name battle — standings unchanged, ground game finally his

"Billy Batts" (Bentvena) d. 1970	KG 284 · 2,889 searches/mo · Wikipedia + Scorsese
Billy Batten rugby HoF, d. 1959	KG 75 · sporting archives
Billy Batt the living operator	KG -24 (June pull) — now with an entity home feeding it; monthly re-pulls scheduled

KG confidence: BlitzMetrics KG Explorer, June 2026 (monthly re-pull is part of the factory loop, p.12). Search demand: Ahrefs, June 10, 2026 — "billy batt" exact spelling still has no recorded volume: an empty lane with no incumbent.

RECORD / ROOM	THE FACTS	STATUS
I AM CEO Podcast — ep. IAM1103	Aug 20, 2021, host Gresham Harkless Jr. The origin story on third-party tape: 8 years pipefitting/welding, 100–150-man crews, the 2015 crash with a daughter on the way, the rebuild. Anchored on /podcast/ and quoted on /about/.	VERIFIED placement #1
The Dennis & Billy episode	Recorded June 10, 2026 (calendar on file). As of July 5 it is published nowhere we can verify. The /podcast/ page holds one verified chair and one empty one — on purpose.	UNPUBLISHED chair #2 waiting
DealCon M&A Intensive	June 8–10, 2026, Denver — Tom Shipley & Matt Bodnar's room. Billy was scored live on the attendee leaderboard (the 16 on p.3). Advisory Board list: Feb and June 2026 sessions.	IN THE ROOM
The handle minefield	Mob-tribute and namesake accounts ring his name: IG @billybattss (Goodfellas fandom), facebook.com/Billythebatt (a "Billy D Batt" in DeLand, FL — unrelated), Property Broncos LinkedIn, rugby archives. None of it is his; all of it catches his traffic.	WATCHED guard agent, p.9
The SEC-flagged namesake firm	"Prime Acquisitions Group, Inc." (Chicago, prime-agi.com) — on the SEC's PAUSE list since July 30, 2019 for falsely claiming U.S. registration. Not Billy's firm. billybatt.com now says so in schema and on every footer; the firm's own site still doesn't.	HALF-FIXED
Search Console / analytics	No GSC property confirmed for billybatt.com; sitemap not yet submitted — consistent with the site being live 3+ weeks and still unindexed. Ten-minute fix with owner access.	OPEN first 48 hrs

What's genuinely new since v1

A complete, disambiguated entity home · Person schema in the wild · three essays · a bookable podcast surface · Meta Verified identity · 3 of 10 first-page slots. **The plumbing phase is done.**

What only cadence can buy

Indexing and rank · video · podcast chairs 2 through 7 · named testimonials · Wikidata · the panel · AI answers that lead with the dealmaker. **Weekly output or it doesn't happen** — which is the factory conversation on p.7.

Nine open items — each one maps to a machine, not a task list

Same grading as v1, by deal-flow impact. New column: the agent that closes it and keeps it closed. Notice what's missing from this table: anything requiring Billy's talent, time, or fame. It's all throughput.

	OPEN ITEM	THE SITUATION (JULY 5)	THE AGENT THAT OWNS IT
F	billybatt.com not indexed	Live 3+ weeks, absent from its own name's SERP. No GSC property, no sitemap submission on record.	Install week, day 1: GSC verify + sitemap + indexing request; Disambiguation Guard re-checks weekly (p.9).
F	Firm site identity layer	Unchanged from v1: DR 0.0, zero schema, /team/billy-batt still serves nothing (Google lists a stale entry), Anthony's bio still ends mid-sentence, 18+ vs 15+ industry count contradiction.	Case-Study Agent + entity sweep: Organization schema naming founders, restored team page, one industry count, human URLs.
D	The backlink swamp	253 referring domains topped by scamadviser.com and link farms (v1) — no disavow filed yet; DR still rounds to 0.0 (fresh pull 07/05).	Install week: disavow file + stop-loss on any link buying; Podcast Circuit Agent replaces farm links with earned ones.
D	Zero video	Eleven filmable deals, an origin story made for camera, an AI edge that demos — and not one minute of footage anywhere.	Film Day #1 (one afternoon): origin film + 11 deal-tape narrations; Deal-Tape Agent cuts and ships for weeks (p.8).
D	Episode #2 unpublished	The Dennis & Billy recording from June 10 sits unreleased while /podcast/ shows one verified chair and one empty one.	Podcast Circuit Agent, first run: publish, clip, add to /podcast/ with verified link — placement #2 inside a week.
D	LinkedIn split + Linktree	/in/billybatt ("Property Broncos") still owns the best vanity URL; the current profile sits on an auto-slug; a stray Linktree still catches clicks under a "Wlspy.com" title.	Identity sweep, install week: claim-or-kill legacy, vanity-URL the real one, kill or repoint the Linktree.
C	Amazon author page	The book is live; the author page is incomplete and links nowhere. Google reads Amazon author pages natively — free corroboration, unclaimed.	Corroboration loop: complete profile, two-way links, Book schema on the entity home.
C	Firm-site disambiguation	billybatt.com now separates Billy from the SEC-flagged Chicago namesake; primeacquisitionsgroup.com — the surface a diligence checker actually lands on — still says nothing.	Case-Study Agent: "no affiliation" block + legal-entity facts in the firm's footer and schema.
C	No named testimonials	Every proof point is still self-attested. The house rule on billybatt.com ("if it can't be checked, it doesn't go on the page") is waiting for its first named seller.	Deal-Tape Agent: testimonial ask baked into every closing checklist; first named quote within 90 days.

The v1 pattern still holds: every open item is an execution gap agents close without consuming Billy's deal hours. His personal cost for the entire 90-day plan remains **~2 hours a month on camera, plus approvals** — the same two hours whether his team hand-runs it or the machine does. The difference is everything else.

Billy already described the factory. He just priced it in payroll.

"We're getting ready for case study blogs. We're going to start promoting it, and then we're looking at the brand stuff as well, right behind it."

— Billy Batt, Messenger, July 5, 2026 — asking what direction to head

That sentence is the Content Factory's operating order — Publish → Promote → Perform — arrived at independently by an operator who's never seen the SOP. The direction is right. The question tomorrow is the engine underneath it.



Hand-run vs. machine-run — the same plan, two throughputs

HIS PLAN, AS STATED	HAND-RUN (HIS TEAM WRITES, POSTS, HOPES)	MACHINE-RUN (AGENTS PRODUCE, HIS TEAM APPROVES)
"Case study blogs"	1–3 posts/month while deal work allows; formatting drifts; no schema; stalls the first busy week	Every closed deal → definitive article on billybatt.com + firm site, schema'd, cross-linked, plus a films brief — 14 assets in 48 hours , every time
"Start promoting it"	Boosted posts, gut-feel budgets, no kill rules	Dollar-a-Day discipline: \$1/day × 7 tests, bottom 90% killed on the numbers, winners scaled to the exact audiences on p.10
"Brand stuff, right behind it"	A logo conversation in Q4	The entity loop: corroboration sweeps, KG re-pulls, AI-answer probes, Wikidata filing — measured weekly on one page

What powers it: the Billy Batt Brand Brain

A vault of him, built in install week: the 11-deal tape with structures · his voice, mined from IAM1103 and the essays · the origin story in his words · canonical bios and the one identity string · venture facts (Xcept AI, Aquilend, Buying Beast) · the house rules (self-reported labeling, no invented quotes, never fight the movie).

Why it matters: agents without a brand brain write generic AI mush. Agents with one write like the operator they serve — every output carries his numbers, his labels, his disambiguation line. It's the difference between content that sounds like Billy and content Billy has to rewrite. Same system built for KickCharge's founder and the DealCon host's shop.

His unfair advantage here: Billy co-owns **Xcept AI** — his firm SELLS being AI-first. A Claude factory running his own brand is not marketing overhead; **it's a live demo of the firm's core claim**. Every seller who watches the machine publish Billy's deal tape is watching what PAG would do with their business. The factory markets itself while it markets him.

Eight agents, tuned to a man who buys and sells companies

Built on the same 10-skill Local Service Spotlight library running the other DealCon builds — strategist, mentions harvester, gap analyzer, website agent, entity SEO, AI visibility, Dollar-a-Day, content factory, definitive articles, self-improving QA — plus the boil-the-ocean operating rules for persistent agents. Configured for deal flow, not generic "content."

AGENT	INPUT → TRIGGER	OUTPUT, EVERY CYCLE	FIRST RUN (WEEK 1)
1 • Deal-Tape Agent content-factory + definitive-article-writer	A deal closes (or an old tape entry is picked) → term-sheet facts, structure, the near-death moment	Schema'd deal announcement on billybatt.com + firm site · LinkedIn carousel · 3 reel scripts · ad variant for the winners pool · testimonial ask queued to the seller	The \$24M PE-syndicate story — the tape's crown jewel, still untold
2 • Case-Study Agent definitive-article-writer	His team's planned "case study blogs" — drafts, bullet points, or a voice memo	Definitive article with Article + Person schema, human URL, cross-linked both directions, quote cards, and the firm-site version — two surfaces per story	"Six LOIs in one week" — the volume-operator flagship, already written, needs re-plumbing
3 • Disambiguation Guard knowledge-panel-entity-seo + ai-search-visibility	Runs on schedule: weekly SERP watch, monthly KG re-pull, quarterly AI probes ("Who is Billy Batt?" / "Is Prime Acquisitions Group legitimate?")	One-page delta report · schema/bio corrections pushed · handle-minefield watch (@billybattss and friends) · Wikidata item filed the week citation #5 lands	Archive the July 2026 AI baseline — the before-picture Day 90 gets judged against
4 • Podcast Circuit Agent positive-mentions-harvester	The pitch calendar: 10 pitches/month into the M&A, flipping, and acquisition-entrepreneurship circuit	Personalized pitches carrying the origin story + deal tape + the three prepared segments from /podcast/ · post-air: verified link added to /podcast/, clips cut, quotes carded	Publish the Dennis & Billy episode — chair #2 fills within the week, zero pitching required

The rule every agent obeys

One proven asset → one canonical article → 10–15 derivatives, all pointing at a single URL. Self-reported figures labeled, no invented quotes, the disambiguation line on everything. The house rules on billybatt.com already say it publicly: **"if it can't be checked, it doesn't go on the page."** The agents enforce that automatically.

Why these four go first

They convert existing inventory — the tape, the case studies, the recorded episode — into indexed, schema'd, filmable proof. Nothing new has to happen in Billy's business for the first six weeks of output. **The backlog IS the launch fuel.**

The demand side, the demo side, and the loop that keeps it honest

AGENT	INPUT → TRIGGER	OUTPUT, EVERY CYCLE	FIRST RUN
5 • Seller-Side Demand Agent definitive-article-writer + dollar-a-day-strategist	The open long-tail (p.10): "how to sell an online business," "website flipping," valuation questions sellers actually type	Seller-facing guides on billybatt.com answering the \$6-CPC questions — each ending on the deal tape and a booking link; refreshed as multiples move	"What digital businesses actually sell for in 2026" — the definitive article the tape was born to anchor
6 • Sourcing-Demo Agent content-factory	Monthly: one screen-recorded session of the Buying Beast / Xcept AI stack finding off-market targets	"Watch the machine find sellers" screencast → YouTube + LinkedIn + a clip set — showing, not claiming, the AI-first edge; doubles as PAG sales collateral	Demo #1 filmed the same afternoon as Film Day (p.13) — two birds, one camera setup
7 • Dollar-a-Day Operator dollar-a-day-strategist	The winners pool: every clip, card, and film that beat benchmarks organically	\$30/day across Meta + LinkedIn + YouTube — \$1/day × 7 tests, bottom 90% killed, winners to \$30/30; weekly MAA one-pager (Metrics → Analysis → Action) in Billy's inbox	Retargeting his 8.7K IG seed with the origin film — fuel that's been sitting in the tank since 2021
8 • QA & Compounding Agent recursive-self-improvement-qa + boil-the-ocean	Every run of every other agent	Self-documentation of what ran and why · drift checks against the brand brain · SOP updates when a better way is found — the library sharpens itself instead of rotting	Documents the install itself — so Billy's team inherits SOPs, not folklore

Who does what, once it's running

BILLY (~2 HRS/MONTH)	HIS TEAM (~2-3 HRS/WEEK)	THE AGENTS (EVERY WEEK, FOREVER)
Film Day soundbites — deal stories to camera, one afternoon a month · final say on anything named or numbered	Approve queues · press record · paste the weekly numbers · forward closed-deal facts · collect the testimonial when the agent flags it	Write, schema, cross-link, clip-brief, pitch, test, kill, scale, re-pull the KG, probe the AI engines, file the reports — and document all of it

The test that matters: in week 3 of the install, Billy's ops person runs one full factory cycle live — deal fact in, fourteen assets out, published — with us watching. When that works without us touching a key, the machine is theirs. That's the handoff bar, in writing.

Two engines: sellers who are looking, and sellers who don't know it yet

Generic "personal brand content" is what everyone else at DealCon will make. Billy's factory aims at the two moments that create his revenue: an owner deciding to sell, and an owner deciding whether to trust the buyer who called.

Engine 1 — the sell-side long-tail (open lanes, priced by the market)

WHAT SELLERS ACTUALLY TYPE	DEMAND (US/MO)	DIFFICULTY	THE FACTORY'S ANSWER
"how to sell an online business"	73 · \$6.00 CPC	KD 64	The highest-intent string a seller types — a definitive guide ending on the deal tape and a booking link
"website flipping"	194	KD 41	The Buying Beast method article owns the operator angle — branded term, zero competition
"how to buy an online business"	200	KD 61	Buy-side authority that reassures sellers he's done this 16+ times — and feeds the book funnel
"buy online business"	720	KD 82	Too hot for a DR-0 site today — the 12-month target once the clean link profile builds (p.12)

Ahrefs Keywords Explorer, US, pulled June 10, 2026 — unchanged; these lanes were open then and are open now. Strategy per v1: farm the long-tail while the name plumbing cures; never fight the movie.

Engine 2 — surround-sound on live deals (the one that pays first)

The play: every owner who receives a Billy LOI enters a retargeting pool. Tuesday they get the LOI. Wednesday they see the \$13.5M earn-out breakdown. Thursday, the oilfield origin film. Friday, the book. The following week, a named case study. **\$10/day buys 2–3 touches a week** with the handful of people who can hand him a company — during the exact window they're deciding what he is.

Why it works now and didn't in May: in May, a diligence-minded owner who Googled him met a mobster and a funnel page. Today they land on an entity home with a deal tape, a book, a verified identity, and a disambiguation FAQ that answers the awkward question before their lawyer asks it. **The ads only amplify what the checker finds — and what they find finally works in his favor.**

Same machine, third audience: the identical assets pre-sell Aquilend's investors and Xcept AI's clients — the compounding lever from v1, still unpriced in the ROI math on purpose. One factory, three P&Ls listening.

Dollar-a-Day, v2: same \$30/day — except now the clicks have somewhere to land

The v1 media plan stands — \$10/day each on Meta, LinkedIn, YouTube, \$10,950/year. What changed is the destination: in June, every dollar pointed at rented land. Today it points at an entity home with a deal tape, which is the difference between impressions and evidence.

CHANNEL (\$10/DAY)	TARGETING (GOALS → CONTENT → TARGETING)	CREATIVE POOL	EXPECTED MONTHLY REACH
Meta (IG+FB) retargeting first	His ~8.7K IG seed + engagers + video viewers + entity-home visitors; lookalikes; the LOI surround-sound pool (p.10)	Deal-tape reels, origin-story clips, book quote cards, the Goodfellas disambiguation hook	~20,000–30,000 impressions @ \$10–15 CPM
LinkedIn thought-leader ads	Founders/owners of SaaS, e-com, agency, med-spa businesses; M&A intermediaries and SBA lenders; the DealCon list	"6 LOIs in one week" film; \$13.5M earn-out breakdown; AI deal-sourcing screencast	~4,000–8,500 decision-maker impressions @ \$35–75 CPM
YouTube in-stream + in-feed	Custom intent: "sell my online business," "how to sell an online business" (\$6.00 CPC intent), "website flipping"; M&A channel viewers	The 11 deal-tape films, the method explainer, the origin film, monthly AI demos	~2,500–6,000 completed views @ \$0.05–0.12 CPV

Operating rules (unchanged, non-negotiable)

1. Every clip earns **\$1/day × 7 days** before another cent.
2. Kill the bottom 90% on cost-per-15-second-view / CTR.
3. Winners get **\$30 over 30 days**, re-tested against challengers.
4. Lighthouse targeting: marketplace audiences, M&A communities, the LOI pool.
5. Metrics → Analysis → Action weekly — Agent 7 runs it, Billy reads one page.

What a year buys

~350,000–540,000 targeted impressions + 30,000–70,000 completed views, concentrated on a few thousand digital-business owners, buyers, and referrers — his exact pipeline seeing him 2–3× a week, all year. And every impression now resolves to a checkable entity instead of a bio link. **For once, the Billy Batt they remember is the living one.**

Benchmark sources unchanged from v1: LinkedIn median CPM \$31–38 with decision-maker premium 2–3× (TheB2BHouse, HockeyStack); Meta global avg CPM ~\$11.76, US \$10–16 (Uproas, Brafton); YouTube CPV \$0.026–\$0.30 US skew (StoreGrowers, Stackmatix). Conservative end of spend after fees. Media is billed at cost to Billy's own ad accounts — it is not part of the \$7,500.

July 5 baseline → October 3 targets — measured weekly, on one page

Every number below is pulled by an agent and lands in Billy's inbox each Friday as a Metrics → Analysis → Action report. No dashboards to log into, no vanity metrics — the same scoreboard format running on our other builds.

METRIC	BASELINE — JULY 5, 2026	DAY-90 TARGET — OCTOBER 3, 2026
Personal Brand Score	37/100 — "Invisible," top edge	~70 — through "Emerging," knocking on the Owned band
billybatt.com indexing & rank	Live, unindexed; absent from its own name's SERP	Indexed, top-3 for "billy batt" alongside his IG and LinkedIn — 5+ of the top 10 his
Domain Rating (Ahrefs)	billybatt.com 0.0 · firm site 0.0 (07/05 pull)	billybatt.com 5+ on earned links only · disavow filed on the firm's farm profile
Verified podcast placements	1 (IAM1103, 2021) + one recorded & unpublished	6+ aired — chair #2 is the Dennis episode, published in week 1
Video on the record	0 minutes, anywhere	12+ films live: origin film + 11 deal-tape narrations, embedded on the entity home + YouTube
Knowledge Graph	~24, buried under Bentvena 284 (June pull; monthly re-pulls scheduled)	Distinct, corroborated entity; Wikidata item filed the week citation #5 lands; panel claim when panel-grade
AI answer: "Who is Billy Batt?"	The mobster, assembled from Wikipedia and fan wikis (baseline archived in week 1)	The dealmaker — with the disambiguation clause — on ChatGPT, Perplexity, Gemini, Grok
Audience	IG ~8.7K · LinkedIn split · a stray Linktree	IG 10K+ · one LinkedIn on a vanity URL · Linktree gone · every bio pointing home
Firm site (PAG)	DR 0.0, schema-zero, dead team page, no SEC disambiguation	Organization schema naming founders · /team/billy-batt restored · "no affiliation" block live · human URLs
Named testimonials	0 — every proof point self-attested	First named seller quote live under the house rule ("if it can't be checked, it doesn't go up")
Publishing cadence	Ad hoc — whatever spare time allows	3 channels publishing weekly for 10+ consecutive weeks, run by his team, verified by the QA agent

Year-1 continuation, unchanged from v1: branded search 100+/mo, entity home DR 10–15, "buying beast method" owned top-3, the deal tape at 50+ films, Wikidata live, panel claim filed. The 90-day sprint builds the machine and proves the loop; year one lets compounding do what compounding does.

The Claude factory, installed on Billy's side: \$7,500, once

Not a retainer. Not a course. A working system installed on his machines, loaded with his brand brain, run by his team — with us in the room until it runs without us. Here's the whole scope, dated.

PHASE	WHAT SHIPS	EXIT BAR — MEASURABLE
Week 1 Install & brand brain	Claude workspace set up on Billy's side · the Billy Batt Brand Brain built from his real assets (deal tape, IAM1103 voice, essays, bios, house rules) · the 10-skill library + boil-the-ocean rules installed · the 8 agents on pp.8–9 configured · GSC verified, sitemap submitted, indexing requested · AI baseline probe archived · WP admin password rotated	Agents answer questions about Billy correctly, in his voice, with his labels — tested live
Week 2 Wire the pipelines	Login-free publishing to billybatt.com + the firm site (application passwords) · schema automation on both · ad accounts + retargeting audiences built · disavow filed · Amazon author page completed · LinkedIn/Linktree identity sweep executed · the Dennis & Billy episode published, clipped, and seated on /podcast/	One command publishes a schema'd post to either site · chair #2 filled · audiences populated
Weeks 3–4 Train the team	Two live working sessions with Billy's ops person · Film Day #1 supported (origin film + 11 deal-tape narrations + sourcing demo #1, one afternoon) · every SOP written as a definitive article his team owns · the live test: one full factory cycle, deal fact in → 14 assets out, run by his team while we watch	The cycle completes without us touching a key — the handoff bar from p.9, in writing
Days 30–90 Co-run & verify	Weekly MAA reviews together · Dollar-a-Day live and iterating · podcast wave 1 (10 pitches/mo) · KG re-pulls + AI re-probes vs baseline · QA agent documenting every run · Day-90 scorecard vs p.12, delivered as audit v3	His team runs a full week unassisted · scoreboard deltas reported honestly, hit or miss

Included

Everything above · the same agent library running the 198-site fleet and the audits in this series · 90 days of weekly co-run · audit v3 at Day 90. **He owns the machine, the brain, and the SOPs outright** — no lock-in, no per-post fees.

Not included (billed at cost, his accounts)

Ad spend — \$30/day (~\$10,950/yr) when the factory turns on · Claude subscription seats · the \$99/mo Spotlight site care already running on billybatt.com. No other fees exist.

The comparison that matters

A junior content hire runs **\$4–5K/month** and can't write schema, file disavows, probe AI engines, or cut ad tests. Agencies quote \$3–10K/month retainers for two posts a week. This is **\$7,500 once** — and the throughput compounds instead of billing.

Why Billy specifically: his firm sells AI-first M&A and he co-owns the shop that builds it. He's the one DealCon attendee for whom owning this machine is **product-market proof, not marketing spend** — every seller who watches his factory publish is watching PAG's pitch demonstrate itself.

Year-1 math: \$55k–\$225k in trust equivalents against ~\$20k all-in — before one extra deal

The v1 impact model stands; v2 adds the factory cost and keeps every assumption visible. The baseline hasn't changed: a volume M&A shop whose scarce inputs are trust at first contact and diligence survival. Ranges stay deliberately conservative for a DR-0, pre-panel entity.

LEVER (MECHANISM)	CONSERVATIVE	EXPECTED	AGGRESSIVE
1. Qualified seller/buyer conversations entity home + \$30/day surround-sound + podcast circuit + the 8.7k warm seed; \$750/conversation, anchored to the \$6.00 CPC on "how to sell an online business"	+40/yr → \$30k	+100/yr → \$75k	+200/yr → \$150k
2. Founder hours returned warm-name outreach converts at multiples of cold (Edelman×LinkedIn 2024–25); fewer dead first calls; \$250/hr for a co-founder running a deal shop	100 hrs → \$25k	200 hrs → \$50k	300 hrs → \$75k
3. Deal-death prevention deals that die quietly when a checker meets the mobster, the SEC-flagged namesake, or zero proof	One saved or gained transaction at the tape's median (~\$1.45M) clears six figures at any standard success rate — still excluded from totals on purpose ; one occurrence funds this program for years		
Year-1 total (levers 1+2 only)	≈ \$55k	≈ \$125k	≈ \$225k
All-in year 1: \$7,500 factory + \$10,950 media + ~\$3k tools ≈ \$21,450	≈ 2.6× return	≈ 5.8× return	≈ 10.5× return
Same output, hand-built: content hire + agency retainer	\$50,000–\$120,000/year in payroll and fees — for less breadth, no schema layer, no AI-answer work, and a cadence that dies with the first busy month. The factory isn't the expensive option; it's the only one that doesn't recur.		

What this model is NOT

Not a forecast, and not a verification of the firm's claims — "16+ deals, \$1–48M" stays labeled self-reported until the program makes it independently checkable (named testimonials, third-party coverage, films). It doesn't replace deal skill. And it still never tries to outrank Goodfellas on the dead man's own spelling — by design.

Why the conservative case got easier since v1

v1 priced these levers against assets that didn't exist yet. Today the entity home is live, the schema is deployed, identity is verified, and 3 of 10 first-page slots are his. The conservative case now requires only ~3 **incremental qualified conversations a month** on plumbing that's already standing. **We're no longer paying to build the stage — only to run the show.**

Method notes unchanged: \$750/conversation and \$250/hr are stated assumptions, not measurements; Ahrefs figures are modeled estimates; receptivity stats from Edelman×LinkedIn B2B Thought Leadership Impact Reports (2024–25); firm deal figures self-reported (primeacquisitionsgroup.com, June 2026). Lever 3 sized from the firm's own tape and excluded from totals.

We hold ourselves to Billy's house rule: if it can't be checked, it doesn't go on the page

Before buying a factory, inspect its output. Everything below is live, public, and produced by the same agent system this proposal installs — most of it visible from any browser right now.

SHIPPED	WHAT THE MACHINE DID	CHECK IT
billybatt.com itself	The entity home you've been reading about: 7 pages, 3 essays, deal tape, Person schema with disambiguation — researched, written, designed, and deployed during DealCon week, then maintained automatically since (WordPress 7.0 auto-update, June 10).	billybatt.com — you own it
This document	Audit v2 — fresh Ahrefs pulls, live SERP checks, page inspections, rescoring on the published rubric, and 16 laid-out pages — produced by the agents in one working session on July 5, 2026.	You're holding it
A 897-episode media audit	For the host of a 16-year enterprise-tech talk show: full inventory of 897 episodes reconciled exactly against 1,042 YouTube uploads, 569 guests scored, business audit and growth plan — shipped the same day it was requested, before his 1pm meeting.	dennisyu.com/cxotalk
650 + 400 guest articles	Two podcast-host clients: 650 schema'd guest articles live for one show, 400 for another — every episode turned into an indexed, cross-linked page. The exact Deal-Tape Agent pattern, at volume.	Wave logs on request
A 198-site brand fleet	The personal-brand sites BlitzMetrics operates — provisioned, published, audited, and QA'd by agents on a weekly loop. billybatt.com is one of them.	Fleet audit trail on request
A 78-person cohort scoreboard	An international founder cohort: 78 members scored on the same rubric as p.3, individual dashboards published, weekly Metrics → Analysis → Action refresh running automatically every Friday.	Live dashboards on request
The skill library, public	The 10 skills these agents run on — taught at DealCon, downloadable, documented. Billy sat in the room where they were handed out.	dennisyu.com/dealcon

The demo that beat this page: on the July 6 call we ran one factory cycle live — a deal off the tape turned into the article, the carousel, the reel scripts, and the ad variant while we talked. **The machine that wrote this PDF, working on his material, in front of him.** No slides. That is what he bought.

The decision is made. Here is what the machine owes him.

- ✓ **The factory: bought.** \$7,500 once — **\$1,500 received, \$6,000 balance.** Install under way: brand brain and eight agents on his side, his team trained, 90 days co-run, Day-90 audit v3 included. Scope on p.13; handoff bar in writing.
- 2 **Film Day #1 on the calendar — still open.** One afternoon: the origin film, 11 deal-tape narrations, sourcing demo #1. Two hours of Billy's camera time buys the factory its first quarter of fuel. This is now the single biggest constraint on throughput.
- 3 **Publish the Dennis & Billy episode — still unreleased.** Recorded June 10, now seven weeks old. It fills chair #2 on / podcast/, becomes verified placement #2, and gives the Podcast Circuit Agent its first week of clips — before a single new pitch goes out. Nothing blocks this but the upload.

Housekeeping — status as of August 1, 2026

DONE: XML sitemap live at billybatt.com/wp-sitemap.xml and correctly declared in robots.txt (re-verified Aug 1). · **OPEN — needs Billy:** Google Search Console property + ownership grant, the last mile of the unindexed-site fix (ten minutes, owner access only) · rotate the WordPress admin password emailed June 10 · IG bio link → billybatt.com · kill or repoint the stray Linktree · vanity-URL the real LinkedIn and retire the duplicate profile so the sameAs graph points one way.

"On June 10 you were a rumor with receipts — and page one belonged to a man who died in 1970. Twenty-five days later the living Billy Batt has a home, a record, a verified name, and three of the ten results that matter — and it cost you nothing. The question was never whether the machine works. You're reading its output. As of July 6 it runs on your side of the table."

August 1 measurement — what the neutral SERP says now

Re-measured on a clean, non-personalised US desktop search (DataForSEO, Aug 1 2026) rather than a logged-in browser check:

1. **One page indexed, six missing.** `site:billybatt.com` returns exactly one result — the homepage. About, Press, Podcast, Authority, Connect and The Build are all in the sitemap, carry no `noindex`, and serve 200 to Googlebot. Google simply has not taken them. Search Console ownership is the unblock, and it is the single highest-value ten minutes left on Billy's side.
2. **Two LinkedIn profiles are splitting the entity.** Both rank page one for "billy batt prime acquisitions group": `/in/billybatt` at #10 (6.9K followers, stale social-marketing bio) and `/in/billy-batt-00916020b` at #1 (2.4K followers, current M&A bio). The sameAs graph on billybatt.com points at the **smaller** of the two. One wins, the other redirects.
3. **Job title disagrees across surfaces.** billybatt.com schema says Co-Founder; LinkedIn and the Prime Acquisitions team page both say Managing Partner. Pick one and make all three match — Google reconciles entities on agreement, not volume.

The honest read on the headline number: the "3 of 10" from July 5 was measured on a live browser check and counted his social profiles. On a neutral search for the bare name "billy batt" today, page one is still entirely the Goodfellas mobster — Wikipedia, mob podcasts, an AI Overview about the 1970 murder — and billybatt.com does not appear at all. Add the firm name and he is #7. Closing the distance between those two searches is exactly what the next 90 days buy.

Week one, in flight

Sitemap live and declared · GSC waiting only on Billy's ownership grant · the Dennis & Billy episode ready to publish, clip, and seat on /podcast/ as verified placement #2 · Brand Brain v1 loaded and answering in his voice · the \$24M PE-syndicate story — the Deal-Tape Agent's first article — queued for Billy's approval. **The machine doesn't wait for Film Day.**



Dennis Yu

BlitzMetrics · Personal Brand Engineering · Local Service

Spotlight

612-707-8045 · dennisyu.com · the living Billy's site:

billybatt.com

Audit v2, prepared with agent-assisted research · July 5, 2026
Builds on Audit v1 (June 10, 2026) · all sources cited inline · self-reported
figures labeled
Scored on the published rubric: blitzmetrics.com/personal-brand-score