

High-Rise Influence — Standalone Plan (Academy, DFY, & Connections)

TL;DR — High-Rise Influence (HRI) is the **training + DFY influence** brand: free courses, a **\$2,500 certification**, an optional **Agency Incubator** with a friendly **Platform Access License (PAL)**, and a qualified **\$6,000 Knowledge Panel Accelerator**. HRI operates as its **own public brand**, runs on Your Content Factory (YCF) rails, and **feeds talent and proof assets** into Local Service Spotlight (LSS) without mixing brands.

1) Brand Scope & Positioning

- **What High-Rise Influence (HRI) is:** A practical alternative to college for young adults + a credibility engine for qualified local-service owners.
 - **What High-Rise Influence (HRI) is not:** An agency or a marketplace. (Those live with partner agencies and Local Service Spotlight.)
 - **Connections (reference only):**
 - **Your Content Factory (YCF)** — the private platform **infrastructure** (SSO/LMS/automation) that powers HRI and LSS; receives a **20% revenue share on tuition** for this infrastructure.
 - **Local Service Spotlight (LSS)** — the public marketplace; certified grads can access Uber-style paid tasks; DFY assets improve member authority.
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2) Offer Ladder (HRI)

1) **Free Courses** — open access; no human support.

Location: highriseinfluence.net/academy (canonical).

2) **Certification — \$2,500** (core) - Cohort + live Office Hours; parent + student tracks; graded assignments. - **Outcome bar:** Core 10 at $\geq 90\%$ QC; 2+ MAAs; SLA $\geq 90\%$; mentor rating ≥ 4.5 ★. - Unlocks LSS task eligibility (guardrails apply).

3) **Agency Incubator (post-cert, optional) - Launch-with-one** (parents/family business first client).

- **PAL (Platform Access License): \$300/mo** starter for micro-agencies (<5 clients).

4) **Knowledge Panel Accelerator — \$6,000 DFY (qualified) - Gate:** LSA category, **\$100k+/mo revenue, 100+ 5-star reviews, willing to film.** - **Deliverables:** Spotlight Site build, podcast interview + podcast setup, optional short expert **booklette**, editorial features (non-reciprocal), entity/schema/citations clustering for **Knowledge Panel**. - **Goal:** Make clients the **obvious local celebrity** in their city.

3) Curriculum & Migration

- **Rebrand/refresh** Content Factory core: One-Minute Video, Dollar-a-Day, Spotlight Articles, Weekly MAA, Topic Wheel, Interviewing, GBP basics, Filming on iPhone, Knowledge Panel foundations, Marketing Mechanic (#4 practical).
 - **AI-first updates:** Descript workflows; transcript → shorts/articles; DARIN-assisted cross-mentions; SPP automation; AI disclosure.
 - **Migration policy:** BlitzMetrics.com remains **editorial**; operational courses move to **highriseinfluence.net/academy** with **301s**. LSS keeps help docs at **localservicespotlight.com/help/**.
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4) Ops & Governance

- **Figurehead/Host:** Jack Wendt (content, interviews, webinars, sales).
 - **Architect/Instructor:** Dennis Yu (curriculum, standards, proofs).
 - **Platform Engineering:** Dylan Haugen (SSO/cohorts/analytics), Sam McLeod (automation/provisioning).
 - **Operations & Project Management:** Muzamil Babar — shared services with LSS; provides **monthly P&L**, finance/admin support, cohort scheduling, and light customer support. Courses are **primarily self-serve**, so no full-time ops headcount is required at this stage.
 - **Marketing Automation & Technical Services (shared):** hosting, course management, SSO, dashboards, and website automation are provided by Your Content Factory as part of the **20% revenue share for infrastructure**.
 - **Revenue share to YCF: 20% of tuition** monthly for platform **infrastructure** (not “infra”). Transparent ledger.
 - **Placement:** Cert grads get priority for LSS tasks and agency interviews (e.g., HVACGrowth, mowmoney).
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5) Pricing & Payments

- **Certification:** \$2,500 (PIF) · \$1,350×2 · \$700×4 (admin fee on extended plan).
 - **PAL (Platform Access License):** \$300/mo starter; scale tiers later.
 - **DFY Knowledge Panel:** \$6,000 project; strict qualification gate.
 - **Revenue share to Your Content Factory (infrastructure): 20% of tuition** from the Academy remitted monthly for platform **infrastructure** (SSO, LMS, marketing automation, hosting, dashboards, Basecamp).
 - **Refunds:** 7-day cooling off; performance-based grace if no assignments started.
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6) 12-Month Projection (Nov 1, 2025 → Oct 31, 2026)

Assumptions: 2 students pre-paid; +5 new students/mo @ \$2,500; +1 new PAL/mo @ \$300; +1 DFY KP/mo @ \$6,000; 20% tuition rev-share to YCF.

- **Tuition:** $(2 + 5 \times 12) = 62 \times \$2,500 = \$155,000$
- **PAL:** $\$300 \times (1 + 2 + \dots + 12) = \$23,400$
- **DFY Knowledge Panel:** $12 \times \$6,000 = \$72,000$
- **Gross HRI revenue (Year 1):** $\approx \$250,400$
- **YCF rev-share:** $20\% \times \$155,000 = \$31,000$

Lean Marketing Costs (illustrative): - **Young-adult video editor** (content processing & channel ops): **\$1,200/mo** - **Always-on boosts** (meta/YouTube/TikTok): **\$600/mo** (\$20/day) - **Tools (incremental over YCF):** **\$200/mo** (hosting for jackwendt.com, podcast host)

Net add after lean marketing (~\$2,000/mo): conservative profitability retained; detailed P&L to be maintained in YCF.

7) GTM Plan

- **Visibility gap (core challenge):** Jack Wendt currently has **low public footprint** despite substantial created content. Priority is to **process and publish** the existing backlog and batch-record new assets (Minnesota session in **11 days**, 4–5 production days).
 - **Events:** DigimarCon (regional) + **DigimarCon World, Nov 2–5, Las Vegas** — record interviews, run live webinar, capture leads via QR.
 - **Webinars:** “Fund your \$2,500 certification with your first client” (bi-weekly).
 - **Podcast:** High-Rise Influence Podcast — educators & local-service leaders; pull shorts/articles.
 - **Proof:** University teaching (e.g., Johns Hopkins), case studies, parent/student testimonials.
 - **Creative:** Parent-first LP, student-first LP, DFY KP one-pager + qualification quiz.
 - **Paid distribution (lean):** **\$20/day** always-on boosts for top clips (geo-targeted by upcoming event cities) to drive webinar opt-ins and DFY consult calls.
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8) Deliverables & Rubric (Certification)

- **Core 10** pass ($\geq 90\%$ QC), **2+ MAAs**, **SLA $\geq 90\%$** , **$\geq 4.5\star$** mentor rating.
 - **Viva:** diagnose constraint (traffic vs conversion), implement one lever, show artifacts.
 - **Ethics:** consent, truthful claims, non-spammy linking.
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9) Domain & URL Policy (HRI-specific)

- Canonical Academy URLs at **highriseinfluence.net/academy**. Optionally own **highriseinfluenceacademy.com** and **301 → /academy**.

- **Personal brand sites:**
 - **JackWendt.com** (to be built) — Spotlight-style profile with entity markup; cross-links to podcast, books, and Knowledge Panel sources.
 - **DennisYu.com & DylanHaugen.com** — similar treatment for credibility and author pages.
 - LSS remains separate at **localservicespotlight.com** (Spotlight Sites in subfolders). Help lives at /help/.
 - BlitzMetrics stays as publication; embed links to HRI/LSS; 301 operational pages when replacements go live.
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10) Checklists

Pre-Launch (by Nov 1): - [] Academy site IA + checkout + split-pay - [] Cohort calendar + Office Hours schedule - [] Certification rubric page + pledge - [] Application → onboarding flow - [] PAL signup flow + terms - [] DFY KP one-pager + qualification quiz - [] 301 plan for legacy course URLs - [] **Jack's Knowledge Panel** (entity, citations, profiles, content cluster) - [] **JackWendt.com** build (entity-first; author pages for books/podcast)

11-Day Content Sprint (Minnesota + Vegas tie-in): - [] Record 7 core videos (parent/student/operator/Descript/MAA/PAL/DFY) - [] **Process Europe travel footage** → 20 shorts + 4 Spotlight articles + 1 montage - [] Cut 10 podcast-style interviews (on-site or remote) with local-service leaders - [] Build webinar deck + registration + email drips (parent & student) - [] Conference one-pager + QR lead card

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11) Risk & Guardrails

- Keep HRI ≠ LSS messaging clear (no job guarantees).
 - Enforce DFY qualification gate; misfits → LSS \$300 tier.
 - QC/SLA thresholds gate access to LSS task pool.
 - Finance lockouts on failed split-pays; published refund terms.
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12) Publishing Roadmap (Books & Podcast)

- **Ultimate Guide to Google Knowledge Panels** — book + **workbook** (co-authors: **Dennis Yu, Dylan Haugen, Jack Wendt**).
- Pipeline: outline → sample chapter → ARC team → Amazon KDP launch; parallel course track in Academy.
- **Shitbaggers Rule the World** — **Jack Wendt**: finalize manuscript & audio; position as contrarian career/ops companion; link to Academy funnels.
- **High-Rise Influence Podcast** — weekly interviews (educators, local-service leaders). Pull shorts/articles into HRI channels; syndicate widely.

- **Authority assets for Jack** (publish prominently on site and socials):
 - Author pages (books + co-authorships) on **JackWendt.com**
 - Speaker one-sheet (talk titles, event photos, media logos)
 - Montage: interviews, stage clips, travel b-roll, client features
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13) Channel Strategy (YouTube)

- **High-Rise Influence (brand channel):** flagship explainers, webinar replays, DFY case studies, cohort promos, parent/student testimonials.
- **Jack Wendt (personal channel):** behind-the-scenes, travel vlogs, interviews, opinion pieces, book updates. Cross-link to HRI.
- **Cadence:** 3–5 shorts/week + 1 long-form/week per channel. Titles/CTAs map to webinar or DFY consult.
- **Playbooks:** end cards to Academy, playlists per curriculum module, community posts for AMA prompts.

Initial Content Backlog (publish over 6–8 weeks): 1) 20 Europe-trip shorts + 1 montage 2) 6 DFY Knowledge Panel explainers (entity, citations, profiles, schema, clustering, KP pitfalls) 3) 8 Parent Track clips (cost vs. college, safety, first client funding) 4) 8 Student Track clips (freedom, micro-agency, portfolio, daily routine) 5) 6 Case Shorts: before/after snippets, review velocity, call spikes 6) 4 Long-form tutorials: Descript workflow, OMV+shorts bundle, Spotlight Article SOP, Weekly MAA walkthrough 7) 4 Lives/Webinar replays with chaptering

14) Media Kit — Jack Wendt (for JackWendt.com & press)

Quick Bio (50/120/300 words) - 50-word: Practical marketing operator and co-founder of High-Rise Influence. Co-author on the *Ultimate Guide to Google Knowledge Panels*. Trains young adults to ship real results and helps local-service owners become the obvious choice in their city. - 120-word: Jack Wendt is the figurehead of High-Rise Influence, a training and credibility platform that turns young adults into certified marketing operators and makes proven local-service owners locally famous. He co-authored the *Ultimate Guide to Google Knowledge Panels* with Dennis Yu and Dylan Haugen and hosts the High-Rise Influence Podcast. Jack's work focuses on authentic, proof-driven marketing: weekly MAAs, on-site video with iPhone-level gear, and AI-assisted repurposing. High-Rise Influence runs on Your Content Factory infrastructure and partners with Local Service Spotlight and vertical agencies to place certified operators into paid work. - 300-word: (expandable in site CMS; include university teaching, DigimarCon stages, selected client results.)

Speaking Topics - From Zero Footprint to Local Celebrity in 90 Days - How Parents Can Fund a \$2,500 Certification With the First Client - The Knowledge Panel Playbook (Entity → Citations → Schema → Clusters) - Shipping Content That Sells: OMV + 5 Shorts + Spotlight Article - Building Micro-Agencies for Real Work (No PBNs, No Hype)

Assets - Approved headshots (portrait, landscape), transparent logo, slide templates - One-sheet PDF (bio, topics, past stages, booking link) - Media logos (universities/events), social links, press quotes - Booking: booking@highriseinfluence.net

Schema - Add **Person**, **Organization**, **PodcastSeries**, **Book** schema to JackWendt.com; author pages for each book/podcast episode.

15) Authoritative Signals to Feature (Initial List)

Publish these on JackWendt.com, link them in bios, and repurpose clips/quotes across channels. (This is a living list; expand as assets go live.) - **Personal site:** jackwendt.com (about, services, contact, media kit) - **Interviews & features:** - DennisYu.com: "How to Build High-Value Strategic Relationships at Any Age" - BlitzMetrics.com: "The Anti-Influencer Blueprint" + other Jack-authored/featured posts - Dylan-Haugen.com: "A Day with Dennis Yu, Jack Wendt, and Henry Holm" - SlideShare: "From Brand Manager to Brand Multiplier.." deck(s) - YouTube: sessions with Dennis Yu (relationships, SEO/trust) - **Talks & decks:** Jack's SlideShare + co-presentations (e.g., "SEO Warfare - Part 2") - **Events:** DigimarCon regional + World (Las Vegas)

Next 20 Videos to Make (high-leverage SEO + conversion) 1) Jack's origin story (2-3 min) — why HRI exists 2) Parent explainer — "Why certification beats a semester" 3) Student pitch — "Get your first paying client (your parents)" 4) Descript demo — transcript → shorts → article in 10 minutes 5) OMV + 5 Shorts — show a real example end-to-end 6) Spotlight Article SOP — write/publish in under an hour 7) Weekly MAA — what it is and how we grade 8) DFY KP overview — scope, timeline, qualification gate 9) KP pillars — entity, citations, profiles, schema, clustering (5 micro-clips) 10) Case proof — before/after review velocity and call logs 11) City Captain & safety — how we operate on location 12) Micro-agency setup — PAL walkthrough and pricing 13) Agency partner highlight — HVACGrowth/mowmoney interviews 14) University credibility — JHU story + other campuses 15) "What we don't do" — no PBNs, no reciprocal link schemes 16) Ratings & SLAs — why quality matters (and how it boosts pay) 17) Book teasers — KP Guide + Shitbaggers excerpts 18) Travel montage — "We go where the work is" (Europe clips) 19) AMA live — parents & students 20) FAQ rapid-fire — financing, outcomes, time commitment

Ad Set Starters (\$20/day test) - Parent pain → webinar opt-in - Student freedom → certification checkout - DFY KP credibility → consult booking

16) 90-Day Publishing Calendar (Nov-Jan)

Cadence - **Shorts:** 3-5/wk per channel (HRI & Jack) - **Long-form:** 1/wk per channel - **Lives/Webinars:** 2/mo (bi-weekly) - **DFY KP pieces:** 1 case or explainer/wk

Month 1 (Nov) — Launch & Authority - Week 1: Origin + Parent explainer + DFY KP overview; publish JackWendt.com media kit - Week 2: OMV+5 Shorts demo + Student pitch + Europe montage #1 - Week 3: Spotlight Article SOP + Case proof #1 + KP pillar: Entity - Week 4: Weekly MAA tutorial + Case proof #2 + KP pillar: Citations

Month 2 (Dec) — Proof & Placement - Week 1: Webinar replay + Case proof #3 + KP pillar: Profiles - Week 2: Parent Q&A clips + Student day-in-the-life + KP pillar: Schema - Week 3: DFY KP case walkthrough + Europe montage #2 - Week 4: Micro-agency PAL walkthrough + KP pillar: Clustering

Month 3 (Jan) — Scale & Community - Week 1: Agency partner highlights (HVACGrowth, mowmoney) - Week 2: University credibility (JHU) + book teaser #1 - Week 3: AMA live (parents & students) + FAQ rapid-fire - Week 4: Book teaser #2 + Webinar replay + next-cohort CTA

Retargeting - 30-day video viewers → webinar; webinar attendees → checkout; DFY quiz finishers → consult

KPIs & Dashboards - Views → watch-time → clicks; webinar regs; checkout starts/completions; cohort fills; DFY consults; CAC and ROAS.
