



Avery Young

Personal Authority Audit - Quick Audit Edition

Affiliate Conversion Manager, Affiliates & Acquisitions - HighLevel
HighLevel practitioner since 2019 - insider since 2026

Prepared by Dennis Yu - BlitzMetrics - July 2, 2026
Built the same afternoon as the strategy call, from the full call transcript.

*"Okay, fine, you've been at HighLevel for 3 months - but since 2019 there's a lot you've done in the digital space. What if we collected all of that about Avery Young?"
- Dennis, on the July 2 call*

Executive Summary

Avery Young sits in one of the highest-leverage seats at HighLevel: he finds the creators, opens the conversations, and his personal credibility decides how many high-powered affiliates say yes. The July 2 call revealed something better than a resume - a seven-year practitioner who ran his own agency on HighLevel, who is already having AI interview him to map who he is, and who offered to be the program's guinea pig before we finished asking. Almost none of this is visible on the public web yet. That is not a weakness; it is stored energy. Every finding below is an opportunity capturable in weeks, with Avery as the living, documented example of the Authority Engine itself - and team lead Travis joining Monday to put structure behind it.

Who Avery Actually Is - From the Conversation

Operator first, insider second. "Since 2019 I was a HighLevel user with my agency, doing fulfillment through HighLevel, doing all the automation." He hit his three-month mark at the company on July 1 - but as he put it, "I've been watching and cheering from the sidelines since 2019." User-turned-insider is the single most credible story an affiliate manager can tell, and his is real.

He's already running stage 1 on himself. Unprompted, Avery described having AI interview him - "all these different questions, so I could build out a profile of my own... I'm training a model and a few agents to fully understand me." That is the Inventory stage of the Authority Engine, done on instinct. He doesn't need convincing; he needs the structure (Obsidian knowledge base, skill files, recursive agent loops) we walked through on the call.

He volunteered before we asked. When the guinea-pig idea came up: "I was gonna offer that as well." Programs launch fastest when the pilot subject is pulling, not pushed.

Self-aware and likable on camera. "I reach out to people, get their numbers, and send them to the guys in the suits. I wear sweatshirts, they wear suits." That line is a content asset. He asks sharp questions (Obsidian setup, agent workflows, Cowork vs. chat), credits others easily, and knows what he doesn't know - "three months in, I'm still fresh meat" - which is exactly the voice that recruits fellow operators.

He escalates properly. He flagged team lead Travis (back Monday) for deal mechanics - "somebody with a little more authority and more experience" - and immediately started thinking about who else to bring in. That instinct protects the partnership and speeds it up.

The Snapshot

PERSONAL BRAND SCORE - TODAY vs. HEADROOM



A low grade means headroom, not failure - the Dunk Camp 2026 room of 76 athletes averaged 15/100, and those are people with millions of combined followers.

Area	Today	The Opportunity
Search presence	D	"I googled Avery Young, and there's all these other people that are not you" - said with love on the call, and he agreed. Searching his name + HighLevel returns company pages, not Avery. With a personal hub, Person schema, and 3-5 role-relevant pieces, he owns that results page in 30-60 days.
Name uniqueness	C	100+ "Avery Young" profiles on LinkedIn - but Young-Nulf is nearly unique on the entire web. Decide the canonical public name once (recommend "Avery Young-Nulf"), then use it everywhere. A rarer asset than any follower count.
Personal web home	D	No personal site found - so we built the first one as a demonstration: dennisyu.com/avery, live the same afternoon as the call. Port it to his own domain or a HighLevel page and every future asset compounds instead of scatters.
Content footprint	D	No podcasts, videos, or bylines surfaced under his name and role - yet he runs partner calls with interesting operators every week. Each one is latent content: one recap per week is 50+ authority assets a year. This document chain is episode #1.
Social proof	C	Seven years of agency fulfillment work plus daily affiliate wins - almost all of it sitting in private inboxes and client relationships. Ten public testimonials would out-credential most of the affiliate-management industry.
Conversion plumbing	B	Booking page live (speakwith.us/avery-young), same-week scheduling, decisions on the call. The bottom of his funnel already works - which is why fixing visibility pays off immediately.
AI readiness	B	Already interviewing himself with AI and building agents - ahead of 95% of the people he recruits. Next step is structure: Obsidian as the knowledge base, skill files, recursive loops. He asked for exactly this on the call.

His Assets, Assembled: The Conversion Amplifier

This is why the audit matters commercially. Avery's scattered proof, collected and scored, feeds every conversion surface he and his affiliates already run:



Nobody sells harder. The proof was always theirs - assembled, it converts.

"We supercharge their conversion... because we've gathered the authority of all the good things people say about them." - from the July 2 call

Metrics >> Analysis >> Action (#MAA)

Metrics

Branded search: no owned result. Owned domains: 0. Bylined content: 0 found. Public testimonials: 0 found. Booking infrastructure: live. AI self-inventory: started (interviews underway). Internal authority - deal flow, partner access, seven years of platform fluency: high but unindexed.

Analysis

The web can't rank, cite, or recommend what it can't see - and neither can AI assistants, which increasingly answer "who should I talk to about the HighLevel affiliate program?" The gap between Avery's actual credibility and his visible credibility is the single largest conversion lever available to him, because affiliates evaluate the person before the program.

Action - The 30 / 60 / 90

Window	Moves
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Days 1-30	Kick off with Travis (back Monday) using the companion program deck. Lock the canonical name. Port dennisyu.com/avery to an owned hub, leading with the since-2019 story. Formalize the AI self-interviews he already started: stand up Obsidian, install the agent skill pack, let the agents organize what they learn. LinkedIn headline rewritten for affiliates, Person schema + sameAs links. First 5 testimonials collected.
Days 31-60	One partner-call recap published per week (this collaboration is episode #1). Two guest spots on partner podcasts - his network is full of hosts who'd say yes. Authority Score page live with Avery's before/after as the demo.
Days 61-90	Present measurable results (search screenshots, recruiting conversion) to Affiliates & Acquisitions leadership. Package the playbook as standard affiliate onboarding. Recruit the first cohort of 10 through it.

Why This Wins for Avery

Affiliate programs grow when affiliates trust the human behind them. When Avery is findable, credentialed, and visibly practicing what the program preaches, cold outreach converts warmer, bigger creators say yes faster, and he becomes the internal case study that justifies expanding the program. His win is HighLevel's win: more high-powered affiliates, more signups, more entrepreneurs growing on the platform - with Avery's own documented rise as the proof.

Methodology & Notes

Compiled July 2, 2026 from the full transcript of the Dennis Yu x Avery Young call that afternoon (29:49, 139 exchanges, quoted directly above), correspondence, and public-web research - using the BlitzMetrics Quick Audit framework (#MAA across the six-stage Social Amplification Engine) and the 100-point Personal Brand Score from Dunk Camp 2026 and the Sigrun case study. Scores are directional estimates from publicly visible signals - which is the point: the public web is how every prospective affiliate, partner, and AI assistant currently sees Avery.