

The Authority Engine

A HighLevel x Dennis Yu Program for Entrepreneurs

Proposed home: gohighlevel.com/authority - a free AI Authority Score for every entrepreneur
For Avery Young, Travis, and the HighLevel Affiliates & Acquisitions team

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

"They focus so much on the tech... they don't focus on assembling the proof that you're actually good at the thing you say you do - and then letting it flow through the tech stack." - from the July 2 call

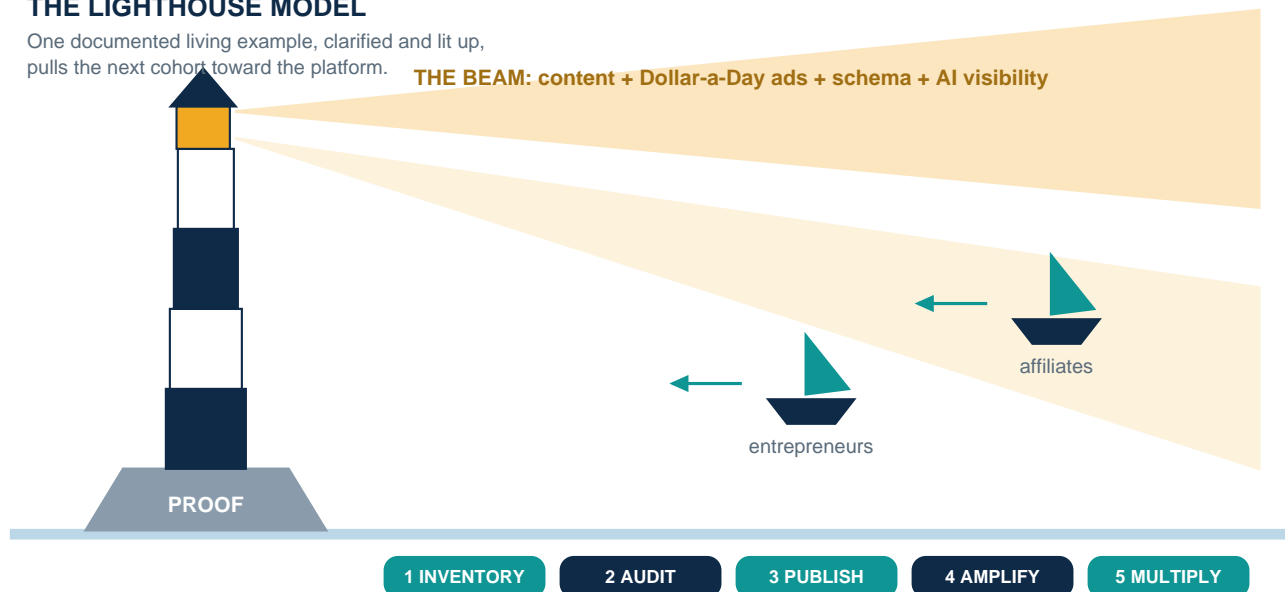
The Big Idea

Every marketing platform sells the same promise: build funnels, run ads, make money. That's why every affiliate sounds identical. The Authority Engine sells one level above the tool - no pun intended: **clarify what an entrepreneur is credibly great at, assemble the proof, and let it flow through the stack.** HighLevel grew the way eXp grew in real estate - through major affiliates who all know each other. This gives those affiliates, and every entrepreneur behind them, something no platform offers: not a harder pitch, but assembled credibility that converts.

The mechanic in one sentence: collect everything that makes a person credible - testimonials, client results, experience, press, network - score it, then feed it into their landing pages, email funnels, and ads, where it measurably lifts conversion. Nike doesn't sell shoes by describing rubber; it shows LeBron. Entrepreneurs have their own LeBron moments - nobody has ever collected them.

THE LIGHTHOUSE MODEL

One documented living example, clarified and lit up, pulls the next cohort toward the platform.



Sigrun (an ~8-figure coach; her inventory surfaced 1,200+ forgotten assets) was the lighthouse for 70+ female entrepreneurs. Dunk Camp's audits lit up 76 athletes. The Denver M&A mastermind (\$45K/seat) runs the same play for acquisition entrepreneurs - including operators past \$100M who use exactly this process, on recorded calls. Avery is the lighthouse for the HighLevel affiliate community.

The Scoring Page: A Conversion Amplifier, Not a Lead Magnet

The front door is a free **AI Authority Score** at gohighlevel.com/authority. An entrepreneur answers a short AI-driven inventory; agents collect and score what they're sitting on; the results page shows exactly which proof they own and what assembling it would do to their conversion rates. It's "super valuable, costs us almost nothing" - and the moment someone sees their collected authority, the next step is obvious: you need funnels and ads built on this. That's HighLevel signup, cookied the standard affiliate way.



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

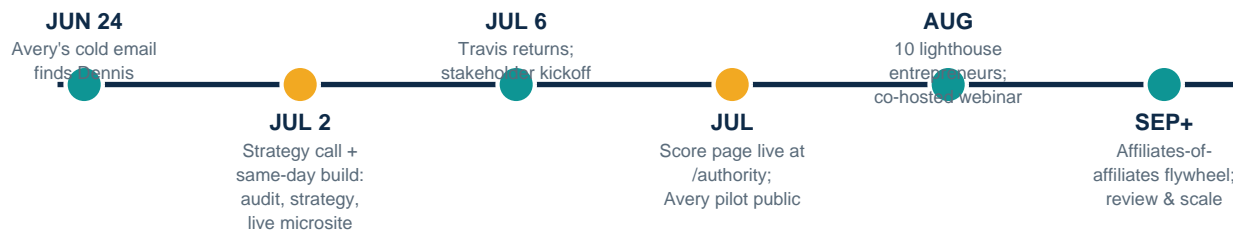
The Five-Stage Engine

| Stage | Moves |
|--------------------|---|
| 1 Inventory | AI agents gather everything: testimonials, results, credentials, content, press, connections. Hours, not months. Participants install the agent skill pack on Claude, ChatGPT, or Gemini - agents equipped with who they are. |
| 2 Audit | Score it on the 100-point Personal Brand Score; grade the six-stage Social Amplification Engine. Every gap framed as an opportunity with a next action - the same Quick Audit run live for Sigrun, Dunk Camp, and DealCon. |
| 3 Publish | Deploy the authority hub on HighLevel from a pre-built Authority Engine snapshot: site, funnel, calendar, CRM, automations. dennisyu.com/avery, built hours after the first call, is the live sample. |
| 4 Amplify | Dollar-a-Day promotion of the strongest proof; guest circuit; schema and AI visibility. Dennis commits real traffic spend - a few thousand in tests, scaling toward six figures once the score-audit-signup funnel holds. |
| 5 Multiply | Interview the winners about their growth (including how HighLevel powered it). Their documented before/after recruits their audiences - affiliates of affiliates, which is where the real leverage lives. |

Under the hood, each participant's inventory lives in an Obsidian-style knowledge base - entities, projects, relationships - that the agents read and write recursively. The score, the audit, and the published hub all draw from one source of truth. This structure, not the chat window, is what makes the agents compound.

The Partnership Timeline

THE PARTNERSHIP TIMELINE - COLD EMAIL TO FLYWHEEL IN 90 DAYS



This document chain is itself the proof of speed: the audit, this strategy, the live microsite, and the email carrying them were all built the same afternoon as the first call - demonstrated live on Zoom while Avery watched.

Why This Wins for HighLevel

Affiliate math. The program's output is exactly what Affiliates & Acquisitions is paid to produce: credible people driving signups, at 40% recurring. It doesn't just recruit affiliates - it manufactures the kind whose own growth recruits more. **Retention math.** An entrepreneur whose entire authority hub lives on HighLevel doesn't churn; the platform becomes the container of their credibility. **Positioning.** "We clarify who you are, then multiply it" is a category of one - no marketing-automation platform assembles proof. **Timing.** In six months every AI tool will do some version of this; the advantage belongs to whoever ships it first, openly, with named examples.

Avery as the Living Example

Programs sell when the person running them is proof. Avery volunteered on the call - and it turns out he'd already started, having AI interview him to build his own profile. He's ideal twice over: a HighLevel user since 2019 who ran agency fulfillment on the platform, now inside the company three months - the exact before/after arc the program produces, documented in public from day one. His search results become the demo; his recruiting conversations open with "here's what it did for me."

Roles & Next Steps

Avery / HighLevel: internal champion and pilot; brief Travis Monday with this deck; Travis owns deal structure and pulls in stakeholders; platform, snapshot template, landing page, affiliate infrastructure.

Dennis / BlitzMetrics: methodology, audits at our cost, public teaching, paid amplification, community distribution - open-sourced and taught transparently, because that's how trust and inbound compound. **AI agents (Claude + the skill pack):** inventory, scoring, synthesis, and content production at scale, reading from the shared knowledge base. Success metrics: audits completed, hubs launched, page-sourced affiliate signups, activation of program-recruited affiliates, and the flywheel metric - share of new affiliates recruited by program alumni.

Prepared July 2, 2026 from the full transcript of that afternoon's Dennis Yu x Avery Young call (29:49), published BlitzMetrics case studies (Sigrun, Dunk Camp, McDeezy, DealCon), and HighLevel's published affiliate terms (40% recurring). Quotes are verbatim from the call. Next step on record: Avery reviews with team lead Travis, returning Monday, and brings in stakeholders as needed.