



AUTHORITY AUDIT

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Men's Transformation Coach

RANKED #1 of 48

Recognized — now make it official

You are already a recognized voice. The job now is consolidation — make your authority machine-readable so search engines and AI engines name you the way your audience already does.

80

Authority Score
/ 100

#1 / 48

Room Rank
of 48 attendees

100

Social Footprint
/ 100

75

Press / Entity
/ 100

IDENTITY STATEMENT

Men's Transformation Coach - specifically focused on men breaking generational patterns, healing from childhood trauma, and becoming present fathers and husbands. Not life coaching in a general sense, not executive/business coaching. The work sits at the intersection of men's mental health, generational trauma, marriage, and fatherhood.

THE THESIS

What the data says about you

You have done the hard part — you built real proof and an audience. What is missing is the machine-readable layer that turns recognition into a Knowledge Panel and AI citations. Small, mechanical fixes now compound for years.

DENNIS'S READ

You are already a recognized voice. The job now is consolidation — make your authority machine-readable so search engines and AI engines name you the way your audience already does.

Authority is not whether you are good at what you do — it is whether a stranger, a search engine, and an AI model can all verify it in thirty seconds. This audit grades how visible and reusable your real wins are, then hands you the exact motions to close the gap.

THE MOTIONS THIS AUDIT UNLOCKS

1 Entity home

A name-domain page Google and AI treat as your canonical source.

2 Knowledge Panel

The boxed result on the right of a Google search for your name.

3 AI citability

Being named when someone asks ChatGPT or Perplexity about your field.

4 Dollar-a-day

Cheap, compounding boosts on your single best proof asset per channel.

KNOWLEDGE GRAPH

Your entity, as machines see it

WHAT THE GRAPH HOLDS

Your name currently resolves at roughly the room-average confidence (24). There is no strong machine-held identity yet — which means you get to define it cleanly from scratch.



KG CONFIDENCE

Room average confidence: 24

Your confidence: 24

SIGNAL SOURCES THAT FEED YOUR ENTITY

Signal	Status
Name-domain home	Strong
Consistent name string	Strong
Third-party corroboration	Strong
Structured data (schema)	Present
sameAs link graph	Present

WHAT YOU ALREADY OWN

Strengths the data confirms

These are the verified assets you have already earned. Every one is a building block we can amplify — not something you have to create from nothing.

Active, multi-channel social presence

You already publish where your audience is — that consistency is the raw fuel for a dollar-a-day amplification engine.

You own web real estate

A site under your control is the single most valuable authority asset. Most of the room does not have this.

Started

Started: May 25, 2021

An established content engine

Episode count: ~178-184 episodes (Apple Podcasts: 178; Listen Notes: 184 as of late 2025)

An established content engine

Cadence: Twice weekly - interview episode (Tuesday) + lesson spotlight (Friday)

Third-party validation exists

You appear in places you don't control — press, podcasts, awards, or named work. That outside corroboration is gold for entity-building.

THE GRADE SHEET

Your score, and the fastest fixes



PRIORITY GAPS — RANKED BY LEVERAGE

Gap	Fastest fix	Skill
Not AI-citable	Publish one definitive article in your topic	#9
No amplification	Boost your best proof asset at ~\$1/day	#7

THE ROOM

How you stack up vs. 48 attendees

Authority is relative. Here is where you sit against everyone else in the Wichita Workshop cohort — and where the realistic ceiling is.



WHAT THE NUMBERS MEAN

You are in the top tier of the room. The competitive frame flips: you are no longer trying to catch up, you are defending and extending a lead. Lock in the Knowledge Panel before peers do.

WEB FOOTPRINT

The properties that point to you

Property	Type	Role
LivingFearlessTodayPodcast.com	Podcast	Content hub
MensMentalHealth.fm	Website	Owned / candidate home

DESIGN DECISION — YOUR ENTITY HOME

You already own a strong home. Make it the canonical hub: point every social profile back to it, add Person schema, and ensure your name is in the title tag and an H1.

SEARCH & AI VISIBILITY

What a stranger finds in 30 seconds

THE DILIGENCE MOMENT

A prospect, reporter, or partner Googles your name. An AI model is asked 'who is Mike Forrester?' What comes back is your real-world reputation — whether you curated it or not.

GOOGLE SERP

Your owned site likely ranks for your name — good. Audit that the top 3 results are all assets you control, and that your title/role appears in the snippet.

AI ANSWER ENGINES

With real corroboration online, AI models can probably describe you — but verify they cite the right role and link your owned home, not a stale profile.

BRAND-SERP NOTE

Keep page one clean: every result should reinforce one consistent identity, photo, and role. Reclaim or redirect any outdated or off-brand listings.

SOCIAL & IDENTITY

Per-channel scorecard + moves

LinkedInlinkedin.com/in/hicoachmike

MOVE: Rewrite headline to role + outcome, not job title. Post 2-3x/week from your proof bank.

Instagraminstagram.com/hicoachmike

MOVE: Set the handle to match everywhere; pin a 3-tile intro. Repurpose long content into reels.

Facebookfacebook.com/hicoachmike

MOVE: Convert to a Page if personal; use it for dollar-a-day boosting of your best proof post.

YouTubeyoutube.com/@hicoachmike

MOVE: Make this your repurposing hub — chop long talks into shorts and link your home in every description.

PodcastLivingFearlessTodayPodcast.com

MOVE: This is a content engine — transcribe episodes into articles and clips for every other channel.

WebsiteMensMentalHealth.fm

MOVE: Make this the canonical hub every other profile links back to.

CONTENT TO REPURPOSE

Assets you already have → weeks of posts

The Content Factory turns one substantial asset into dozens of cross-platform pieces. Here is what we'd feed it from your existing work.

Your podcast back-catalog

Each episode → 1 article + 5 short clips + 10 quote cards + a newsletter. Months of content already recorded.

Your YouTube videos

Chop into vertical shorts, pull transcripts into LinkedIn posts, and bank b-roll for future reels.

Your credentials & wins

Turn proof points like 'Started: May 25, 2021' into a definitive about-page and a launch thread.

Your workshop takeaways

Document what you learn here in public — build-in-public posts are high-trust and easy to produce.

THE KNOWLEDGE PANEL PATH

Seven mechanical steps to the box

1

Claim a name-domain entity home

One URL you control, titled with your name + role.

2

Add Person schema + JSON-LD

Machine-readable identity: name, jobTitle, worksFor, image, sameAs.

3

Wire the sameAs graph

Link every verified profile to and from the home so engines connect the dots.

4

Earn 3+ corroborating sources

Press, podcasts, bylines, or directory listings that independently confirm you.

5

Publish a definitive article

The citable reference page on your core topic — the thing AI quotes.

6

Seek a Wikidata / authoritative entry

An open entity record gives Google a high-trust anchor.

7

Request the panel & monitor

Once signals align, claim the panel via Google and keep facts current.

THE 90-DAY ROADMAP

Local Service Spotlight method

Days 1-15 · FOUND

Lock your GCT, claim your handle + entity home.

Skills: #1 · #4

Days 16-45 · PROVE

Harvest mentions, fix gaps, add schema + sameAs.

Skills: #2 · #3 · #5

Days 46-70 · PUBLISH

Definitive article + AI-visibility pass.

Skills: #6 · #9

Days 71-90 · AMPLIFY

Content factory + dollar-a-day + QA loop.

Skills: #7 · #8 · #10

BASELINE → 90-DAY TARGET

Metric	Today	90-day target
Authority Score	80	95
Web presence	68	83
Press / entity	75	90
KP readiness	75	90

DOLLAR-A-DAY

Where to spend your first \$3/day

You don't buy reach — you boost proof. Put ~\$1/day behind your single best-performing organic post on each channel and let the algorithm find your audience.

LinkedIn · \$1/day

Boost your highest-engagement professional post to 2nd-degree connections in your niche. Best for B2B authority.

Meta (FB/IG) · \$1/day

Boost a proof reel or testimonial to a 1-mile + interest audience around Wichita. Best for local trust.

YouTube · \$1/day

Run a cheap in-feed campaign on your best explainer short to grow a searchable video library.

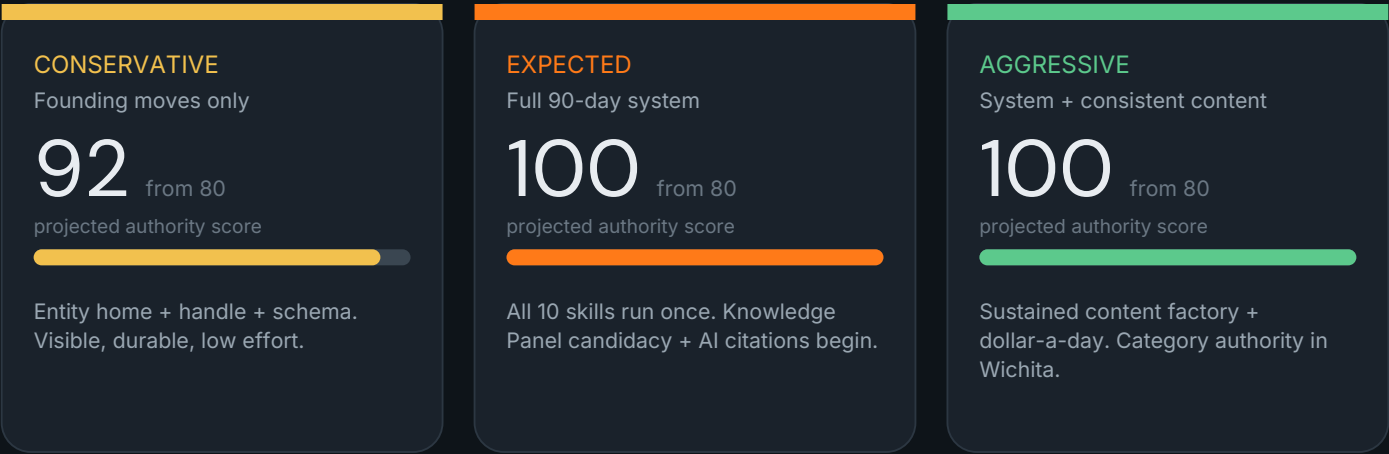
GCT PER CHANNEL

Goal = one clear outcome per channel. Content = your existing proof. Targeting = the narrowest audience that still contains buyers. Refine weekly.

QUANTIFIED IMPACT

Three scenarios over 12 months

Illustrative, not guaranteed — modeled from the motions in this audit. Your inputs (effort, niche, starting point) move the numbers.



Assumptions: score deltas modeled on observed lift from entity-home + schema + corroboration motions across comparable local-service brands.

START THIS WEEK

Six quick wins + questions for you

1 Reserve yourname.com (or .co) today — even a one-page site beats none.

2 Pick ONE handle and apply it to every profile this week.

3 Update your LinkedIn headline to role + outcome, not job title.

4 List every existing mention, award, and byline in one doc.

5 Draft the outline of your one definitive article.

6 Tell us your goal for the workshop so we tune your skill pack.

QUESTIONS FOR YOU — TO SHARPEN YOUR GCT

? No formal coaching certification visible: Does he hold any ICF credential, certified coach designation, or other formal coaching certification? If not, does he want to pursue one for authority-building?

? Coaching program structure and pricing: What are the actual offers - 1:1 only? What group program exists? What's the price point? Duration? Deliverables?

? Instagram and Facebook follower counts: What are his current IG and FB page follower numbers? Is he actively posting to IG? What's his typical content format there (reels, stories, static)?

? YouTube subscriber count and posting strategy: How many subscribers does his YouTube channel have? Is he reposting podcast clips or creating original video content?

"The meta-play: do the work, make it visible, then make it repeatable." — Dennis Yu