MARKETING HELIX · MODEL HISTORY

The Complete Archive

Every big idea in one document

> This document is part of the Marketing Helix development history. It is preserved as an exploration or earlier version, not as the current canonical model. The current model is at marketinghelix.com/principles/.

187 drawings. Each is dated and marked Current, Superseded, Archived or Exploration.
The Marketing Helix was developed by Mike Millett. marketinghelix.com/model-history/
Compiled October 10, 2026.

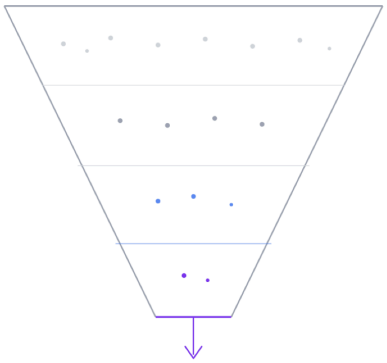
The Funnel

The marketing funnel was always in the model, first as the thing to argue with. Until October 10, 2026 it was drawn upright, with customers falling through it, and described as legacy.

On that day the position changed. The funnel is kept: it shows where the customer is in the company's process. It was turned on its side so that time runs left to right and the customer can be seen moving through it. The upright funnel stays as the first picture in the sequence, as the drawing being turned.

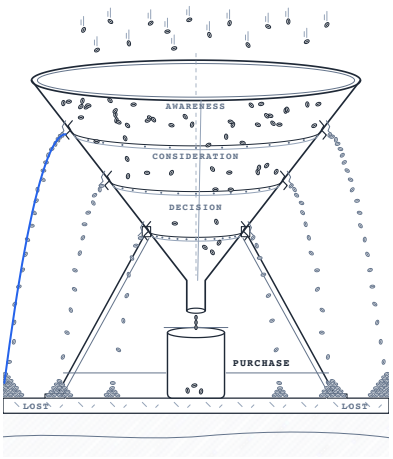
What became of it: three stages, awareness, consideration and conversion, with the purchase as the ring at the end. A version with four stages lasted one hour.

15 DRAWINGS FOLLOW



ARCHIVED **07. The old marketing funnel**

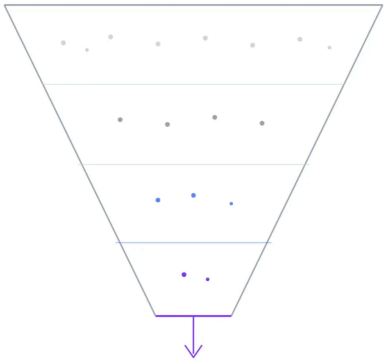
From the original diagram set



SUPERSEDED **The Traditional Funnel**

Taken off /helix-vs-funnel/ on October 10, 2026

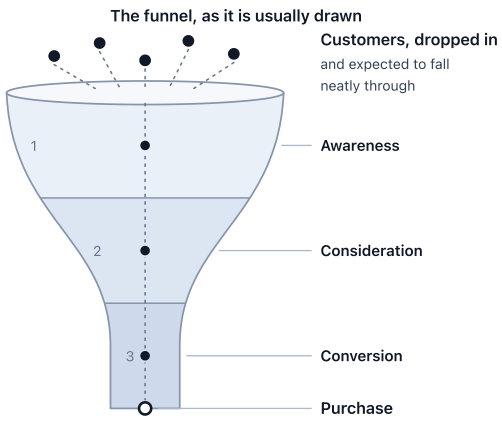
The funnel assumes customers enter at the top and fall through stages: awareness, consideration, decision, purchase. Each stage filters out more. The model is linear, sequential, and controlled by the marketer. Most customers never reach the bottom.



SUPERSEDED **The funnel.**

Taken off mikemillett.com/ideas/marketing-helix/ on October 10, 2026

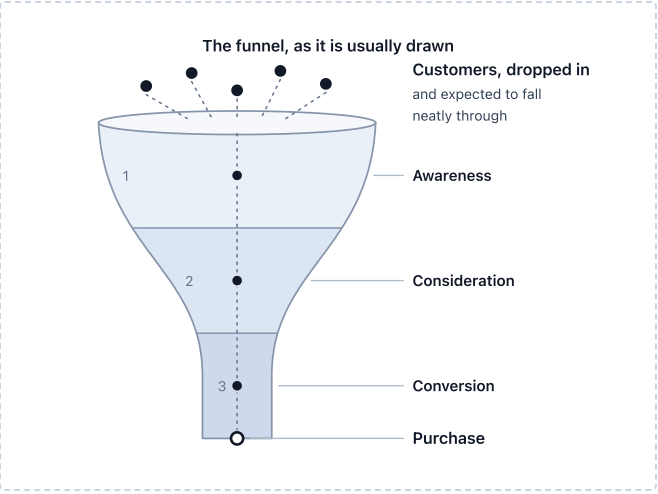
Alt text: The old marketing funnel: a narrowing cone the company designs



SUPERSEDED **The funnel, as it is usually drawn, version 1 of 3**

October 10, 2026, 2:22 PM

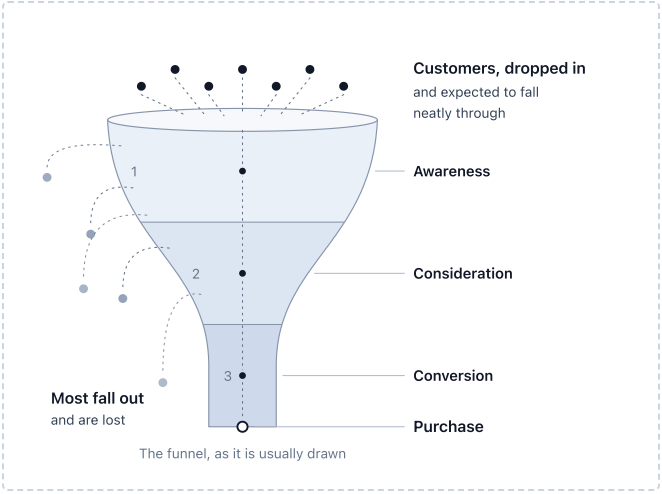
The funnel, as it is usually drawn; 1; Awareness; 2; Consideration; 3; Conversion; Purchase; Customers, dropped in; and expected to fall; neatly through



SUPERSEDED **The funnel, as it is usually drawn, version 2 of 3**

October 10, 2026, 2:26 PM

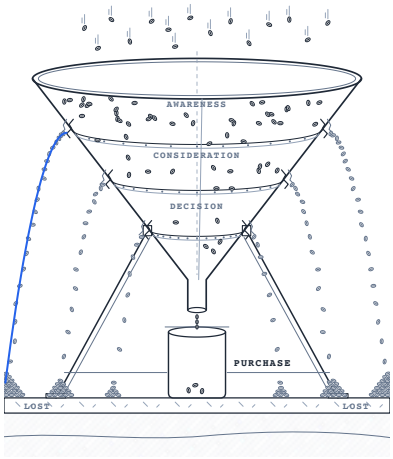
The funnel, as it is usually drawn; 1; Awareness; 2; Consideration; 3; Conversion; Purchase; Customers, dropped in; and expected to fall; neatly through



CURRENT **The funnel, as it is usually drawn, version 3 of 3**

October 11, 2026, 1:47 AM

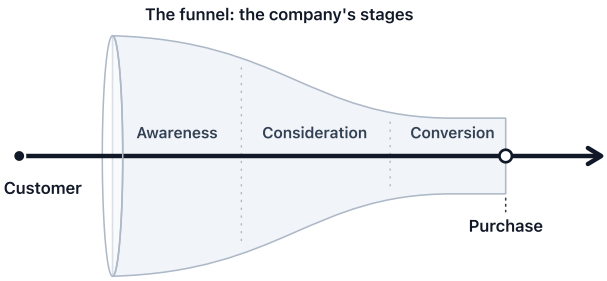
1; 2; 3; Awareness; Consideration; Conversion; Purchase; Customers, dropped in; and expected to fall; neatly through; Most fall out; and are lost; The funnel, as it is usually drawn



SUPERSEDED **The marketing funnel, version 1 of 9**

October 1, 2026, 9:46 AM

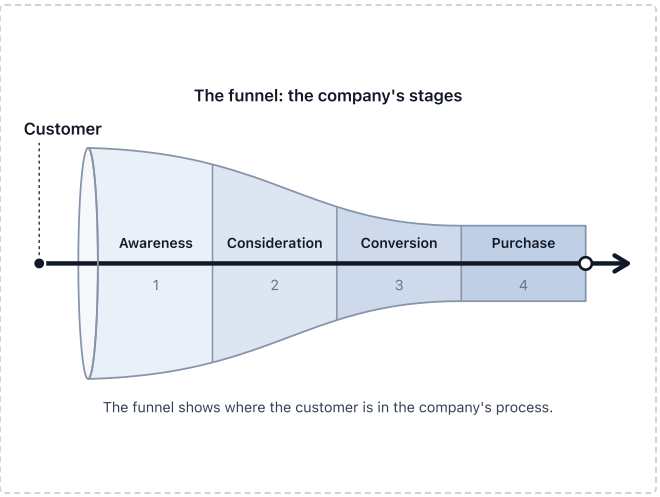
AWARENESS; CONSIDERATION; DECISION; PURCHASE; LOST; LOST



SUPERSEDED **The marketing funnel, version 2 of 9**

October 10, 2026, 12:34 PM

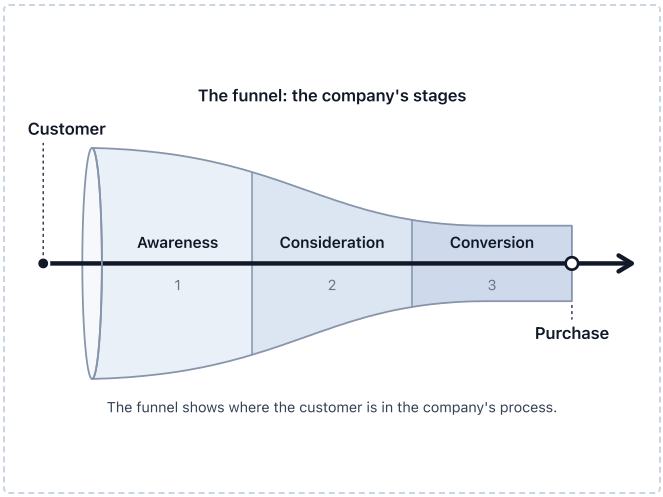
Awareness; Consideration; Conversion; Purchase; Customer; The funnel: the company's stages



SUPERSEDED **The marketing funnel, version 3 of 9**

October 10, 2026, 2:12 PM

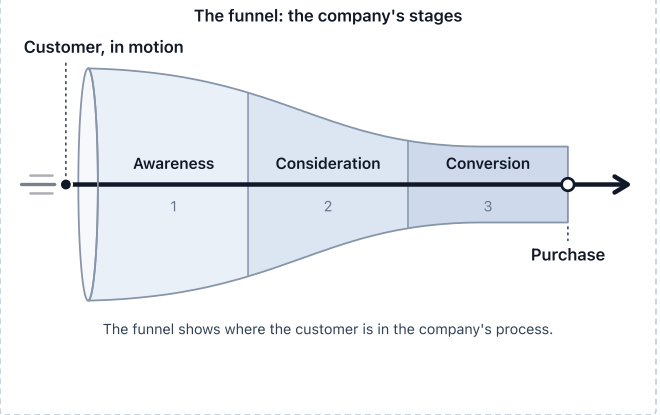
The funnel: the company's stages; Awareness; 1; Consideration; 2; Conversion; 3; Purchase; 4; Customer; The funnel shows where the customer is in the company's process.



SUPERSEDED **The marketing funnel, version 4 of 9**

October 10, 2026, 2:15 PM

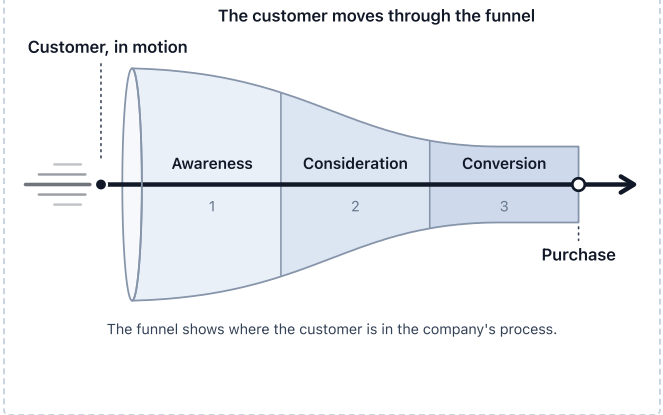
The funnel: the company's stages; Awareness; 1; Consideration; 2; Conversion; 3; Purchase; Customer; The funnel shows where the customer is in the company's process.



SUPERSEDED **The marketing funnel, version 5 of 9**

October 10, 2026, 2:26 PM

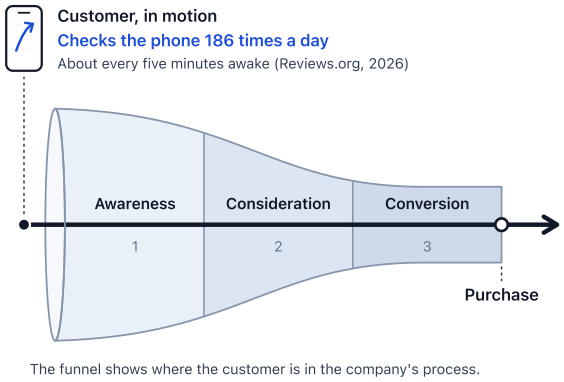
The funnel: the company's stages; Awareness; 1; Consideration; 2; Conversion; 3; Purchase; Customer, in motion; The funnel shows where the customer is in the company's process.



SUPERSEDED **The marketing funnel, version 6 of 9**

October 10, 2026, 2:28 PM

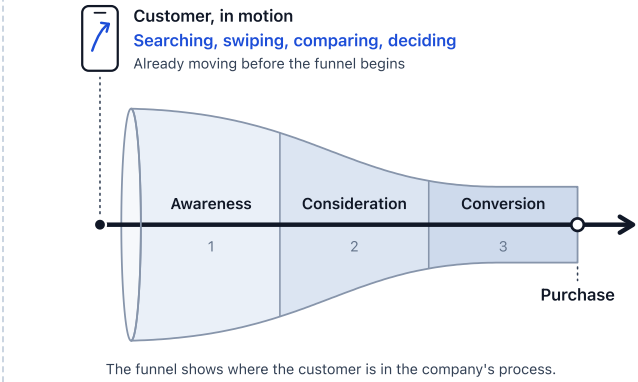
The customer moves through the funnel; Awareness; 1; Consideration; 2; Conversion; 3; Purchase; Customer, in motion; The funnel shows where the customer is in the company's process.



SUPERSEDED **The marketing funnel, version 7 of 9**

October 10, 2026, 2:35 PM

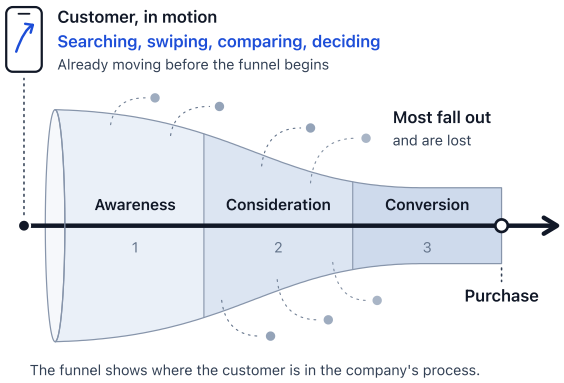
Awareness; 1; Consideration; 2; Conversion; 3; Purchase; Customer, in motion; Checks the phone 186 times a day; About every five minutes awake (Reviews.org, 2026); The funnel shows where the customer is in the company's process.



SUPERSEDED **The marketing funnel, version 8 of 9**

October 10, 2026, 3:16 PM

Awareness; 1; Consideration; 2; Conversion; 3; Purchase; Customer, in motion; Searching, swiping, comparing, deciding; Already moving before the funnel begins; The funnel shows where the customer is in the company's process.



CURRENT **The marketing funnel, version 9 of 9**

October 11, 2026, 1:54 AM

Awareness; 1; Consideration; 2; Conversion; 3; Purchase; Customer, in motion; Searching, swiping, comparing, deciding; Already moving before the funnel begins; The funnel shows where the customer is in the company's process.; Most fall out; and are lost

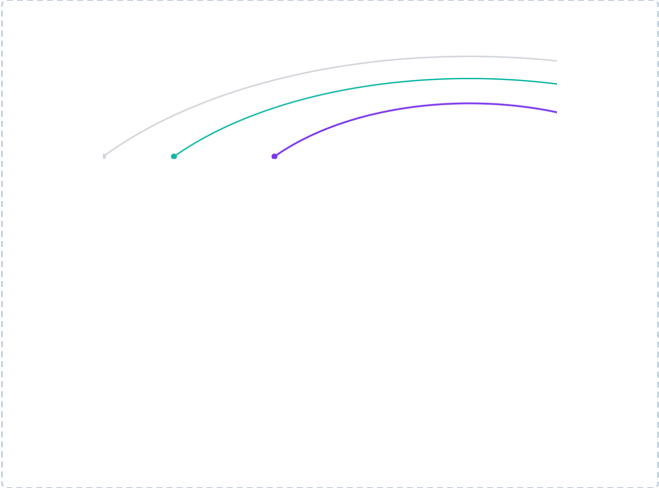
Gravity

The first correction to the funnel was the Gravity Funnel: replace push with pull. In its own essay's words it "remained a funnel in shape and described capture, not the source of the pull."

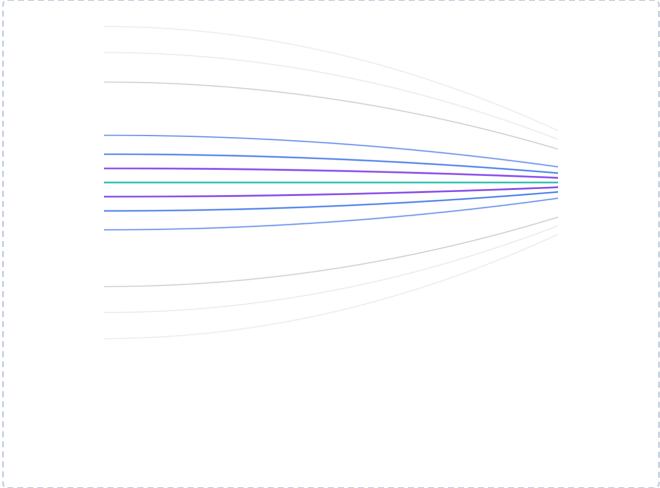
Fly By Gravity named the source: trust, pictured as mass. The essay's own verdict: it "pictured attraction as a static field around a still customer." A flat field shows one instant. It cannot show a customer advancing through time.

The gravity well was the clearest picture of the idea and stood on the homepage until October 10, 2026. What became of it: the same idea is now drawn left to right as one message with two outcomes, pulled closer or drifting past. Gravity remains a word for the pull. It is a metaphor, not a measured force.

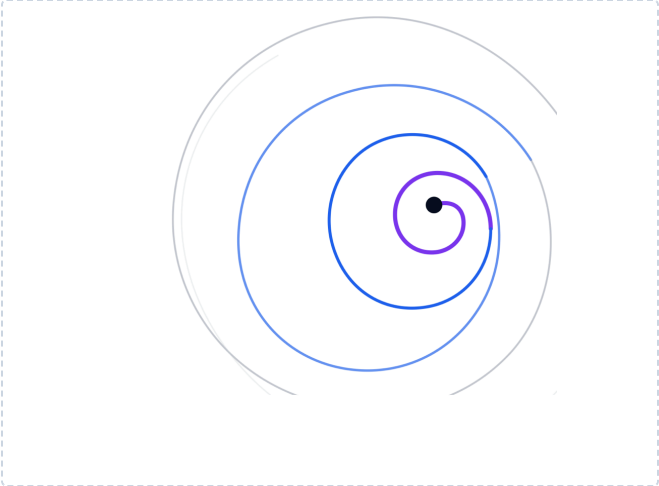
20 DRAWINGS FOLLOW



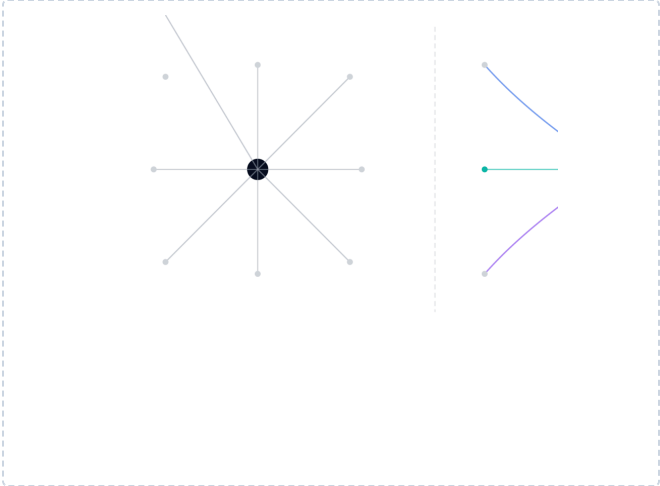
ARCHIVED **01. Orbit arcs**
From the original diagram set



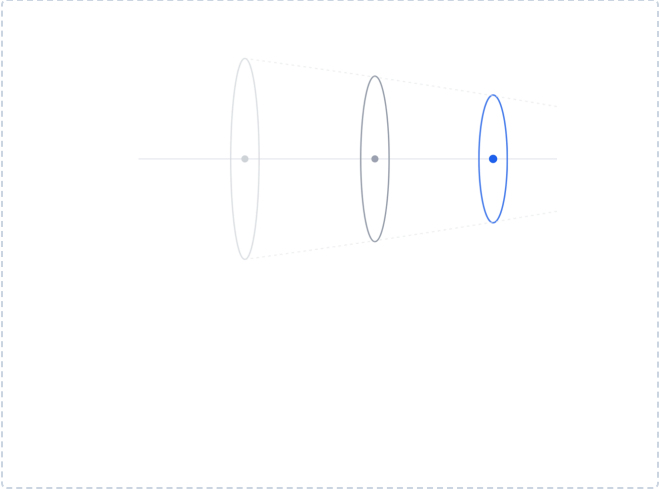
ARCHIVED **02. Convergence field**
From the original diagram set



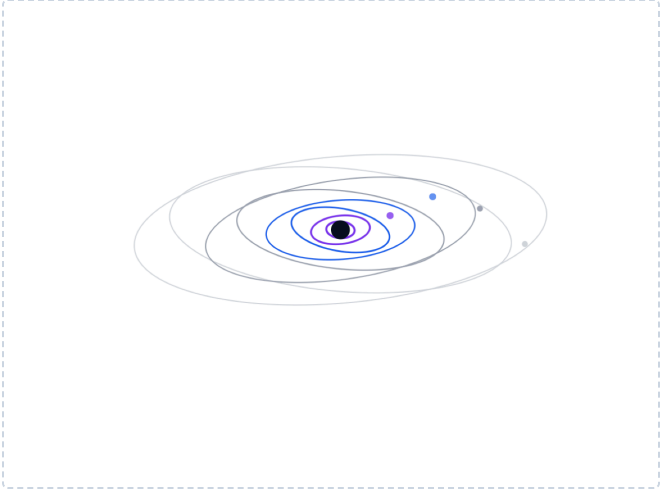
ARCHIVED **05. Helix uncoiling**
From the original diagram set



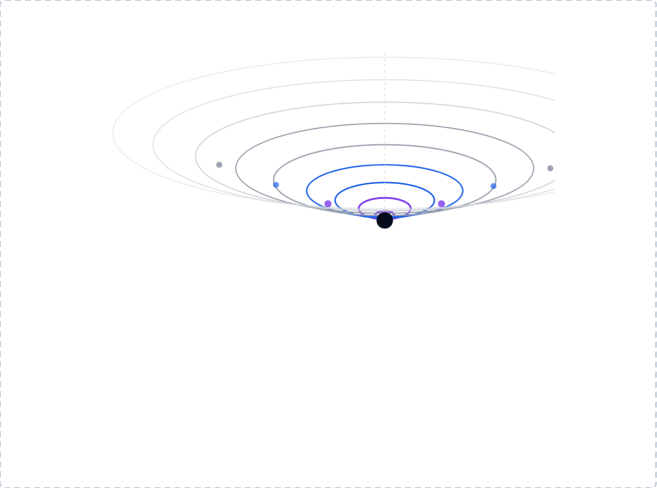
ARCHIVED **09. Push vs pull**
From the original diagram set



ARCHIVED **15. Orbit tightening**
From the original diagram set

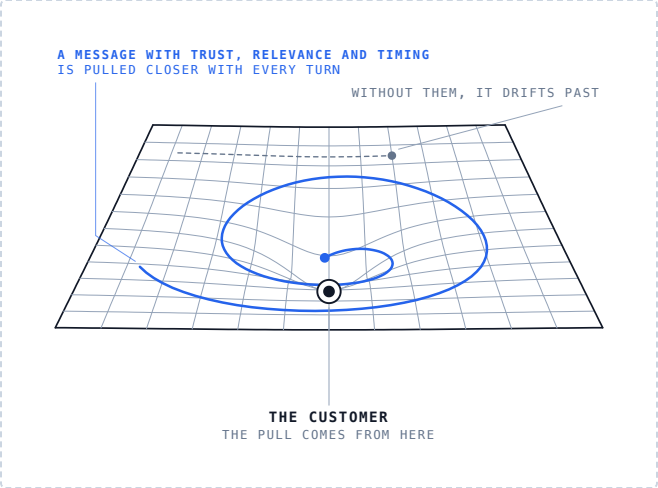


ARCHIVED **23. Decision gravity**
From the original diagram set



ARCHIVED **26. Gravity well**

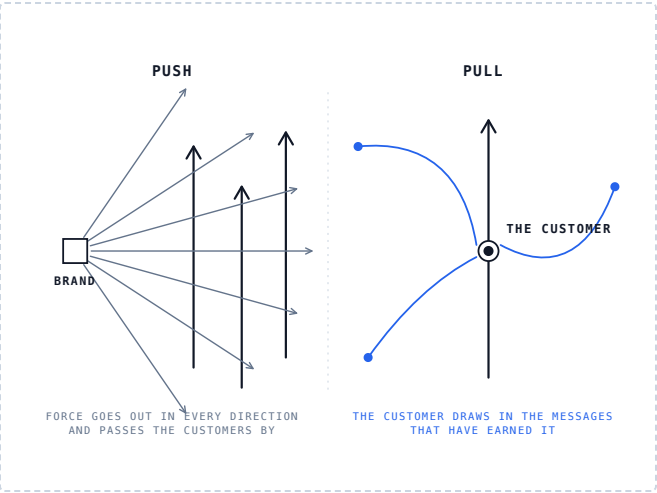
From the original diagram set



SUPERSEDED **Gravity well, version 1 of 1**

October 1, 2026, 9:28 AM

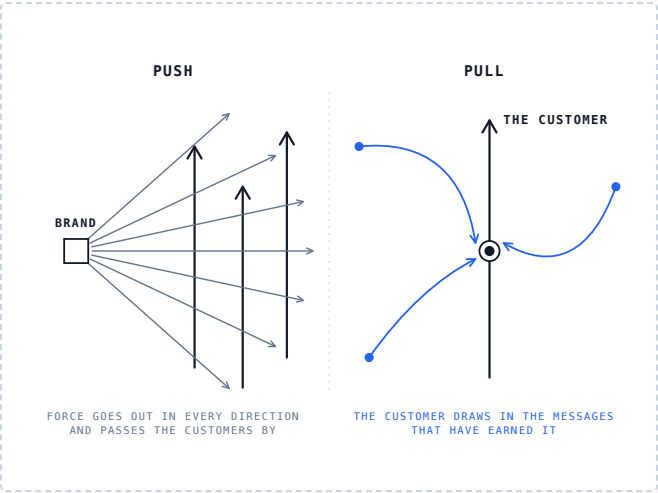
THE CUSTOMER; THE PULL COMES FROM HERE; A MESSAGE WITH TRUST, RELEVANCE AND TIMING; IS PULLED CLOSER WITH EVERY TURN; WITHOUT THEM, IT DRIFTS PAST



SUPERSEDED **Push vs pull, version 1 of 2**

October 1, 2026, 9:39 AM

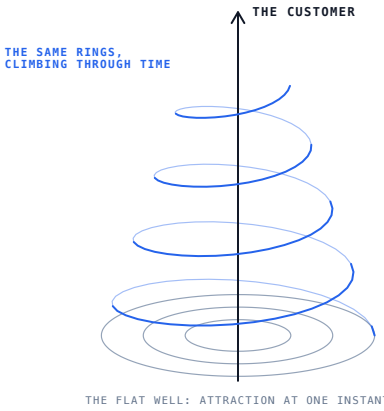
BRAND; THE CUSTOMER; PUSH; FORCE GOES OUT IN EVERY DIRECTION; AND PASSES THE CUSTOMERS BY; PULL; THE CUSTOMER DRAWS IN THE MESSAGES; THAT HAVE EARNED IT



SUPERSEDED **Push vs pull, version 2 of 2**

October 1, 2026, 9:46 AM

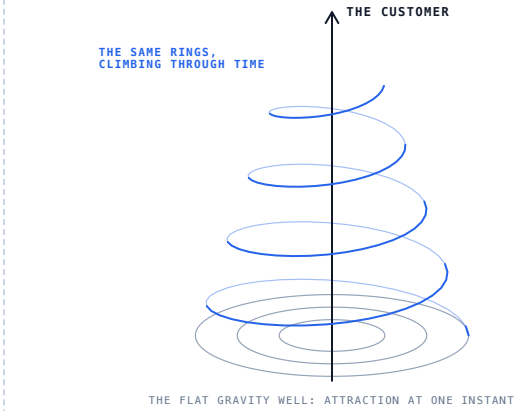
BRAND; THE CUSTOMER; PUSH; FORCE GOES OUT IN EVERY DIRECTION; AND PASSES THE CUSTOMERS BY; PULL; THE CUSTOMER DRAWS IN THE MESSAGES; THAT HAVE EARNED IT



SUPERSEDED **Well uncoils, version 1 of 2**

October 1, 2026, 9:39 AM

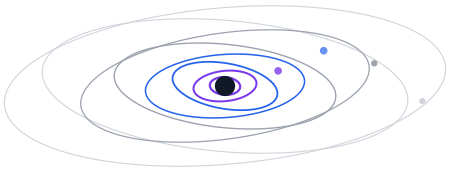
THE FLAT WELL: ATTRACTION AT ONE INSTANT; THE CUSTOMER; THE SAME RINGS,; CLIMBING THROUGH TIME



SUPERSEDED **Well uncoils, version 2 of 2**

October 1, 2026, 9:46 AM

THE FLAT GRAVITY WELL: ATTRACTION AT ONE INSTANT; THE CUSTOMER; THE SAME RINGS,; CLIMBING THROUGH TIME



SUPERSEDED **The Gravity Well**

Taken off /marketing-helix-diagrams.html on October 10, 2026

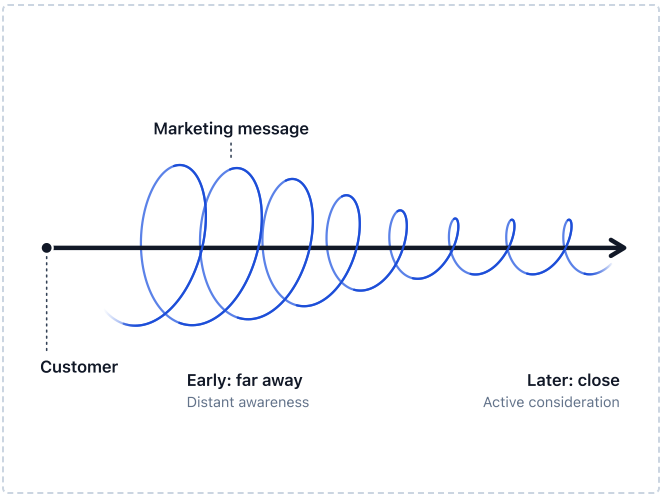
Orbital rings contracting toward a central decision point. Each ring represents a closer proximity to the decision. The customer moves inward, not downward: the gravity is structural, not forced. A particle trail shows the path of inward motion as trust accumulates and alignment deepens.



SUPERSEDED **Orbit tightening, version 1 of 3**

October 1, 2026, 9:32 AM

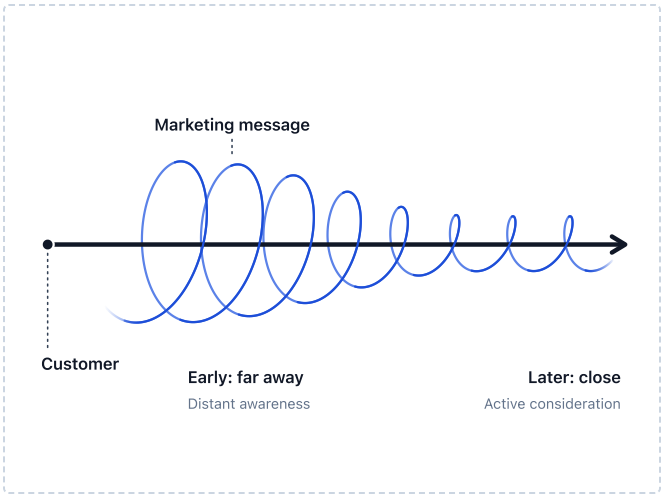
THE CUSTOMER; THE MESSAGE, NOW; CLOSE ORBIT:; ACTIVE CONSIDERATION; EARLY: WIDE ORBIT, DISTANT AWARENESS



SUPERSEDED **Orbit tightening, version 2 of 3**

October 10, 2026, 12:34 PM

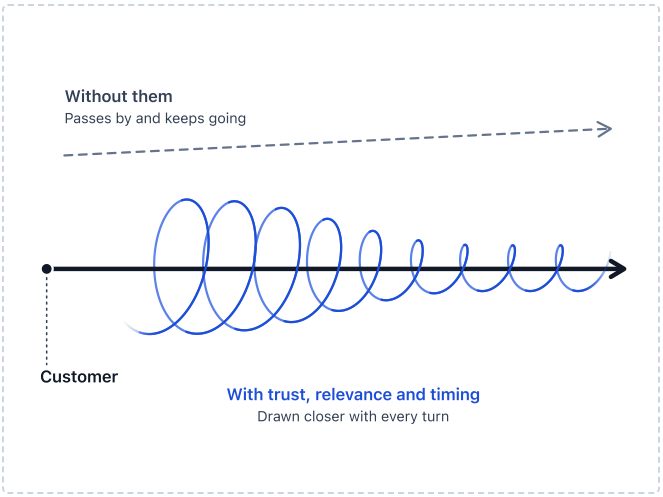
Customer; Marketing message; Early: far away; Distant awareness; Later: close; Active consideration



CURRENT **Orbit tightening, version 3 of 3**

October 10, 2026, 2:12 PM

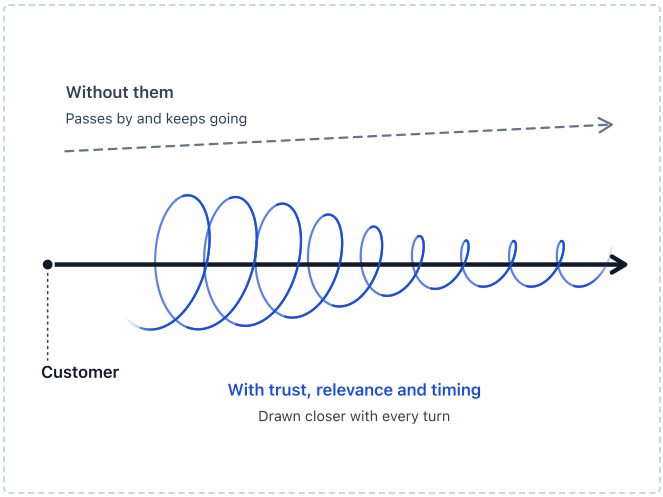
Customer; Marketing message; Early: far away; Distant awareness; Later: close; Active consideration



SUPERSEDED **Pulled closer, or drifting past, version 1 of 4**

October 10, 2026, 12:34 PM

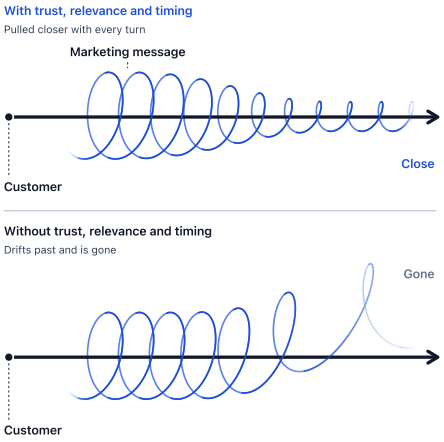
Customer; With trust, relevance and timing; Drawn closer with every turn; Without them; Passes by and keeps going



SUPERSEDED **Pulled closer, or drifting past, version 2 of 4**

October 10, 2026, 2:12 PM

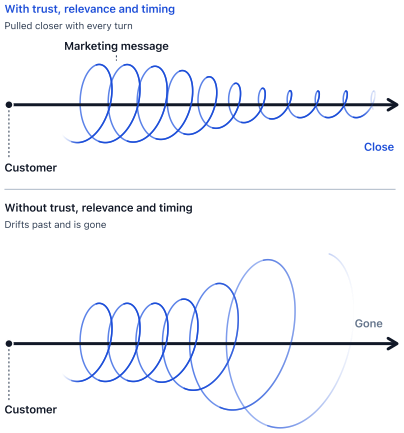
Customer; With trust, relevance and timing; Drawn closer with every turn; Without them; Passes by and keeps going



SUPERSEDED **Pulled closer, or drifting past, version 3 of 4**

October 10, 2026, 2:26 PM

With trust, relevance and timing; Pulled closer with every turn; Customer; Marketing message; Close; Without trust, relevance and timing; Drifts past and is gone; Customer; Gone



CURRENT **Pulled closer, or drifting past, version 4 of 4**

October 10, 2026, 2:30 PM

With trust, relevance and timing; Pulled closer with every turn; Customer; Marketing message; Close; Without trust, relevance and timing; Drifts past and is gone; Customer; Gone

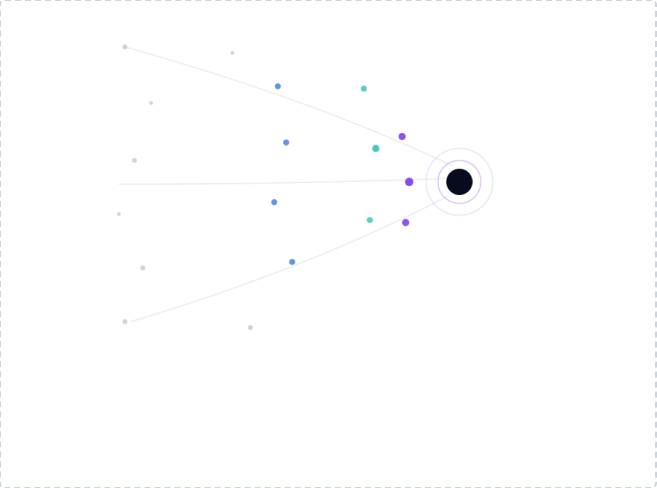
The Customer in Motion

The oldest idea in the model and the one that never changed: the customer is already moving before a brand notices, and does not stop.

What changed is how it was drawn. In the original set the customer was a dashed wave. From October 1, 2026 the customer became a straight line moving up, with the messages as the helix around it. For a short time one figure and one animation showed the customer riding the coil: that was the model backwards and was corrected on October 10. The same day, up became left to right.

What became of it: the customer is one dark straight line moving left to right. Most messages drift past. One is pulled closer.

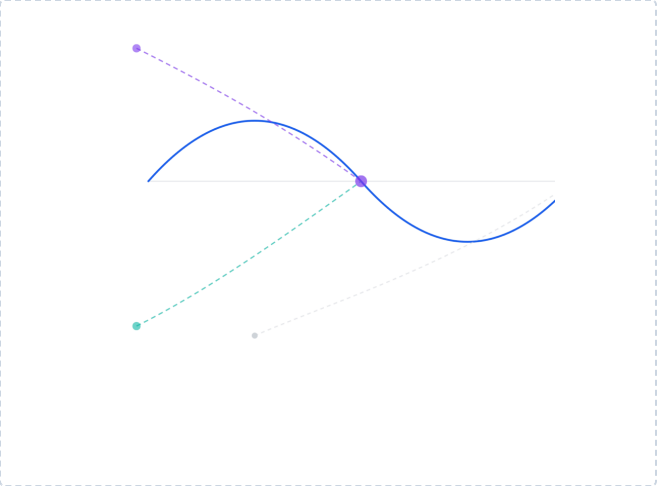
16 DRAWINGS FOLLOW



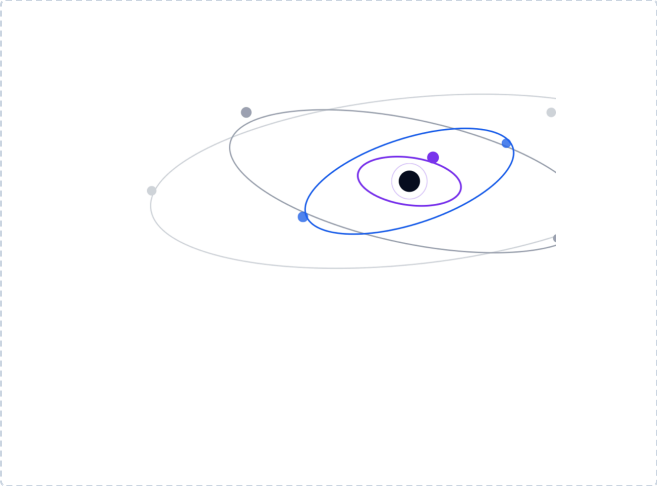
ARCHIVED **03. Signal field**
From the original diagram set



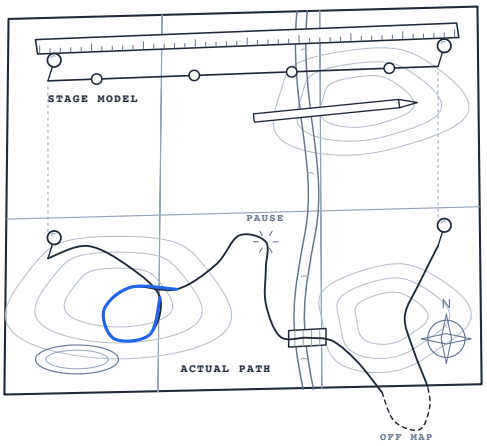
ARCHIVED **06. Customer in motion**
From the original diagram set



ARCHIVED **12. Non linear entry**
From the original diagram set



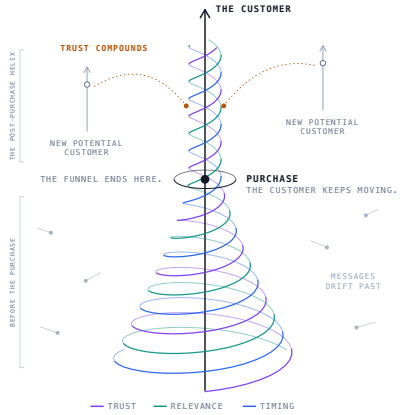
ARCHIVED **22. Market in motion**
From the original diagram set



SUPERSEDED **Two pictures of the same purchase**

Taken off /model/buying-journey.html on October 10, 2026

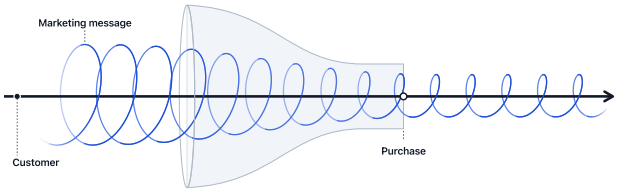
Above, the tidy sequence a stage model draws. Below, the path the same customer actually took: doubling back, pausing, re-entering. Both describe one purchase. Only one of them was available before it happened.



SUPERSEDED **The complete model, version 1 of 2**

October 1, 2026, 9:28 AM

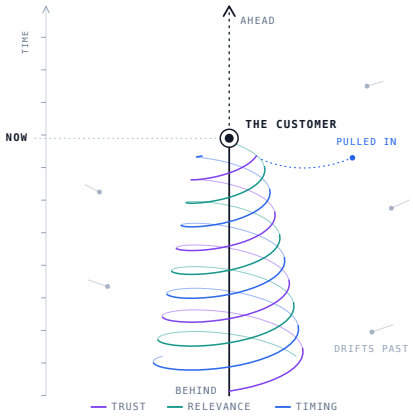
THE CUSTOMER; PURCHASE; THE FUNNEL ENDS HERE.; THE CUSTOMER KEEPS MOVING.; NEW POTENTIAL; CUSTOMER; NEW POTENTIAL; CUSTOMER; TRUST COMPOUNDS; BEFORE THE PURCHASE; THE POST-PURCHASE HELIX; MESSAGES; DRIFT PAST; TRUST; RELEVANCE; TIMING



CURRENT **The complete model, version 2 of 2**

October 10, 2026, 12:34 PM

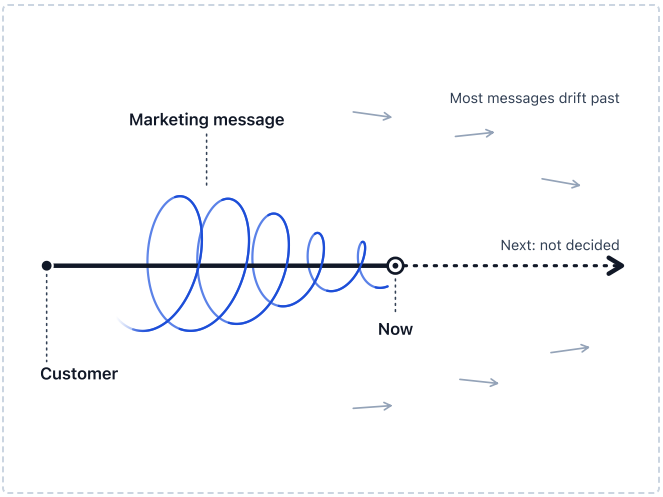
Purchase; Customer; Marketing message



SUPERSEDED **Customer in motion, version 1 of 4**

October 1, 2026, 9:28 AM

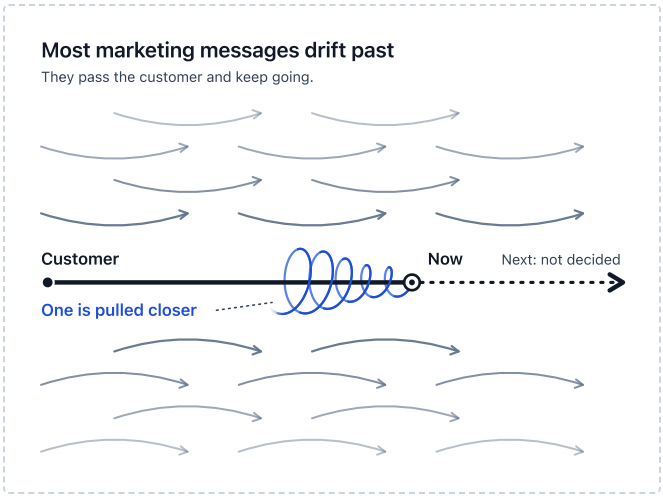
TIME; NOW; THE CUSTOMER; AHEAD; BEHIND; PULLED IN; DRIFTS PAST; TRUST; RELEVANCE; TIMING



SUPERSEDED **Customer in motion, version 2 of 4**

October 10, 2026, 12:34 PM

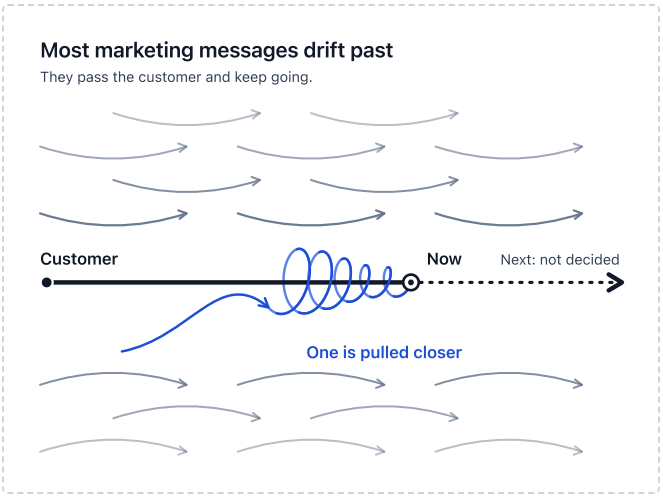
Customer; Marketing message; Now; Next: not decided; Most messages drift past



SUPERSEDED **Customer in motion, version 3 of 4**

October 10, 2026, 2:40 PM

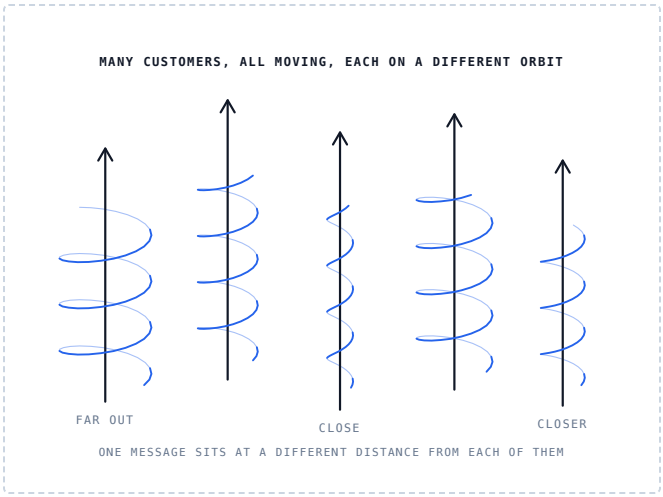
Most marketing messages drift past; They pass the customer and keep going.; Customer; One is pulled closer; Now; Next: not decided



CURRENT **Customer in motion, version 4 of 4**

October 10, 2026, 2:45 PM

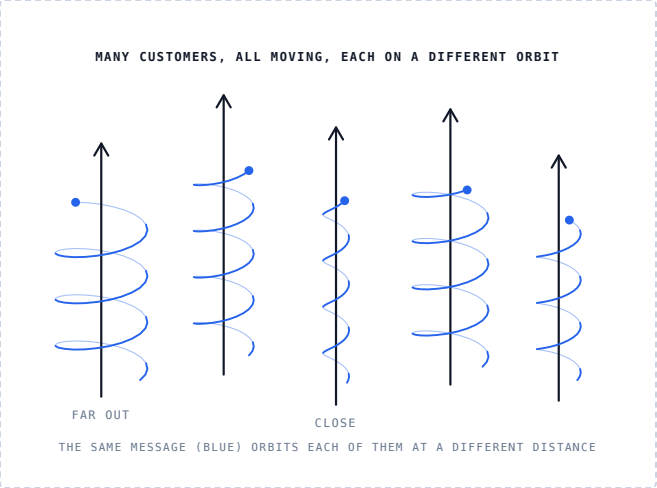
Most marketing messages drift past; They pass the customer and keep going.; Customer; One is pulled closer; Now; Next: not decided



SUPERSEDED **Market in motion, version 1 of 5**

October 1, 2026, 9:39 AM

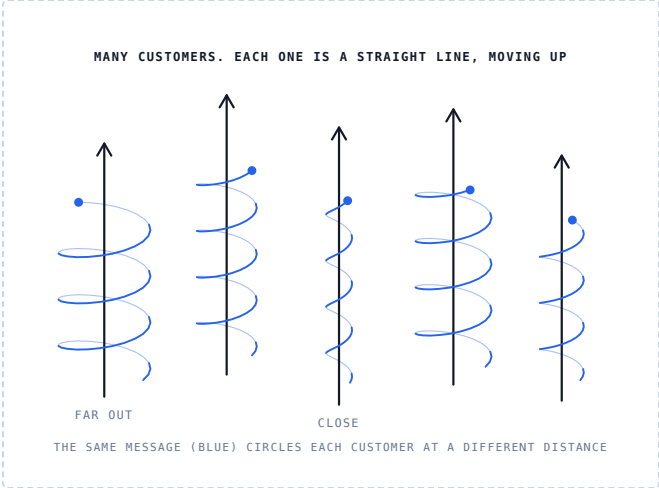
FAR OUT; CLOSE; CLOSER; MANY CUSTOMERS, ALL MOVING, EACH ON A DIFFERENT ORBIT; ONE MESSAGE SITS AT A DIFFERENT DISTANCE FROM EACH OF THEM



SUPERSEDED **Market in motion, version 2 of 5**

October 1, 2026, 9:46 AM

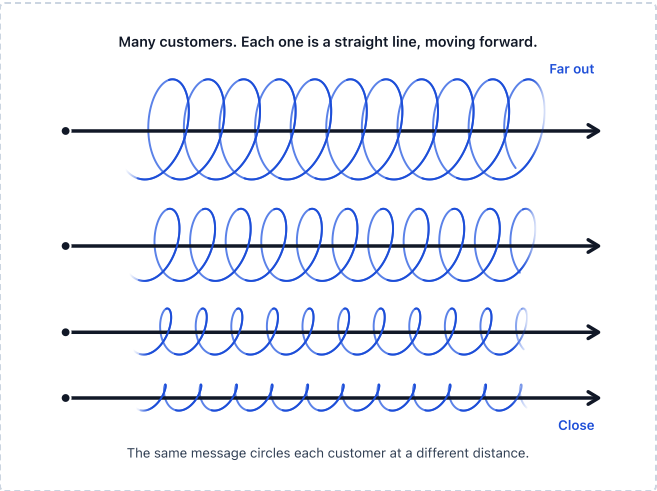
FAR OUT; CLOSE; MANY CUSTOMERS, ALL MOVING, EACH ON A DIFFERENT ORBIT; THE SAME MESSAGE (BLUE) ORBITS EACH OF THEM AT A DIFFERENT DISTANCE



SUPERSEDED **Market in motion, version 3 of 5**

October 10, 2026, 5:11 AM

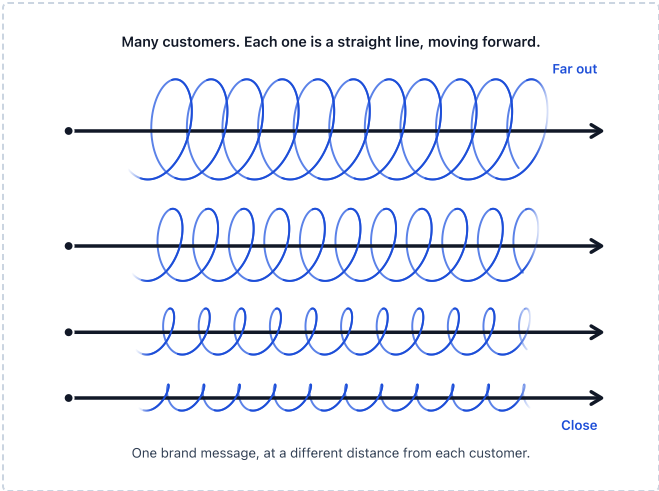
FAR OUT; CLOSE; MANY CUSTOMERS. EACH ONE IS A STRAIGHT LINE, MOVING UP; THE SAME MESSAGE (BLUE) CIRCLES EACH CUSTOMER AT A DIFFERENT DISTANCE



SUPERSEDED **Market in motion, version 4 of 5**

October 10, 2026, 12:34 PM

Many customers. Each one is a straight line, moving forward.; Far out; Close; The same message circles each customer at a different distance.



CURRENT **Market in motion, version 5 of 5**

October 10, 2026, 3:01 PM

Many customers. Each one is a straight line, moving forward.; Far out; Close; One brand message, at a different distance from each customer.

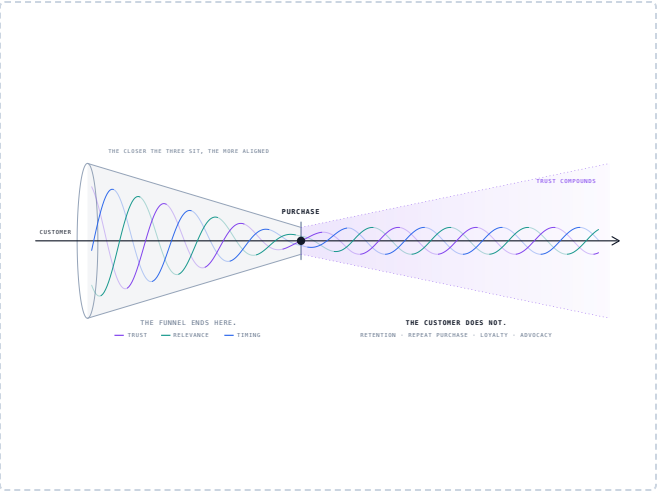
Figure 1

Figure 1 is the picture that opens the model: the Marketing Helix describes what happens inside your funnel.

It began the morning of October 10, 2026 with three lines for trust, relevance and timing. Readers took them for measured waves, and three restylings did not change that. The three lines became one: a single marketing message orbiting the customer, taken from the Helix on the Digilu homepage and turned a quarter turn.

Round F: one orbit and a plain wedge. Round H: a real funnel shape, the orbit seen through it and never cut, the viewing angle lowered so tight turns stay whole loops. Round I: a finishing pass. Candidate I1 was approved in principle the same day and is the current figure.

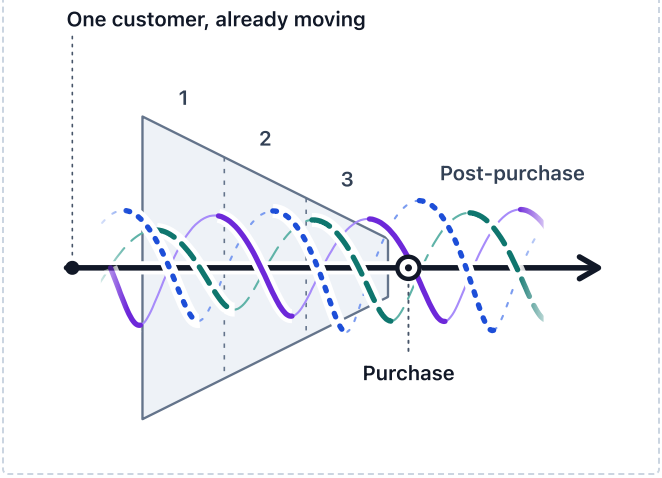
45 DRAWINGS FOLLOW



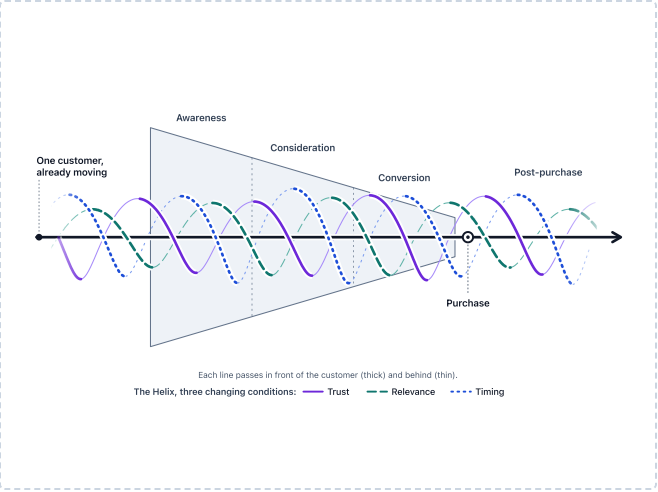
SUPERSEDED **The model in one picture, version 1 of 1**

October 1, 2026, 8:58 AM

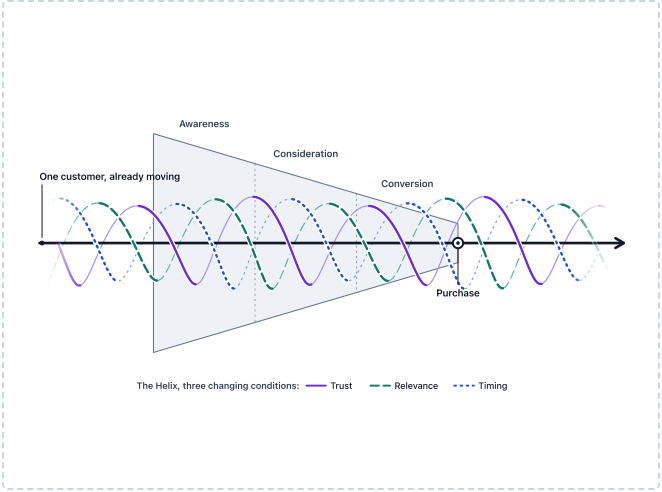
PURCHASE; THE FUNNEL ENDS HERE.; THE CUSTOMER DOES NOT.; RETENTION · REPEAT PURCHASE · LOYALTY · ADVOCACY; TRUST COMPOUNDS; CUSTOMER; TRUST; RELEVANCE; TIMING; THE CLOSER THE THREE SIT, THE MORE ALIGNED



SUPERSEDED **Figure 1, three strands: narrow**



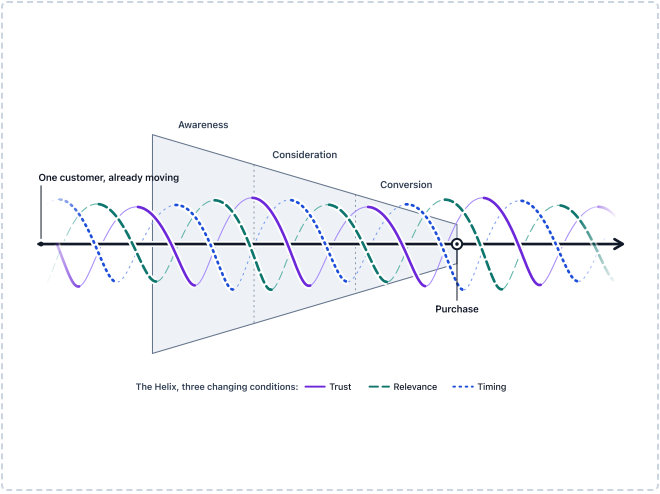
SUPERSEDED **Figure 1, three strands: wide**



SUPERSEDED **Figure 1, three strands, version 1 of 5**

October 10, 2026, 7:20 AM

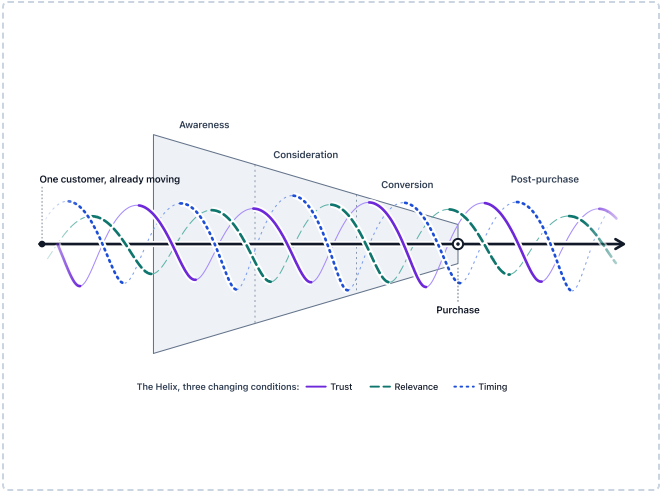
Awareness; Consideration; Conversion; Purchase; One customer, already moving; The Helix, three changing conditions:; Trust; Relevance; Timing



SUPERSEDED **Figure 1, three strands, version 2 of 5**

October 10, 2026, 7:25 AM

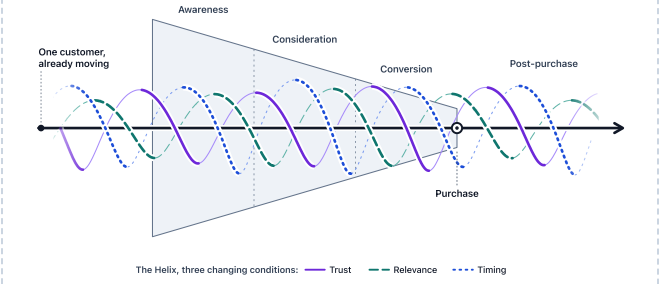
Awareness; Consideration; Conversion; Purchase; One customer, already moving; The Helix, three changing conditions:; Trust; Relevance; Timing



SUPERSEDED **Figure 1, three strands, version 3 of 5**

October 10, 2026, 7:30 AM

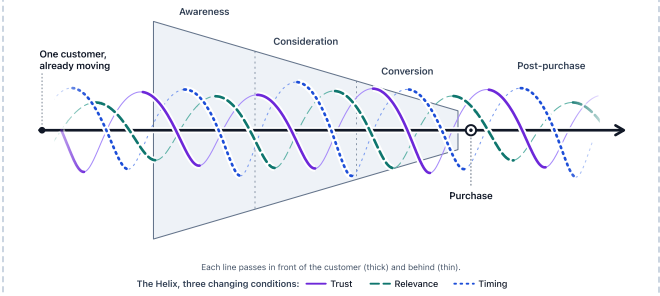
Awareness; Consideration; Conversion; Purchase; Post-purchase; One customer, already moving; The Helix, three changing conditions:; Trust; Relevance; Timing



SUPERSEDED **Figure 1, three strands, version 4 of 5**

October 10, 2026, 8:56 AM

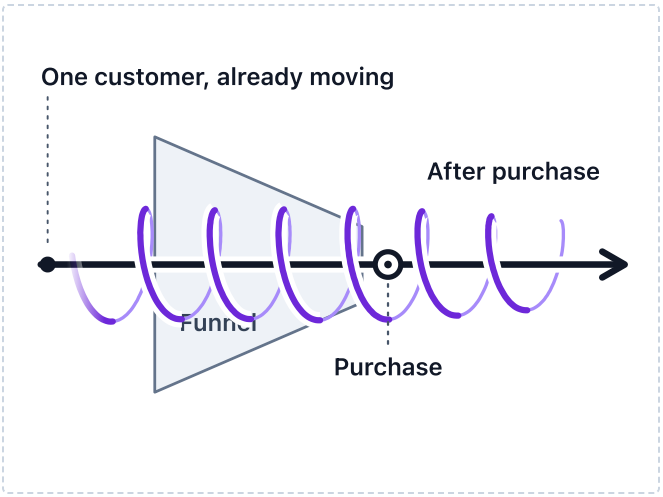
Awareness; Consideration; Conversion; Purchase; Post-purchase; One customer,; already moving; The Helix, three changing conditions:; Trust; Relevance; Timing



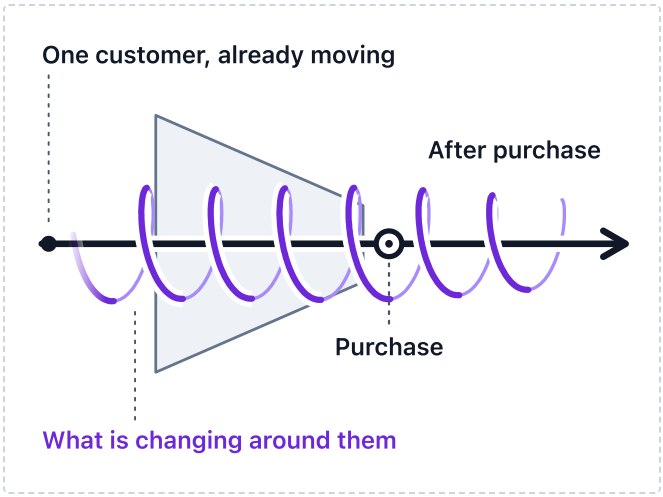
SUPERSEDED **Figure 1, three strands, version 5 of 5**

October 10, 2026, 9:09 AM

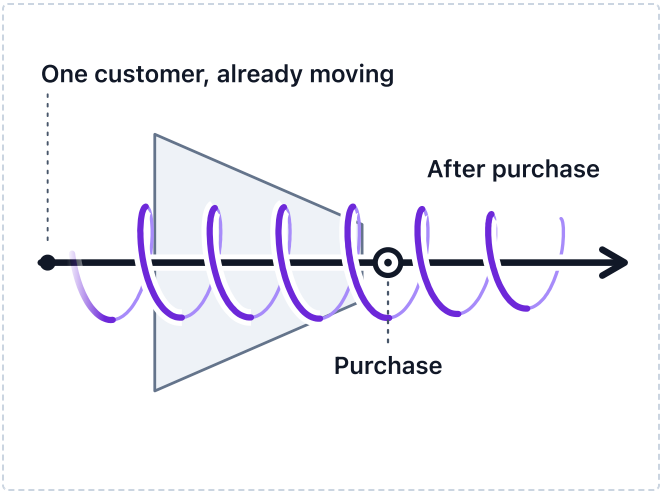
Awareness; Consideration; Conversion; Purchase; Post-purchase; One customer,; already moving; The Helix, three changing conditions:; Trust; Relevance; Timing; Each line passes in front of the customer (thick) and behind (thin).



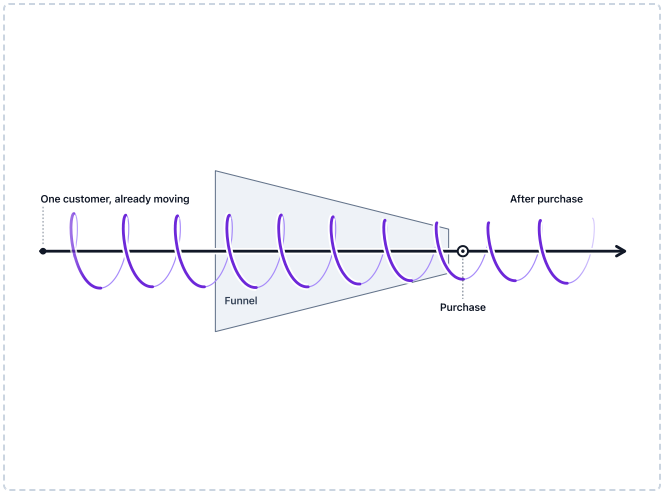
EXPLORATION **Earlier Figure 1 and Figure 2 candidates: figure 1 mobile funnel labeled**



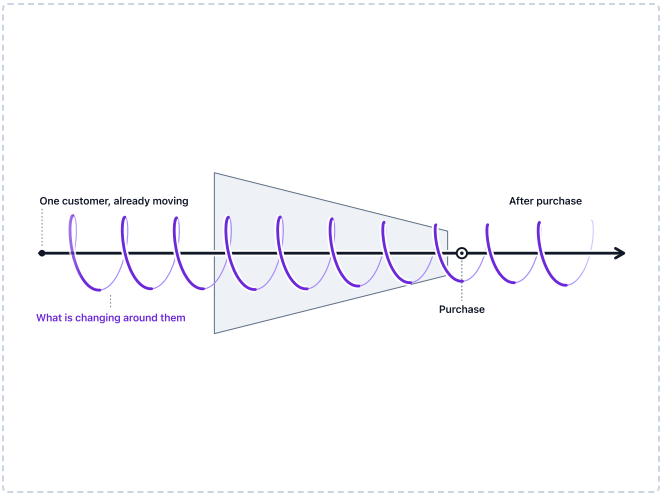
EXPLORATION **Earlier Figure 1 and Figure 2 candidates: figure 1 mobile helix named**



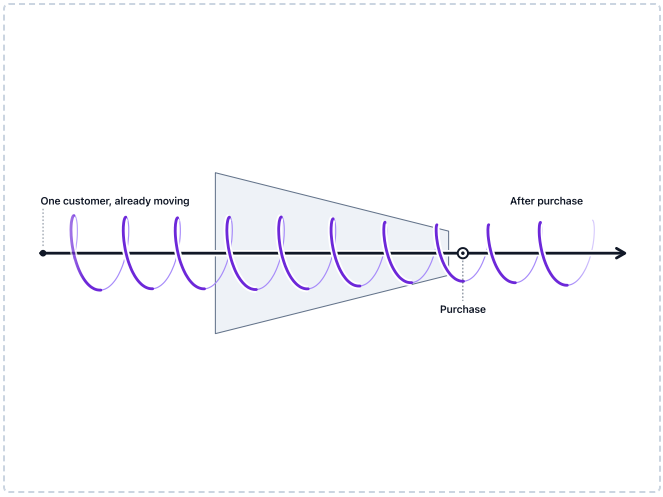
EXPLORATION **Earlier Figure 1 and Figure 2 candidates: figure 1 mobile**



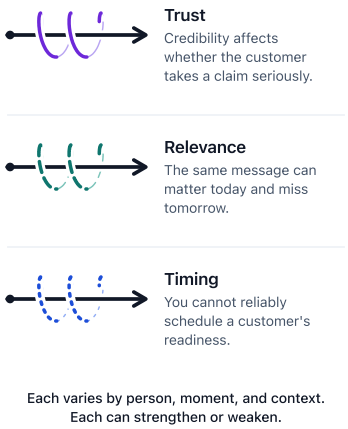
EXPLORATION **Earlier Figure 1 and Figure 2 candidates: figure 1 wide funnel labeled**



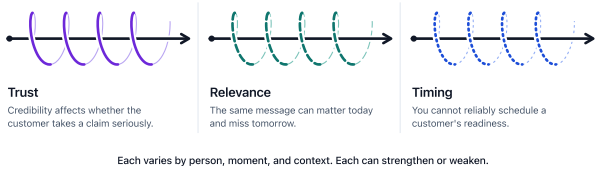
EXPLORATION **Earlier Figure 1 and Figure 2 candidates: figure 1 wide helix named**



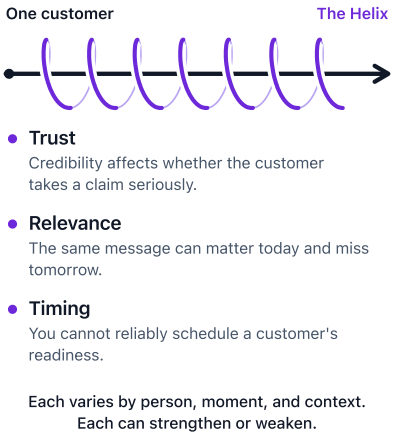
EXPLORATION **Earlier Figure 1 and Figure 2 candidates: figure 1 wide**



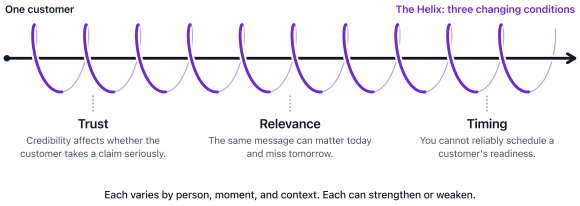
EXPLORATION **Earlier Figure 1 and Figure 2 candidates: figure 2a mobile**



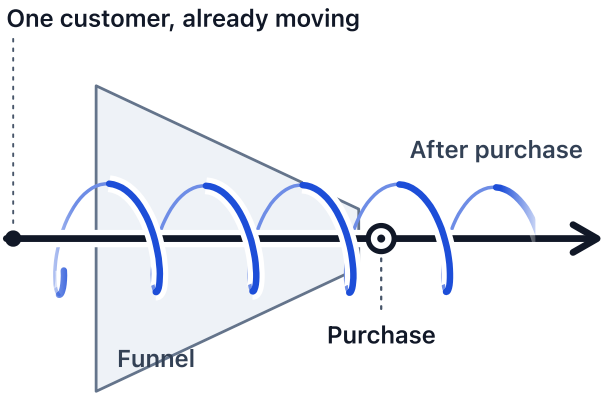
EXPLORATION **Earlier Figure 1 and Figure 2 candidates: figure 2a wide**



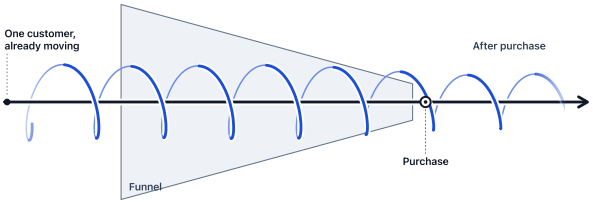
EXPLORATION **Earlier Figure 1 and Figure 2 candidates: figure 2b mobile**



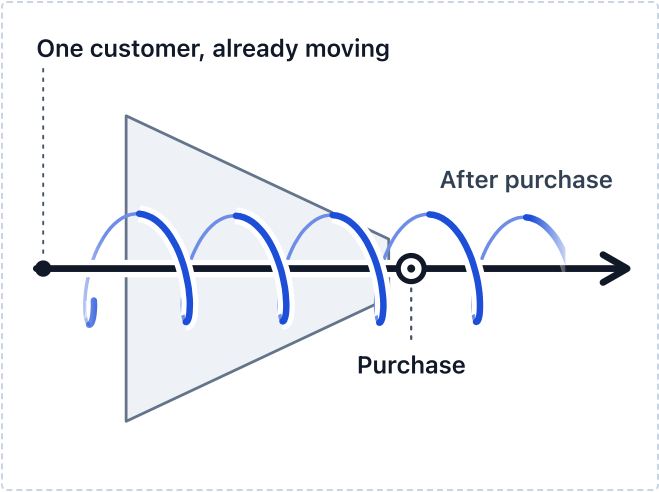
EXPLORATION **Earlier Figure 1 and Figure 2 candidates: figure 2b wide**



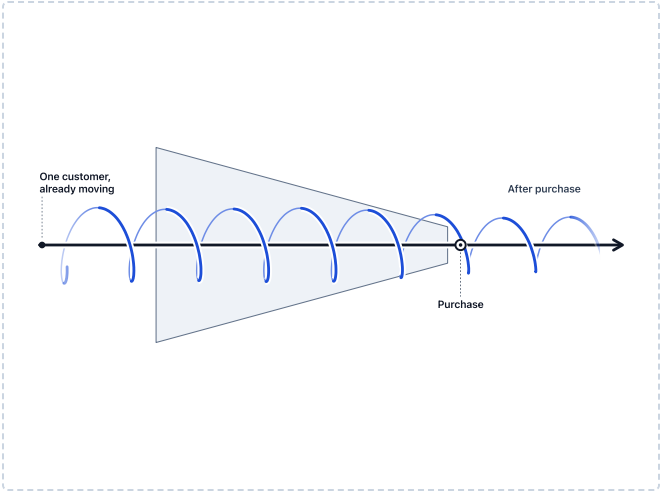
EXPLORATION **Earlier Figure 1 and Figure 2 candidates, second set: figure 1 named funnel narrow**



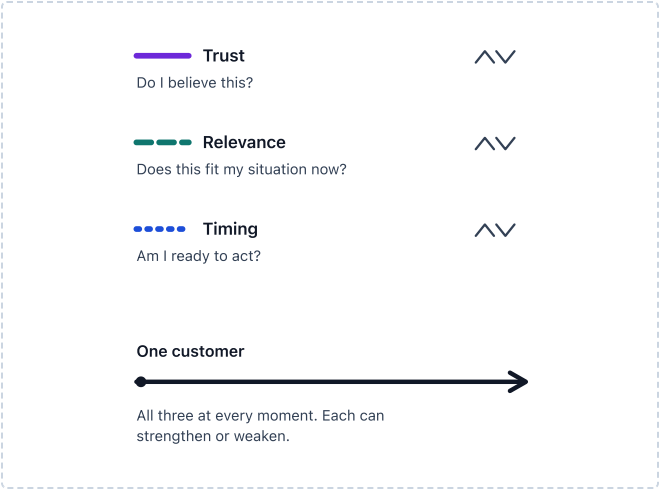
EXPLORATION **Earlier Figure 1 and Figure 2 candidates, second set: figure 1 named funnel wide**



EXPLORATION **Earlier Figure 1 and Figure 2 candidates, second set: figure 1 narrow**



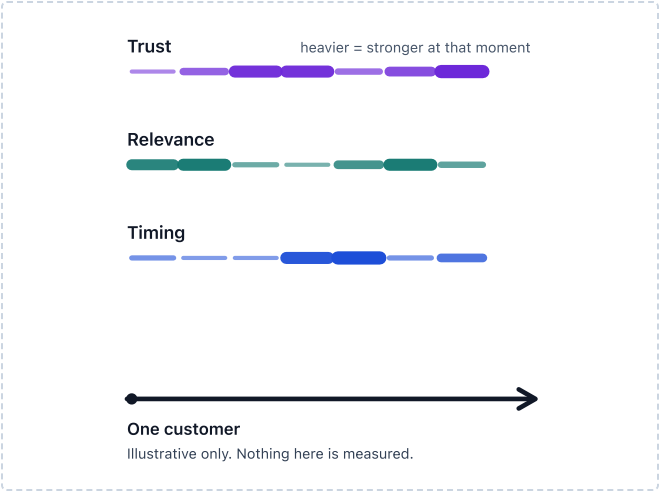
EXPLORATION **Earlier Figure 1 and Figure 2 candidates, second set: figure 1 wide**



EXPLORATION **Earlier Figure 1 and Figure 2 candidates, second set: figure 2a questions narrow**



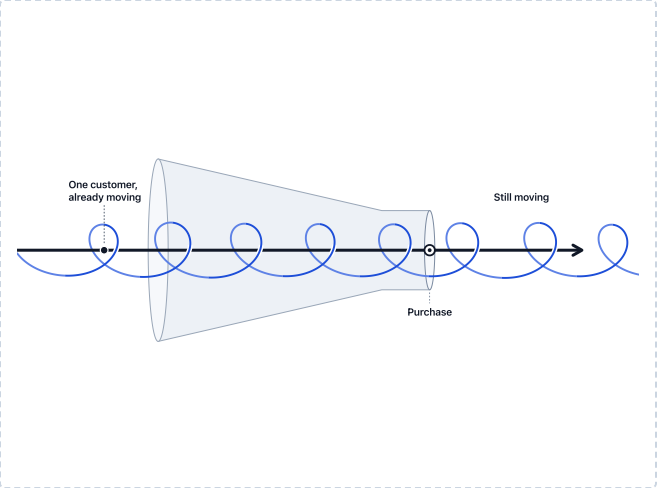
EXPLORATION **Earlier Figure 1 and Figure 2 candidates, second set: figure 2a questions wide**



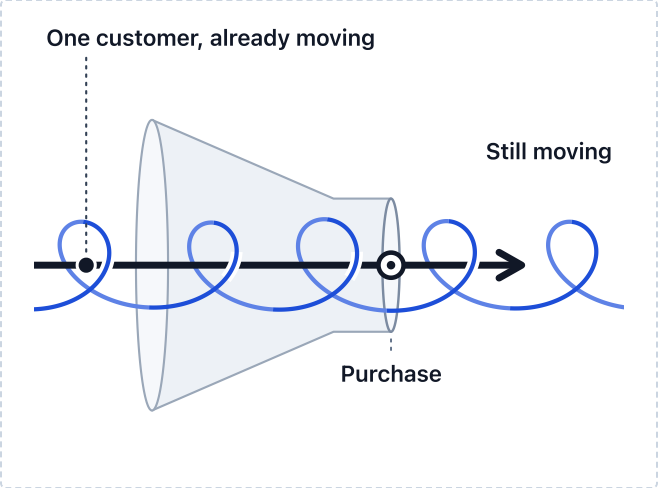
EXPLORATION **Earlier Figure 1 and Figure 2 candidates, second set: figure 2b three lines narrow**



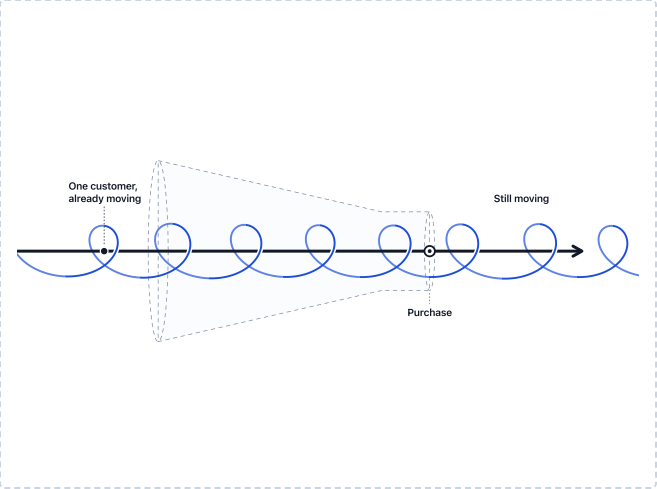
EXPLORATION **Earlier Figure 1 and Figure 2 candidates, second set: figure 2b three lines wide**



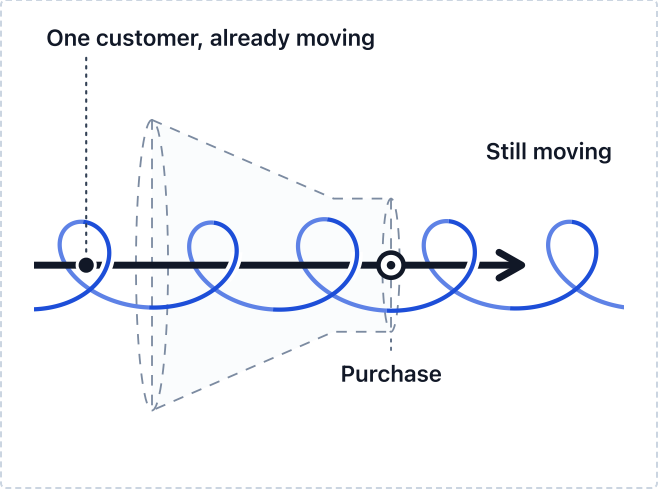
SUPERSEDED **Figure 1, round c, candidate C1**



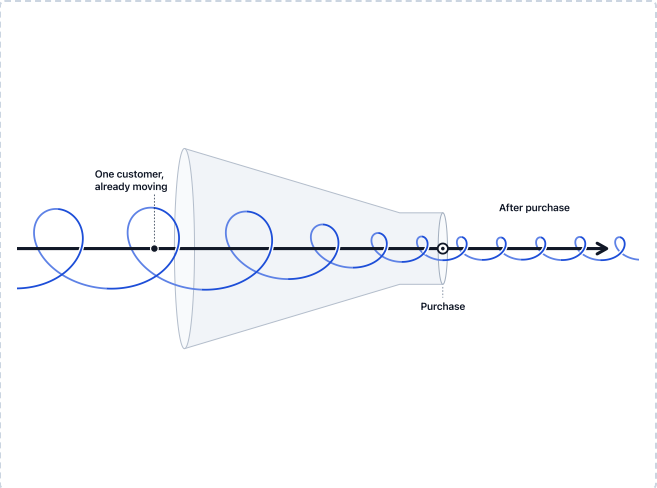
SUPERSEDED **Figure 1, round c, candidate C1, phone**



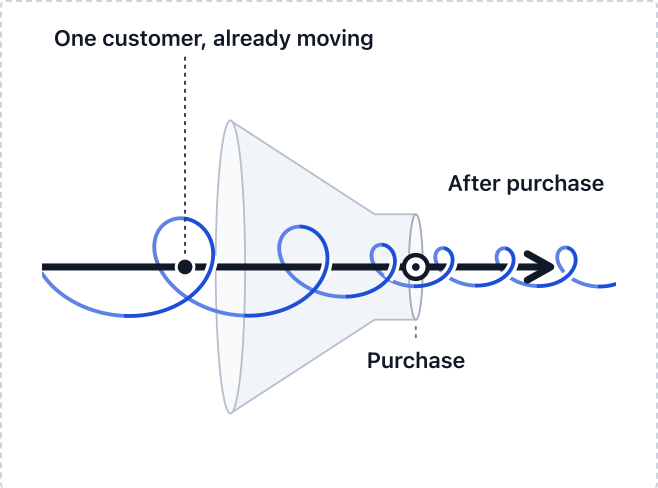
SUPERSEDED **Figure 1, round c, candidate C2**



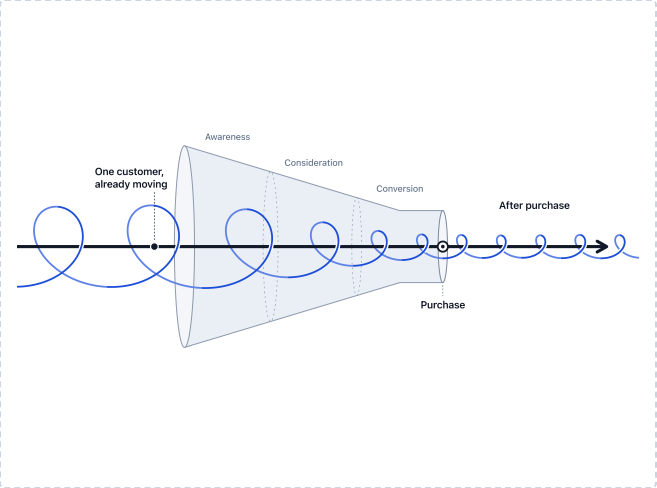
SUPERSEDED **Figure 1, round c, candidate C2, phone**



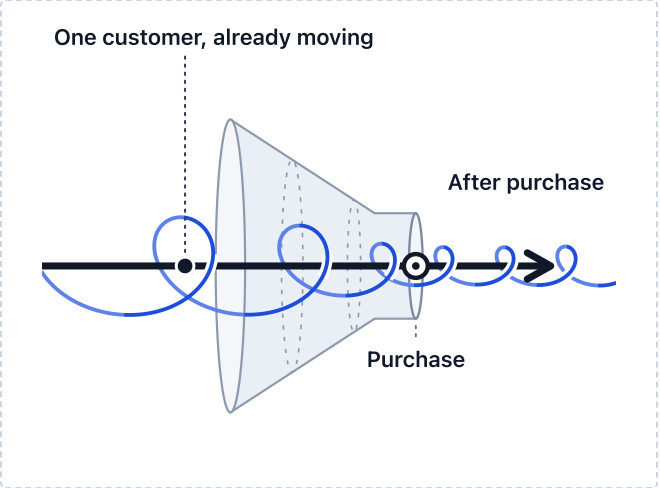
SUPERSEDED **Figure 1, round d, candidate D1**



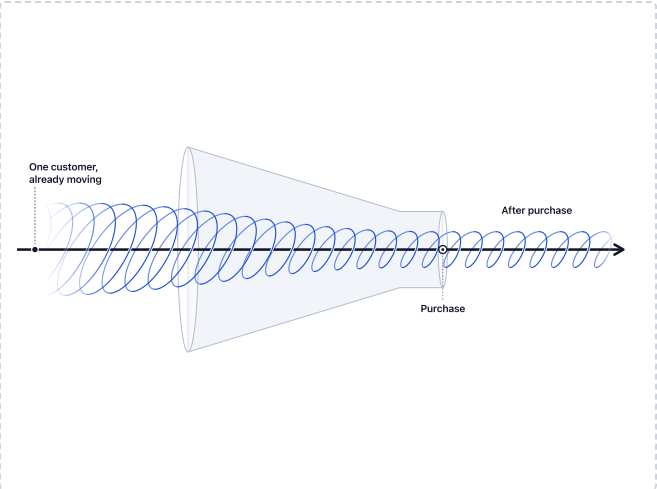
SUPERSEDED **Figure 1, round d, candidate D1, phone**



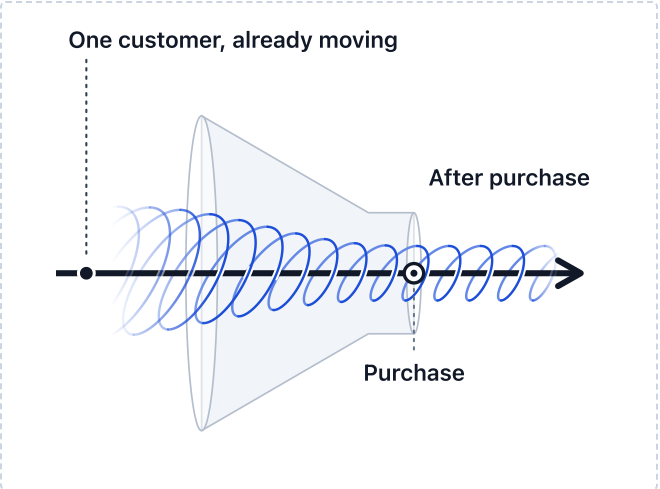
SUPERSEDED **Figure 1, round d, candidate D2**



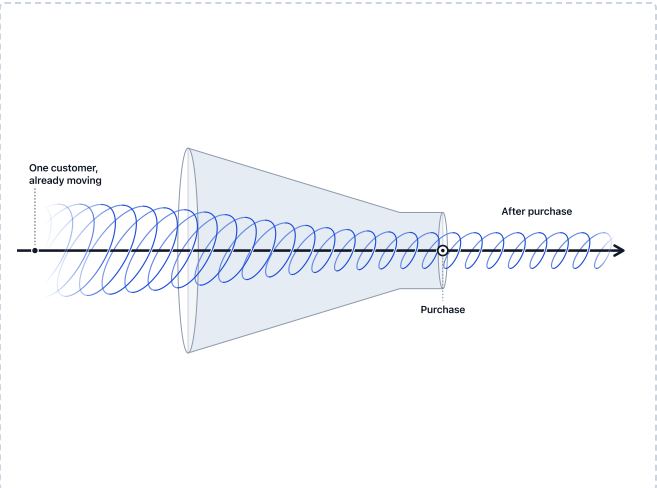
SUPERSEDED **Figure 1, round d, candidate D2, phone**



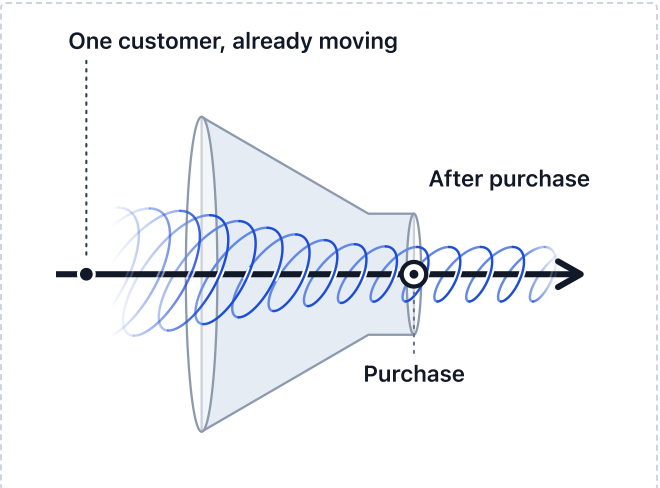
SUPERSEDED **Figure 1, round e, candidate E1**



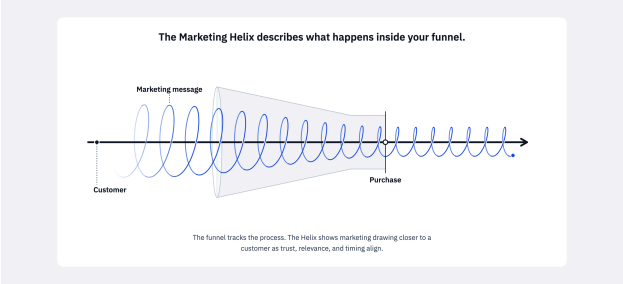
SUPERSEDED **Figure 1, round e, candidate E1, phone**



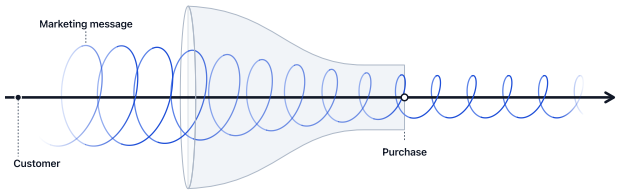
SUPERSEDED **Figure 1, round e, candidate E2**



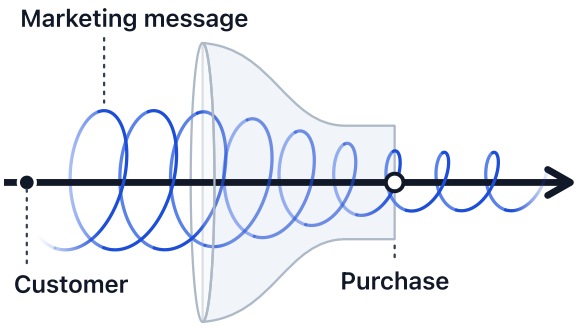
SUPERSEDED **Figure 1, round e, candidate E2, phone**



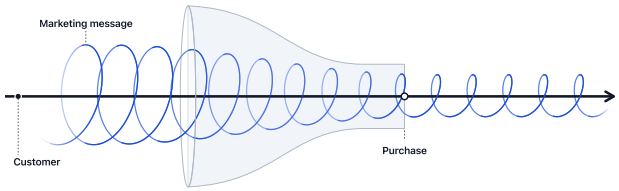
SUPERSEDED **Figure 1, round F**



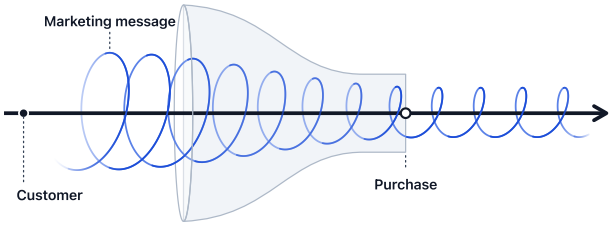
SUPERSEDED **Figure 1, round H, candidate H1**



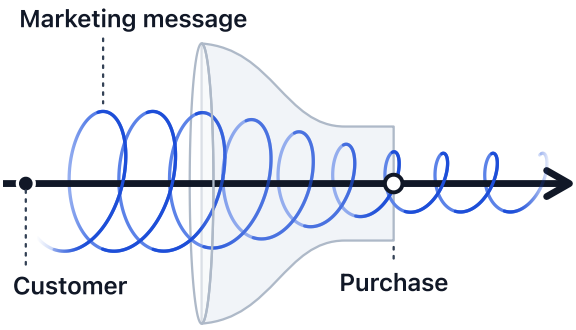
SUPERSEDED **Figure 1, round H, candidate H1, phone**



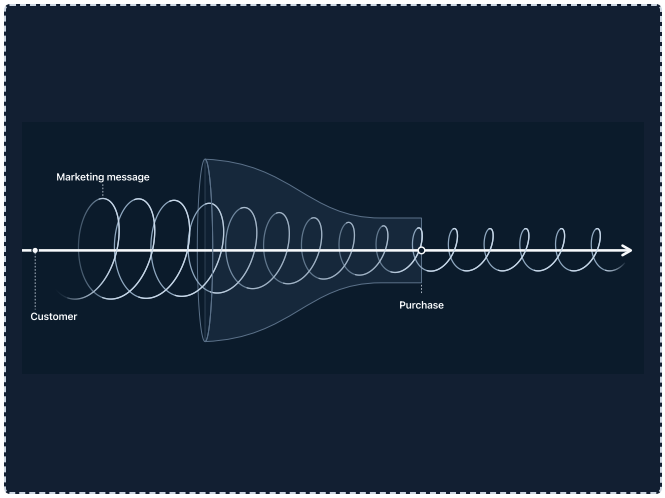
CURRENT **Figure 1, round I, candidate I1 (the approved figure)**



CURRENT **I1, tablet**



CURRENT **I1, phone**



CURRENT **I1, on navy**

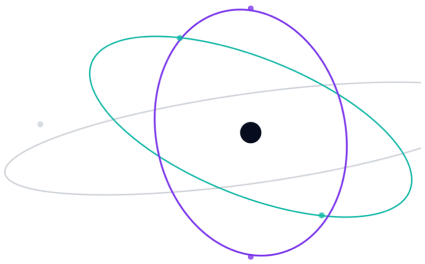
Trust, Relevance, and Timing

Three conditions affect whether a message is pulled closer: trust, relevance and timing. They have been in the model from the start.

They were first drawn as three ellipses around a point, then as three colored strands winding up the customer's line, then as three curves meeting at one point. Each had a problem. Three strands asked a reader to learn three things before the first one. Three curves meeting at a point suggested the three values had to be equal.

What became of them: each has its own figure, and where they appear together they are three separate tracks with a shared window of time. Earlier principles called them gates with thresholds. They are now described as conditions that affect response, not as requirements for every purchase.

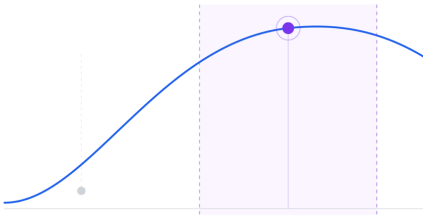
53 DRAWINGS FOLLOW



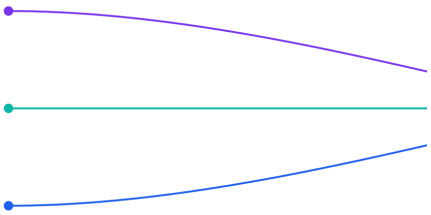
ARCHIVED **04. Tilted ring stack**
From the original diagram set



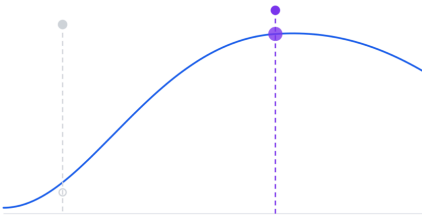
ARCHIVED **10. Trust compounding**
From the original diagram set



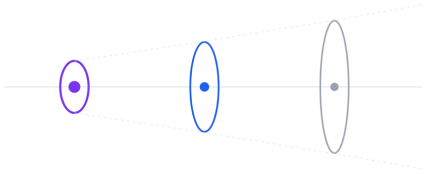
ARCHIVED **11. Readiness window**
From the original diagram set



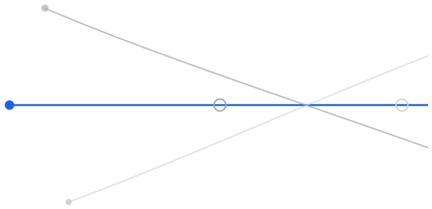
ARCHIVED **13. Three forces aligning**
From the original diagram set



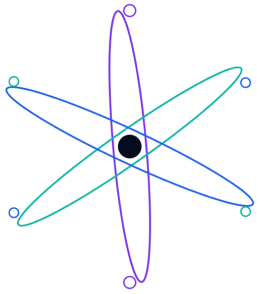
ARCHIVED **16. Timing mismatch**
From the original diagram set



ARCHIVED **17. Trust decay**
From the original diagram set



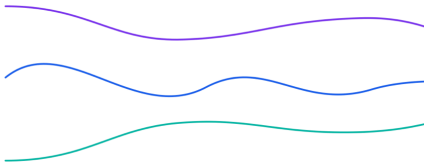
ARCHIVED **18. Signal interference**
From the original diagram set



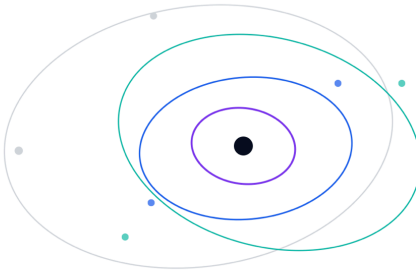
ARCHIVED **19. The three forces**
From the original diagram set



ARCHIVED **20. Scattered vs focused**
From the original diagram set

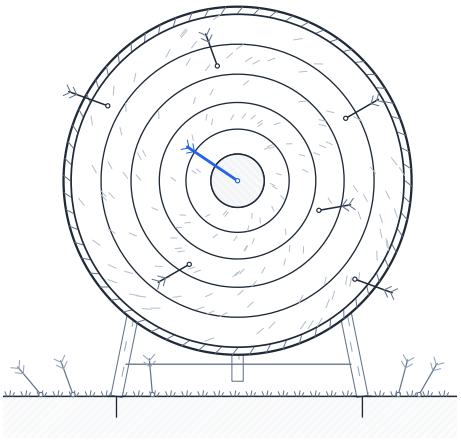


ARCHIVED **21. Alignment moment**
From the original diagram set



ARCHIVED **25. Context field**

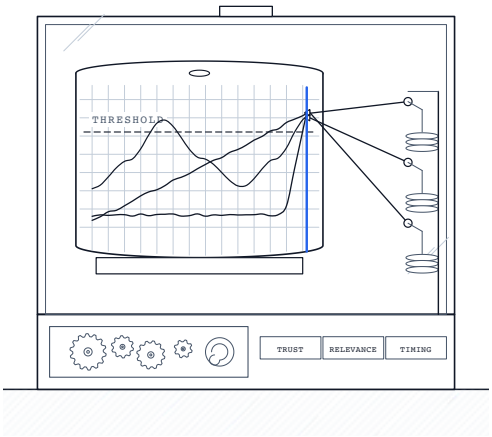
From the original diagram set



SUPERSEDED **Context Field**

Taken off /forces/relevance.html on October 10, 2026

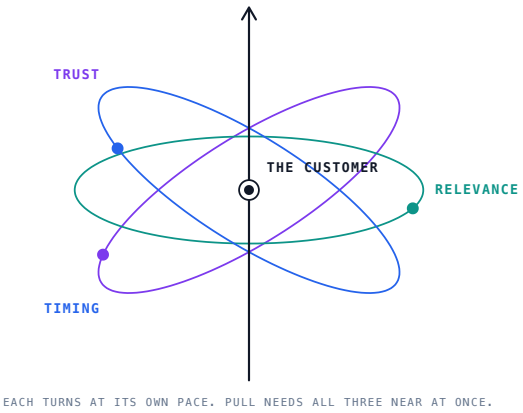
Relevance is the overlap between the customer's current context and the message's scope of applicability. Each ring represents a different layer of contextual fit. The center is where all fields intersect simultaneously. A message achieves relevance only when it lands within that innermost overlap.



SUPERSEDED **Three clocks, one moment**

Taken off /model/decision-making.html on October 10, 2026

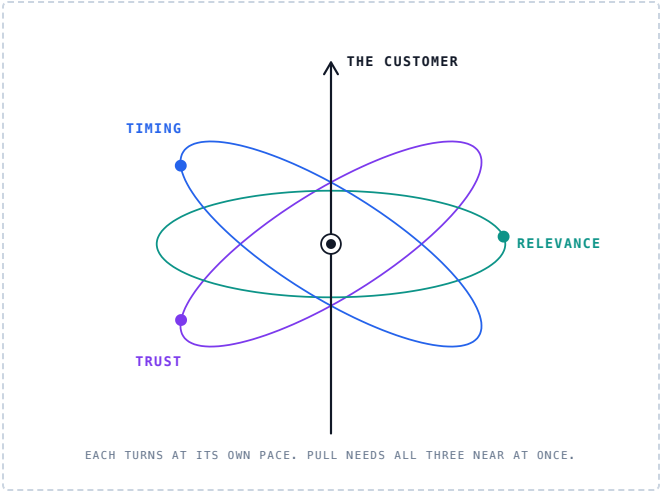
Trust climbing steadily, relevance moving with the customer's problem, timing flat until a readiness trigger. The dashed line is the threshold. The decision happens where all three cross it, not where any one of them did.



SUPERSEDED **Three forces, version 1 of 4**

October 1, 2026, 9:39 AM

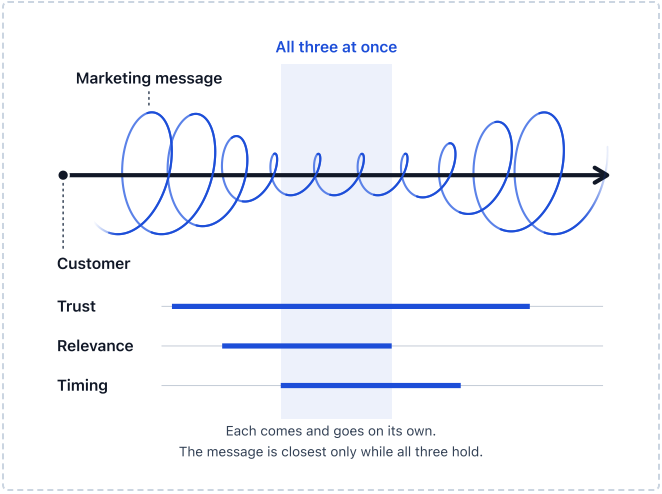
TRUST; RELEVANCE; TIMING; THE CUSTOMER; EACH TURNS AT ITS OWN PACE. PULL NEEDS ALL THREE NEAR AT ONCE.



SUPERSEDED **Three forces, version 2 of 4**

October 1, 2026, 9:46 AM

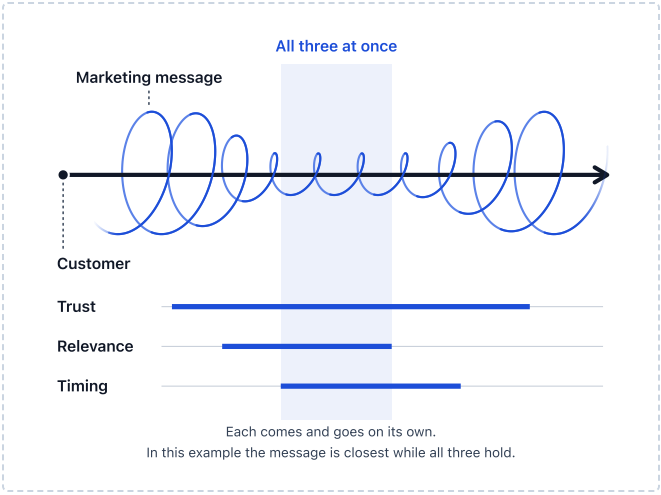
TIMING; RELEVANCE; TRUST; THE CUSTOMER; EACH TURNS AT ITS OWN PACE. PULL NEEDS ALL THREE NEAR AT ONCE.



SUPERSEDED **Three forces, version 3 of 4**

October 10, 2026, 12:34 PM

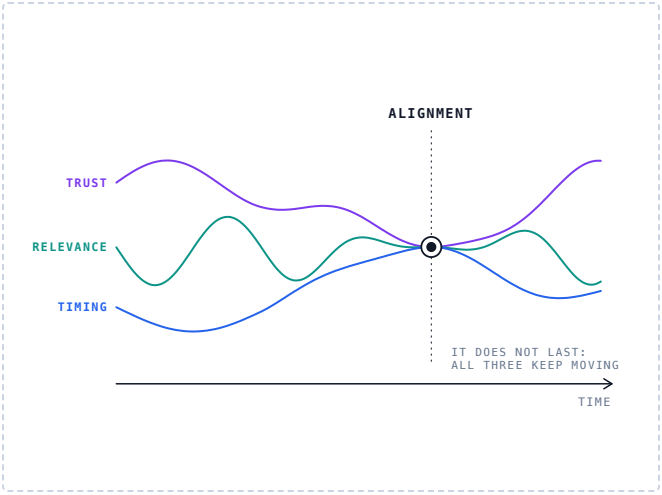
Customer; Marketing message; Trust; Relevance; Timing; All three at once; Each comes and goes on its own.; The message is closest only while all three hold.



CURRENT **Three forces, version 4 of 4**

October 10, 2026, 3:01 PM

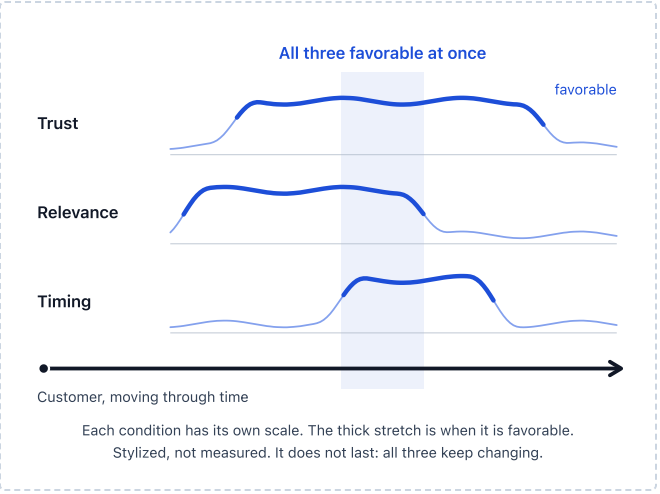
Customer; Marketing message; Trust; Relevance; Timing; All three at once; Each comes and goes on its own.; In this example the message is closest while all three hold.



SUPERSEDED **Alignment moment, version 1 of 3**

October 1, 2026, 9:39 AM

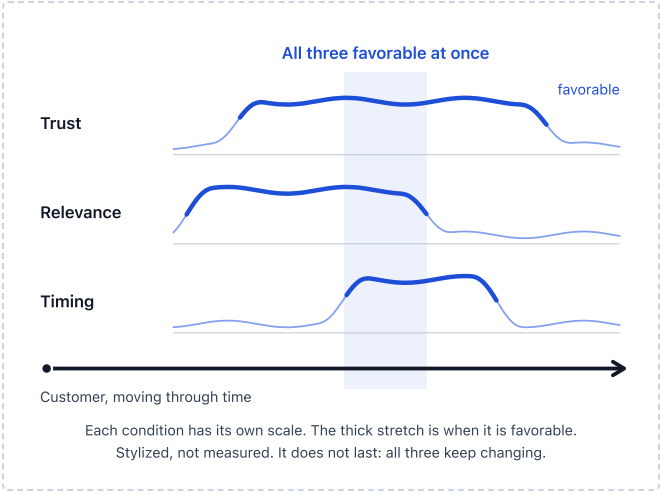
TRUST; RELEVANCE; TIMING; ALIGNMENT; IT DOES NOT LAST:; ALL THREE KEEP MOVING; TIME



SUPERSEDED **Alignment moment, version 2 of 3**

October 10, 2026, 3:01 PM

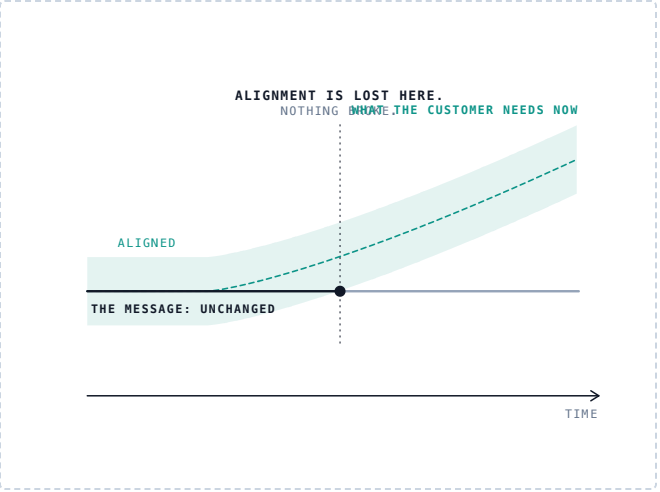
All three favorable at once; Trust; favorable; Relevance; Timing; Customer, moving through time; Each condition has its own scale. The thick stretch is when it is favorable.; Stylized, not measured. It does not last: all three keep changing.



CURRENT **Alignment moment, version 3 of 3**

October 10, 2026, 9:05 PM

All three favorable at once; Trust; favorable; Relevance; Timing; Customer, moving through time; Each condition has its own scale. The thick stretch is when it is favorable.; Stylized, not measured. It does not last: all three keep changing.



SUPERSEDED **Alignment decays, version 1 of 2**

October 1, 2026, 9:39 AM

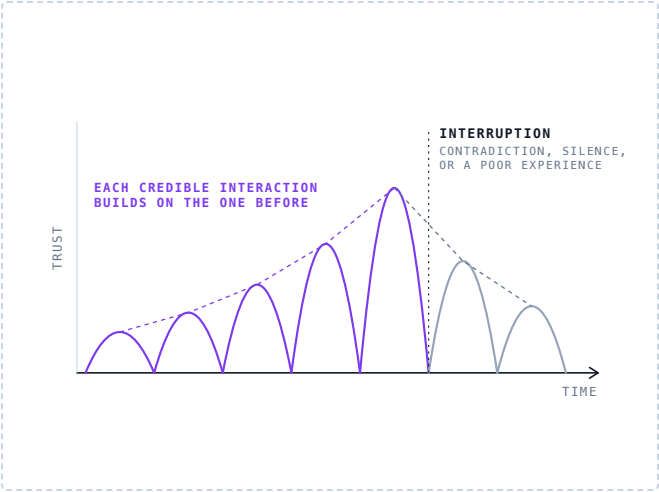
ALIGNMENT IS LOST HERE.; NOTHING BROKE.; THE MESSAGE: UNCHANGED; WHAT THE CUSTOMER NEEDS NOW; ALIGNED; TIME



CURRENT **Alignment decays, version 2 of 2**

October 1, 2026, 9:46 AM

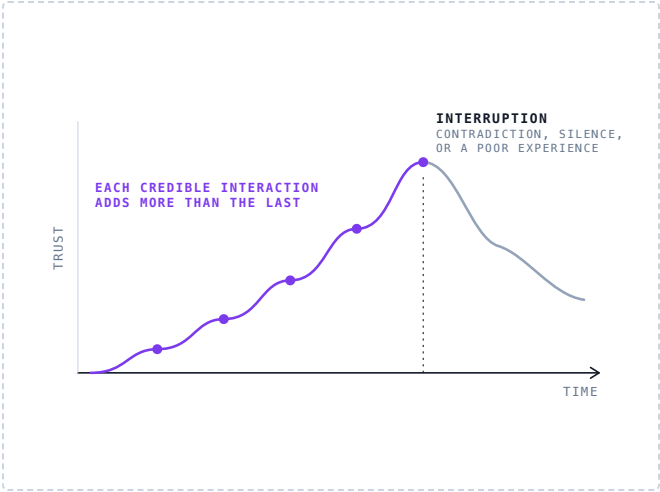
ALIGNMENT IS LOST HERE.; NOTHING BROKE.; THE MESSAGE: UNCHANGED; WHAT THE CUSTOMER NEEDS NOW; ALIGNED; TIME



SUPERSEDED **Trust compounding, version 1 of 4**

October 1, 2026, 9:39 AM

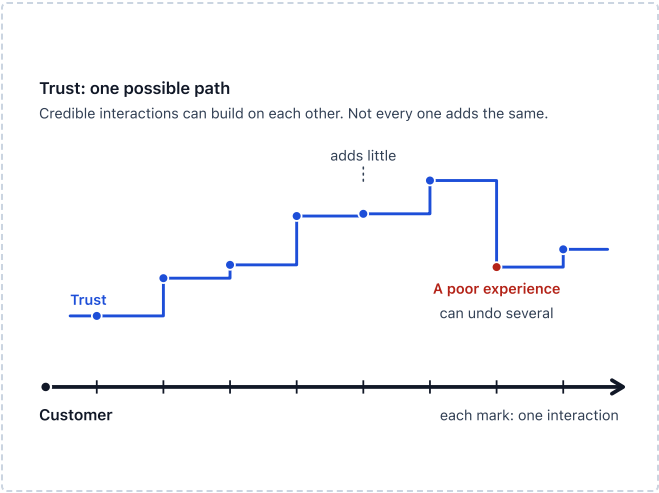
TIME; TRUST; INTERRUPTION; CONTRADICTION, SILENCE,; OR A POOR EXPERIENCE; EACH CREDIBLE INTERACTION; BUILDS ON THE ONE BEFORE



SUPERSEDED **Trust compounding, version 2 of 4**

October 1, 2026, 9:46 AM

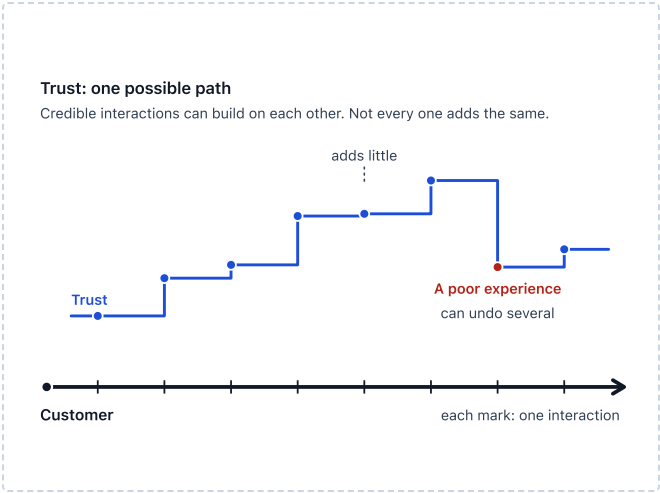
TIME; TRUST; INTERRUPTION; CONTRADICTION, SILENCE,; OR A POOR EXPERIENCE; EACH CREDIBLE INTERACTION; ADDS MORE THAN THE LAST



SUPERSEDED **Trust compounding, version 3 of 4**

October 10, 2026, 3:01 PM

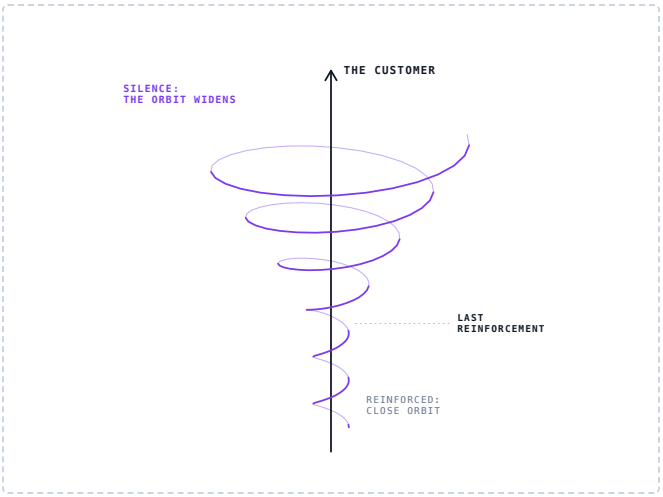
Customer; each mark: one interaction; Trust: one possible path; Credible interactions can build on each other. Not every one adds the same.; Trust; adds little; A poor experience; can undo several



CURRENT **Trust compounding, version 4 of 4**

October 10, 2026, 9:05 PM

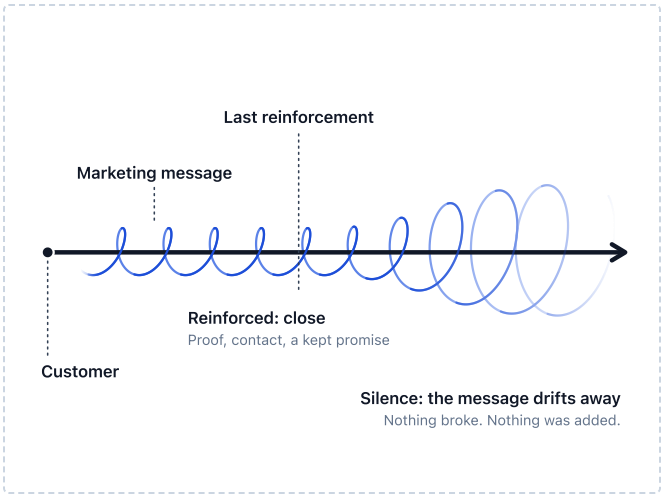
Customer; each mark: one interaction; Trust: one possible path; Credible interactions can build on each other. Not every one adds the same.; Trust; adds little; A poor experience; can undo several



SUPERSEDED **Trust decay, version 1 of 4**

October 1, 2026, 9:39 AM

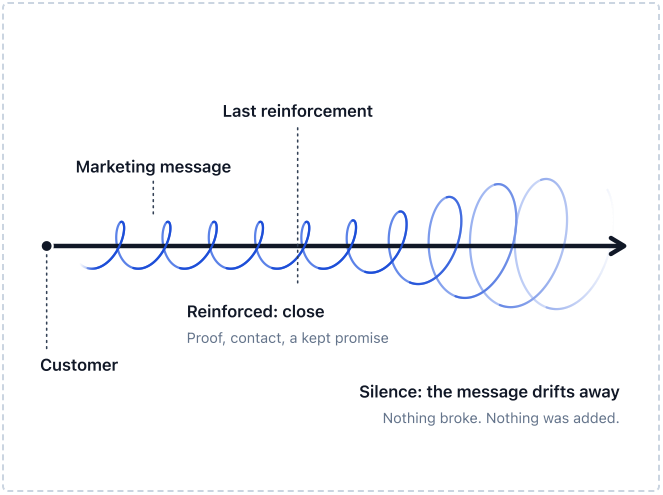
LAST; REINFORCEMENT; THE CUSTOMER; SILENCE:; THE ORBIT WIDENS; REINFORCED:; CLOSE ORBIT



SUPERSEDED **Trust decay, version 2 of 4**

October 10, 2026, 12:34 PM

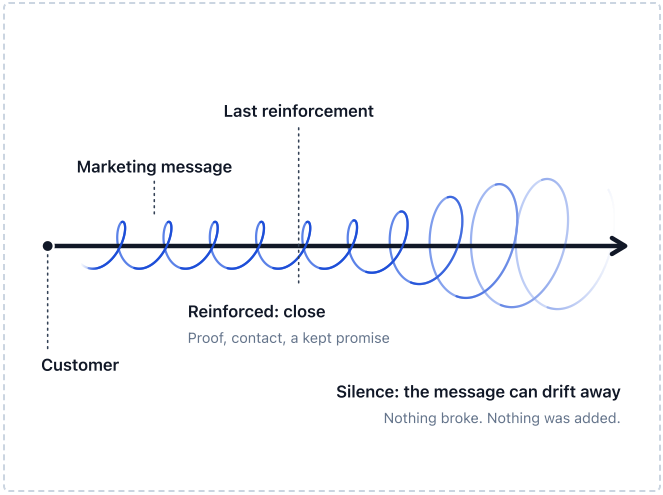
Last reinforcement; Customer; Marketing message; Reinforced: close; Proof, contact, a kept promise; Silence: the message drifts away; Nothing broke. Nothing was added.



SUPERSEDED **Trust decay, version 3 of 4**

October 10, 2026, 2:12 PM

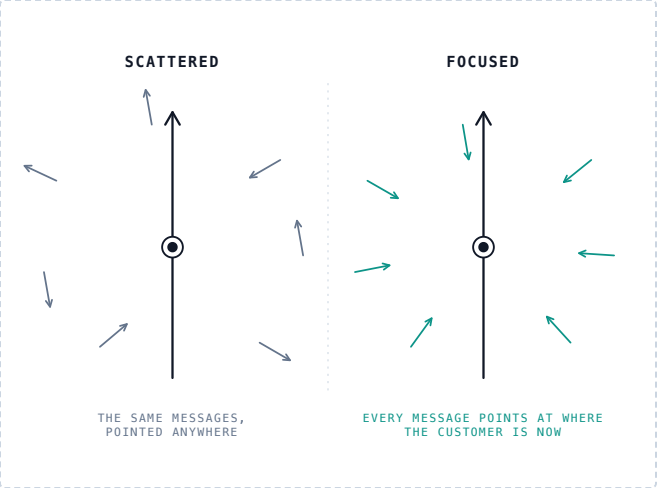
Last reinforcement; Customer; Marketing message; Reinforced: close; Proof, contact, a kept promise; Silence: the message drifts away; Nothing broke. Nothing was added.



CURRENT **Trust decay, version 4 of 4**

October 10, 2026, 3:01 PM

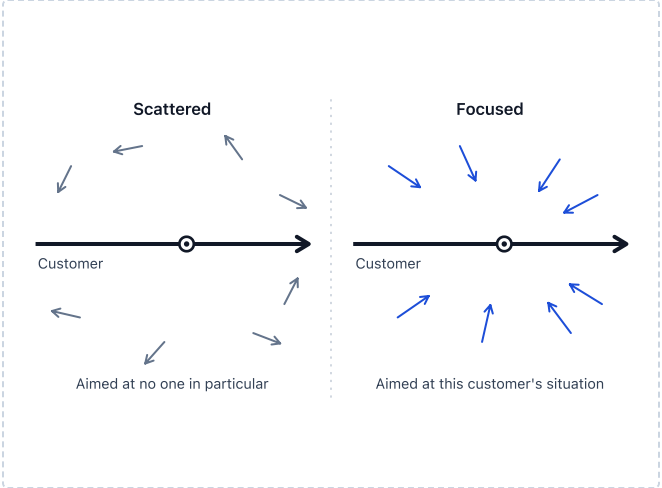
Last reinforcement; Customer; Marketing message; Reinforced: close; Proof, contact, a kept promise; Silence: the message can drift away; Nothing broke. Nothing was added.



SUPERSEDED **Relevance focus, version 1 of 2**

October 1, 2026, 9:39 AM

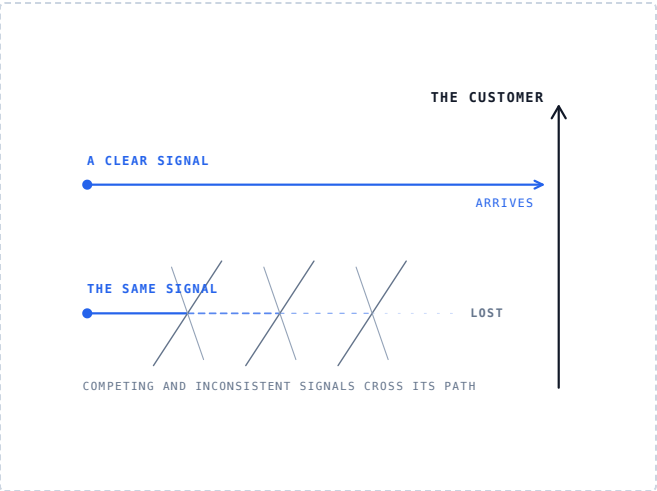
SCATTERED; THE SAME MESSAGES,; POINTED ANYWHERE; FOCUSED; EVERY MESSAGE POINTS AT WHERE; THE CUSTOMER IS NOW



CURRENT **Relevance focus, version 2 of 2**

October 10, 2026, 12:34 PM

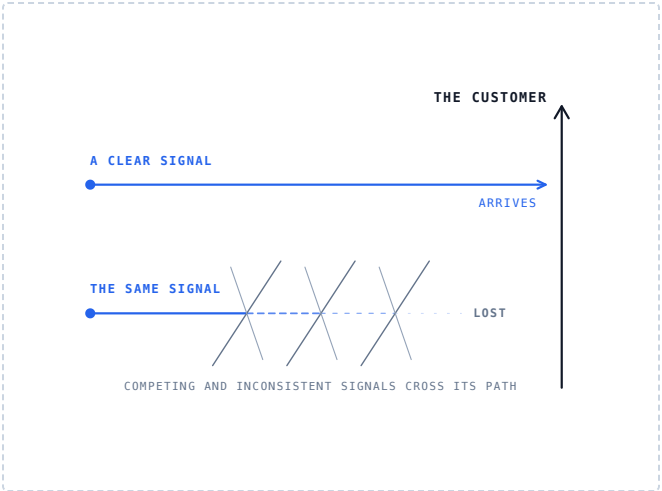
Scattered; Customer; Aimed at no one in particular; Focused; Customer; Aimed at this customer's situation



SUPERSEDED **Signal interference, version 1 of 3**

October 1, 2026, 9:39 AM

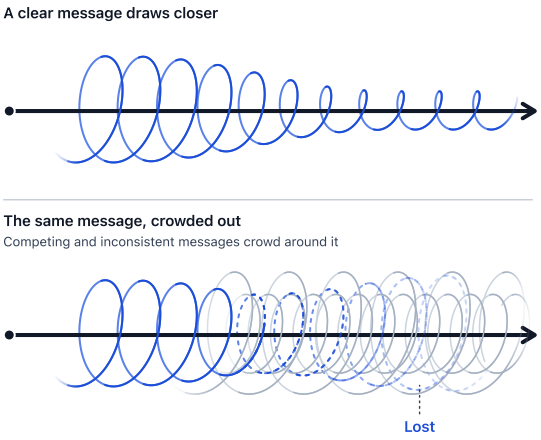
THE CUSTOMER; A CLEAR SIGNAL; ARRIVES; THE SAME SIGNAL; COMPETING AND INCONSISTENT SIGNALS CROSS ITS PATH; LOST



SUPERSEDED **Signal interference, version 2 of 3**

October 1, 2026, 9:46 AM

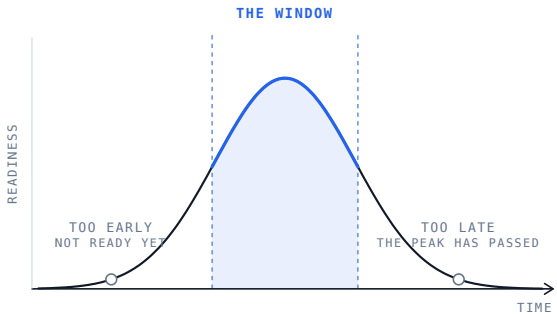
THE CUSTOMER; A CLEAR SIGNAL; ARRIVES; THE SAME SIGNAL; COMPETING AND INCONSISTENT SIGNALS CROSS ITS PATH; LOST



CURRENT **Signal interference, version 3 of 3**

October 10, 2026, 12:34 PM

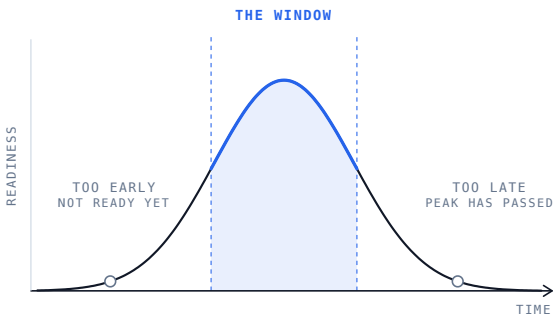
A clear message draws closer; The same message, crowded out; Competing and inconsistent messages crowd around it; Lost



SUPERSEDED **Readiness window, version 1 of 2**

October 1, 2026, 9:39 AM

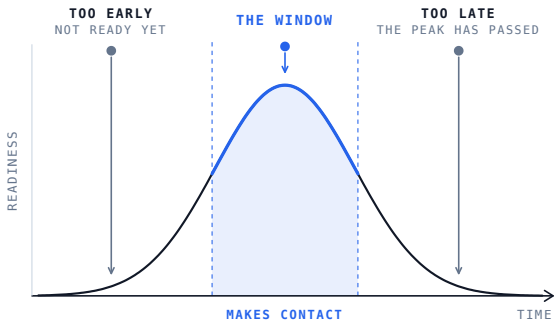
TIME; READINESS; THE WINDOW; TOO EARLY; NOT READY YET; TOO LATE; THE PEAK HAS PASSED



CURRENT **Readiness window, version 2 of 2**

October 1, 2026, 9:46 AM

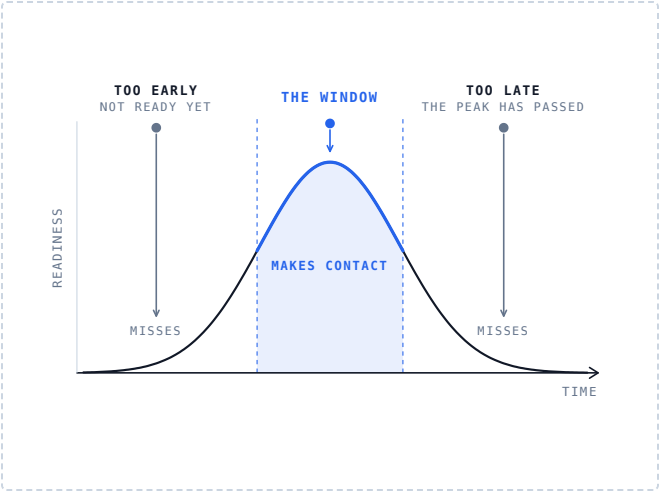
TIME; READINESS; THE WINDOW; TOO EARLY; NOT READY YET; TOO LATE; PEAK HAS PASSED



SUPERSEDED **Timing mismatch, version 1 of 2**

October 1, 2026, 9:39 AM

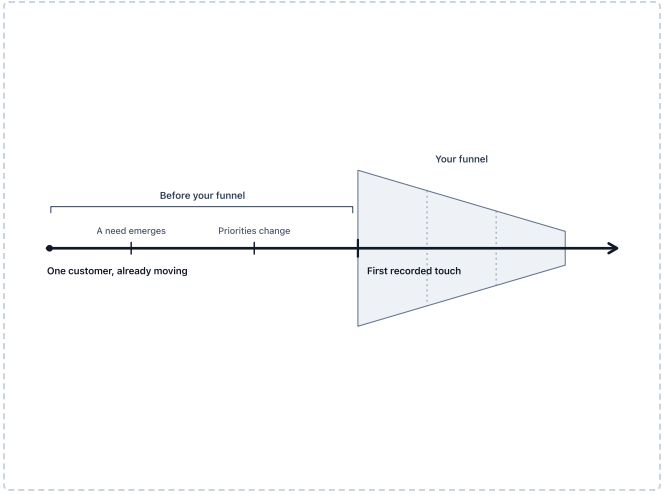
TIME; READINESS; THE WINDOW; TOO EARLY; NOT READY YET; MAKES CONTACT; TOO LATE; THE PEAK HAS PASSED



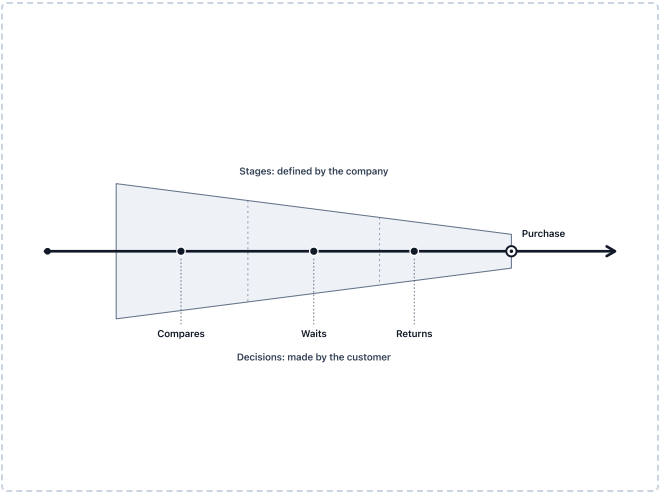
CURRENT **Timing mismatch, version 2 of 2**

October 1, 2026, 9:46 AM

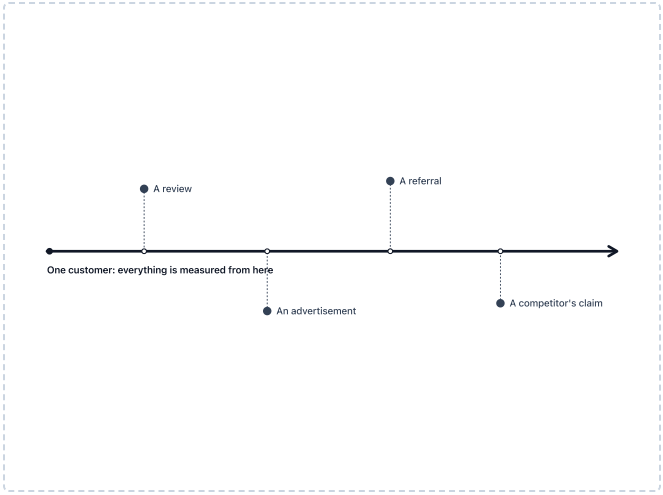
TIME; READINESS; THE WINDOW; MISSES; TOO EARLY; NOT READY YET; MAKES CONTACT; MISSES; TOO LATE; THE PEAK HAS PASSED



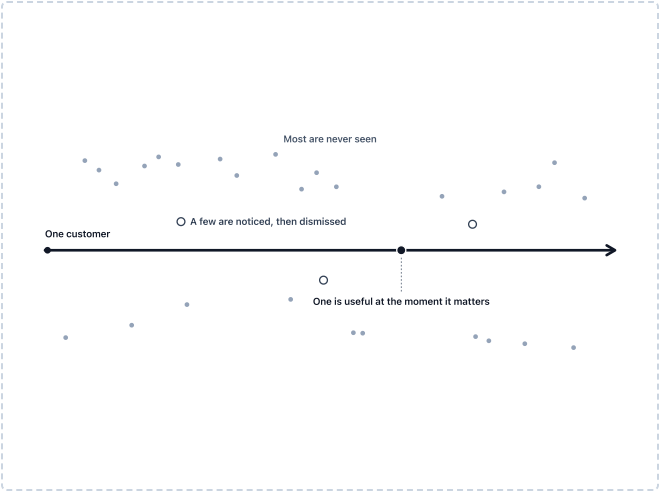
EXPLORATION **Principle 02 draft: already in motion**



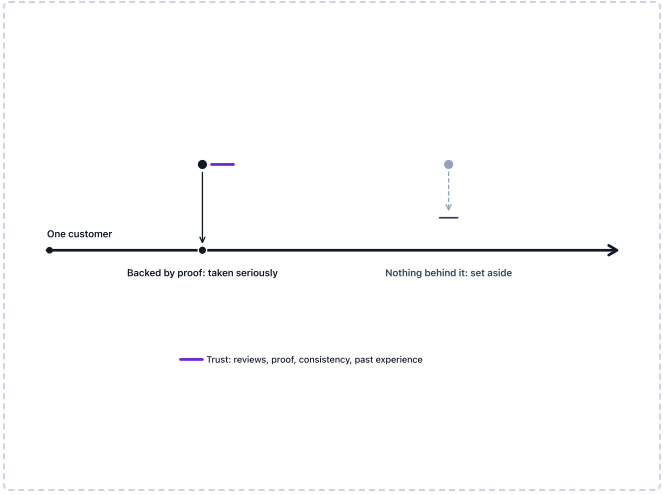
EXPLORATION **Principle 03 draft: in control**



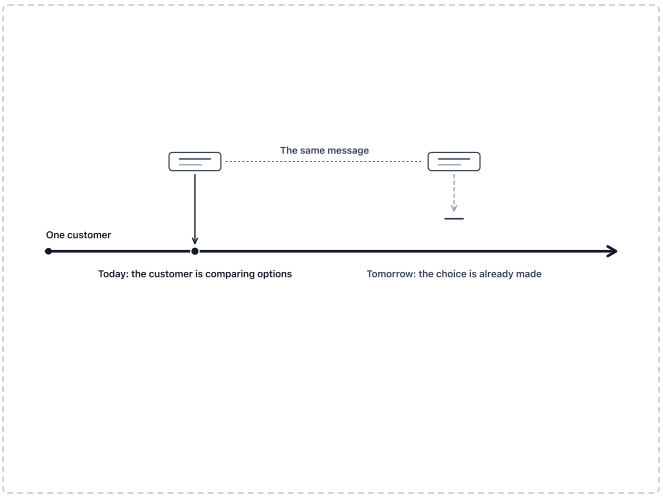
EXPLORATION **Principle 04 draft: at the center**



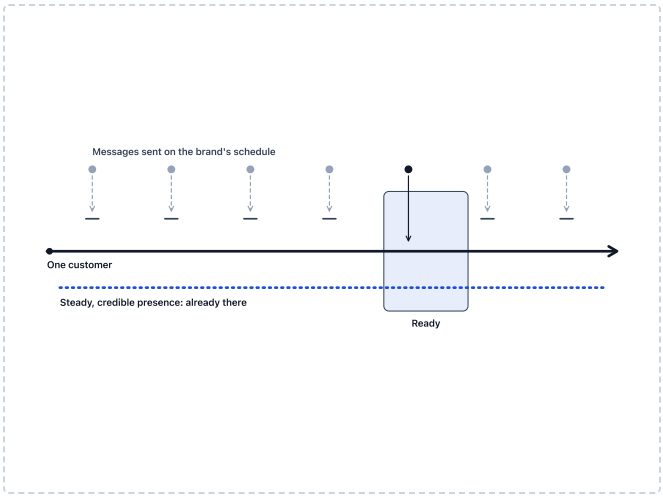
EXPLORATION **Principle 05 draft: marketing surrounds**



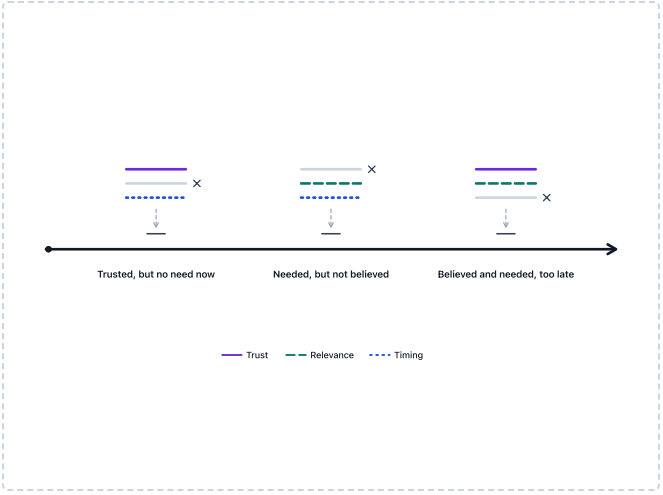
EXPLORATION **Principle 06 draft: trust first**



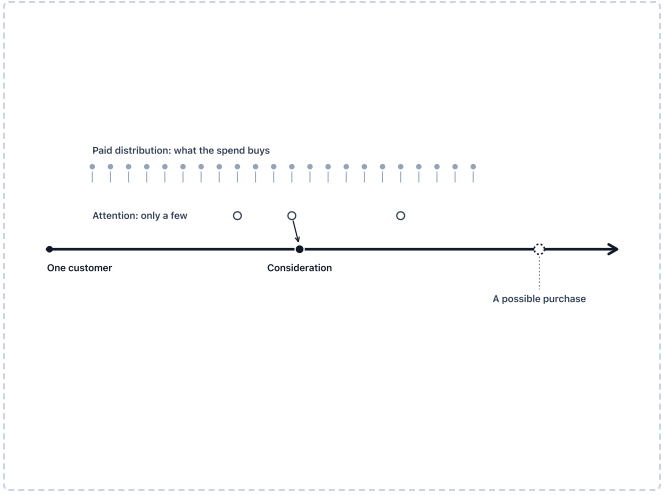
EXPLORATION **Principle 07 draft: relevance**



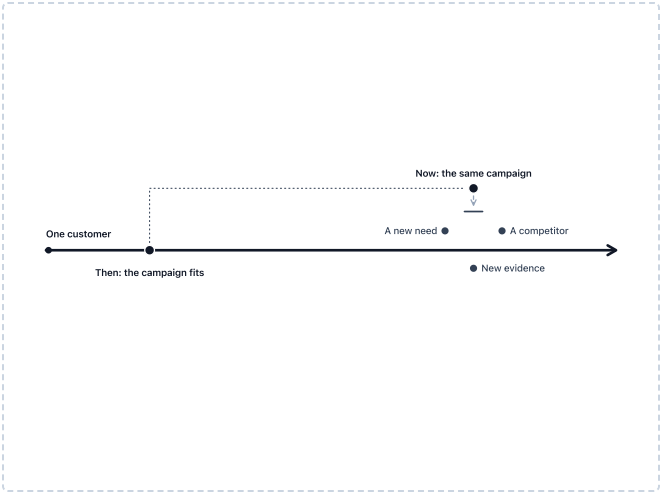
EXPLORATION **Principle 08 draft: timing**



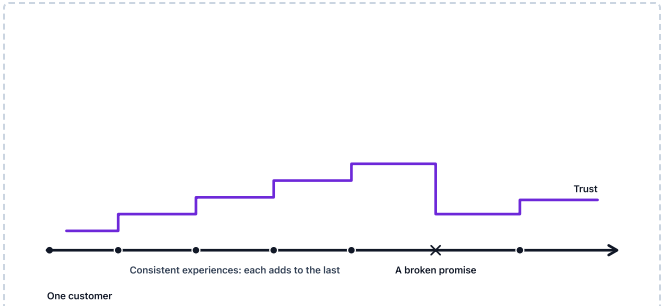
EXPLORATION **Principle 09 draft: work together**



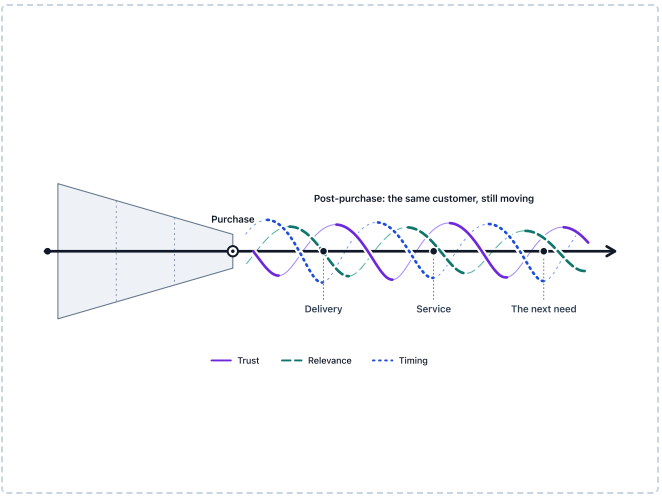
EXPLORATION **Principle 10 draft: paid media**



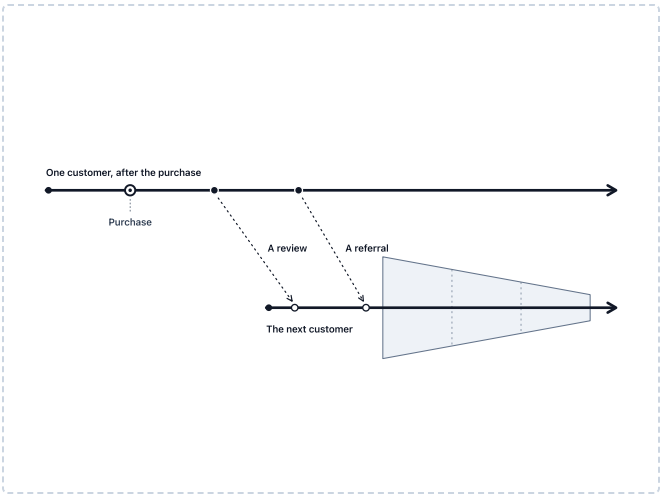
EXPLORATION **Principle 11 draft: alignment temporary**



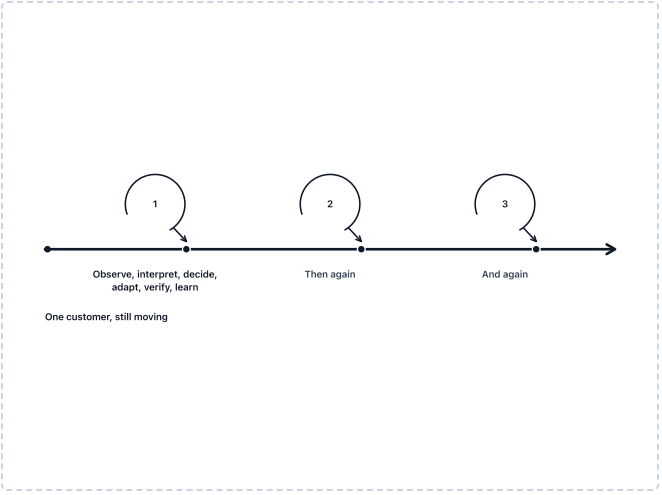
EXPLORATION **Principle 12 draft: trust compounds or decays**



EXPLORATION **Principle 13 draft: not the end**



EXPLORATION **Principle 14 draft: next customer**



EXPLORATION **Principle 15 draft: adapt**

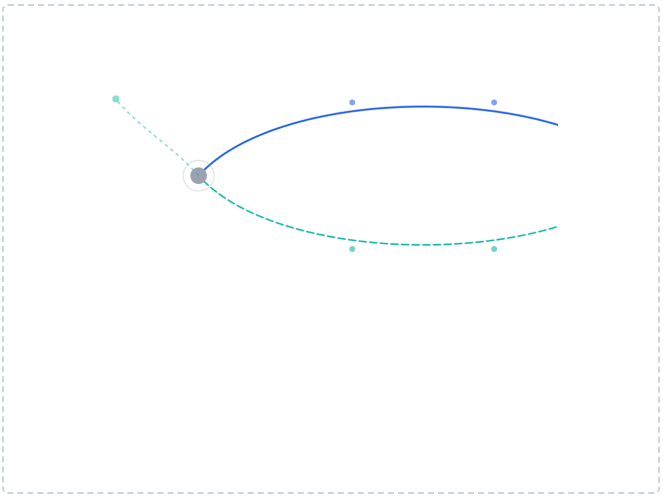
After the Purchase

The purchase was never the end of the model. The first drawing of it was an advocacy loop; the name was the Post-Sale Helix.

From October 1, 2026 it was drawn upright, the three strands continuing above a ring marked purchase, with trust reaching new customers. On October 10 it was turned left to right and the name became the Post-Purchase Helix.

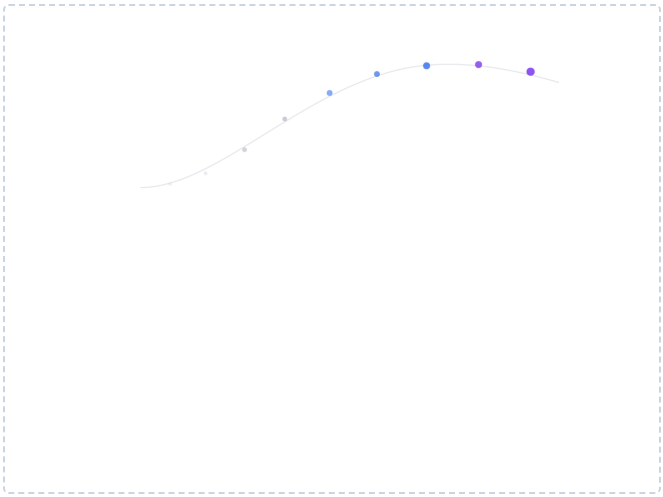
What became of it: the funnel ends at the purchase, the customer keeps moving, the message stays close, and a review or a referral, which is the customer's own act, can reach the next customers.

10 DRAWINGS FOLLOW



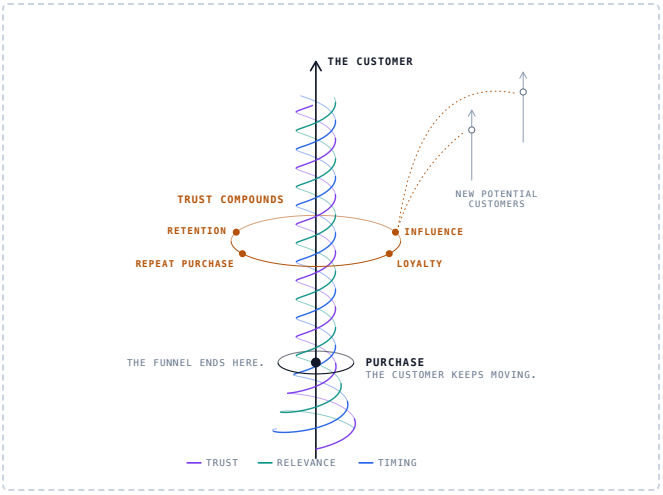
ARCHIVED **14. Advocacy loop**

From the original diagram set



ARCHIVED **24. Momentum trail**

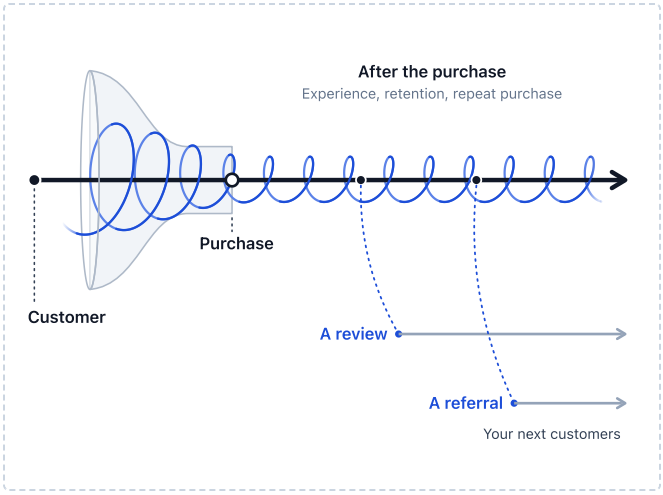
From the original diagram set



SUPERSEDED **Post purchase helix, version 1 of 4**

October 1, 2026, 9:28 AM

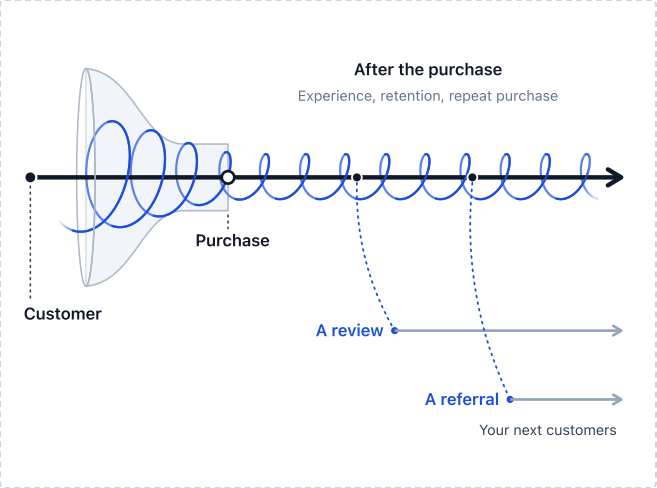
RETENTION; REPEAT PURCHASE; LOYALTY; INFLUENCE; THE CUSTOMER; PURCHASE; THE FUNNEL ENDS HERE.; THE CUSTOMER KEEPS MOVING.; NEW POTENTIAL; CUSTOMERS; TRUST COMPOUNDS; TRUST; RELEVANCE; TIMING



SUPERSEDED **Post purchase helix, version 2 of 4**

October 10, 2026, 12:34 PM

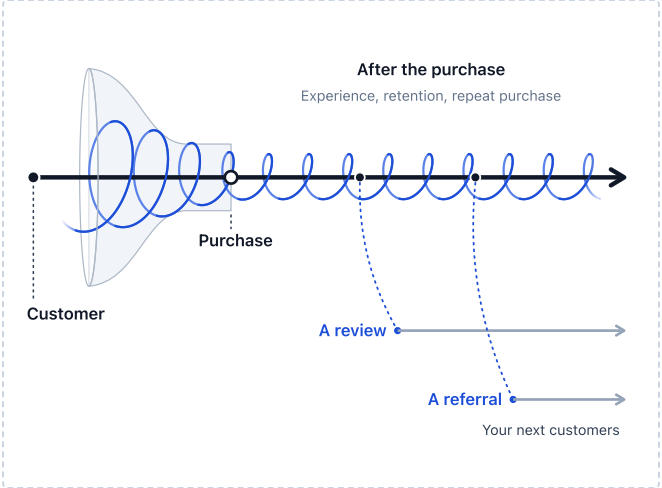
Purchase; After the purchase; Experience, retention, repeat purchase; Customer; A review; A referral; Your next customers



SUPERSEDED **Post purchase helix, version 3 of 4**

October 10, 2026, 2:12 PM

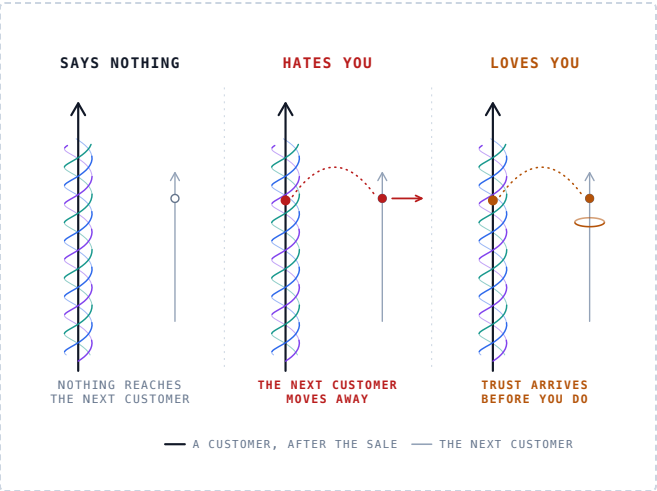
Purchase; After the purchase; Experience, retention, repeat purchase; Customer; A review; A referral; Your next customers



CURRENT **Post purchase helix, version 4 of 4**

October 11, 2026, 1:54 AM

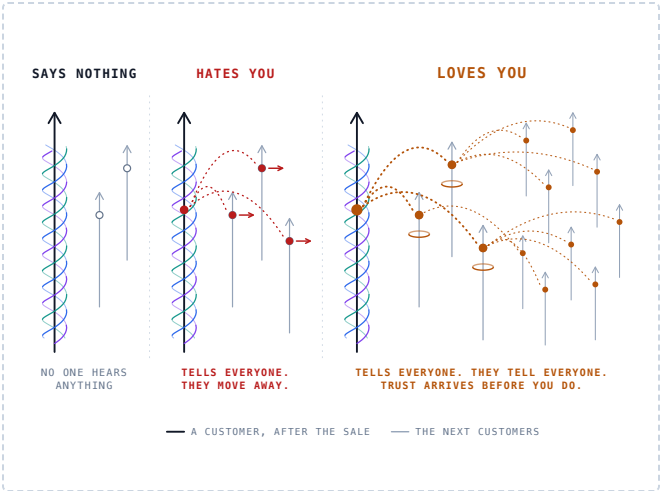
Purchase; After the purchase; Experience, retention, repeat purchase; Customer; A review; A referral; Your next customers



SUPERSEDED **After the sale, version 1 of 4**

October 1, 2026, 9:39 AM

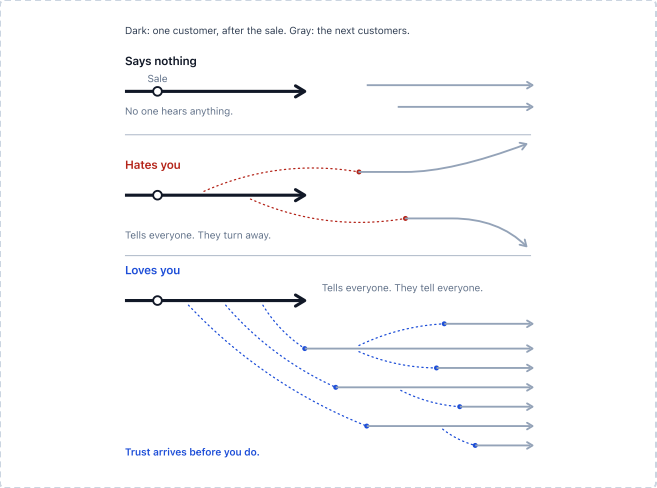
SAYS NOTHING; NOTHING REACHES; THE NEXT CUSTOMER; HATES YOU; THE NEXT CUSTOMER; MOVES AWAY; LOVES YOU; TRUST ARRIVES; BEFORE YOU DO; A CUSTOMER, AFTER THE SALE; THE NEXT CUSTOMER



SUPERSEDED **After the sale, version 2 of 4**

October 1, 2026, 9:55 AM

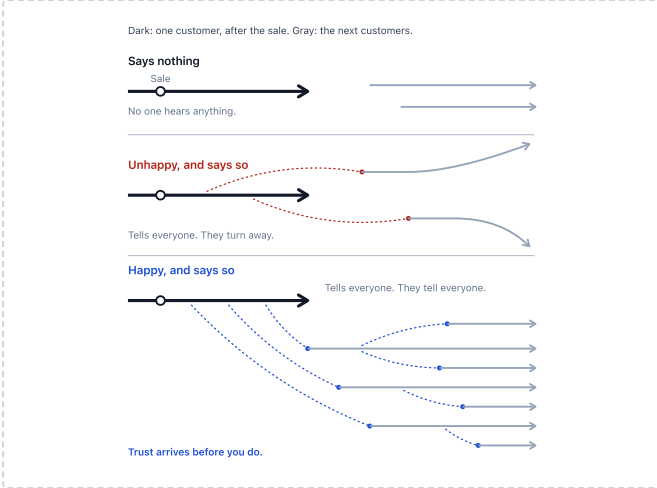
SAYS NOTHING; NO ONE HEARS; ANYTHING; HATES YOU; TELLS EVERYONE.; THEY MOVE AWAY.; LOVES YOU; TELLS EVERYONE. THEY TELL EVERYONE.; TRUST ARRIVES BEFORE YOU DO.; A CUSTOMER, AFTER THE SALE; THE NEXT CUSTOMERS



SUPERSEDED **After the sale, version 3 of 4**

October 10, 2026, 12:34 PM

Dark: one customer, after the sale. Gray: the next customers.; Says nothing; Sale; No one hears anything.; Hates you; Tells everyone. They turn away.; Loves you; Tells everyone. They tell everyone.; Trust arrives before you do.



CURRENT **After the sale, version 4 of 4**

October 10, 2026, 6:54 PM

Dark: one customer, after the sale. Gray: the next customers.; Says nothing; Sale; No one hears anything.; Unhappy, and says so; Tells everyone. They turn away.; Happy, and says so; Tells everyone. They tell everyone.; Trust arrives before you do.

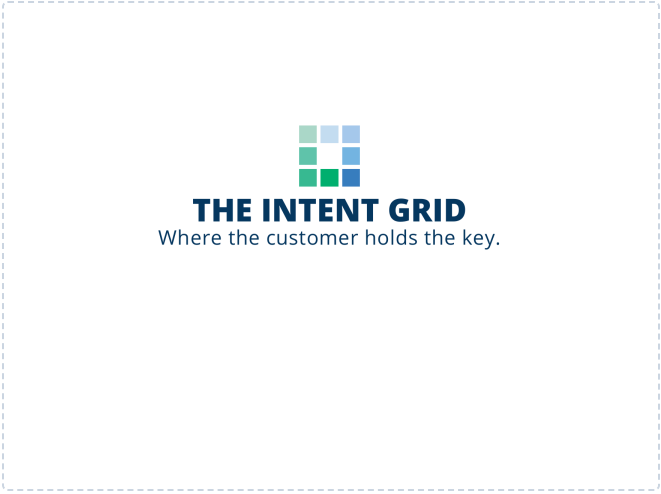
The Intent Grid and the Original Set

The Intent Grid survives as a design file titled "The Intent Grid: Where the customer holds the key." It is a three by three grid with a keyhole at its center and eight positions: Spark, Search, Explore, Compare, Sign, Engage, Expand, Elevate.

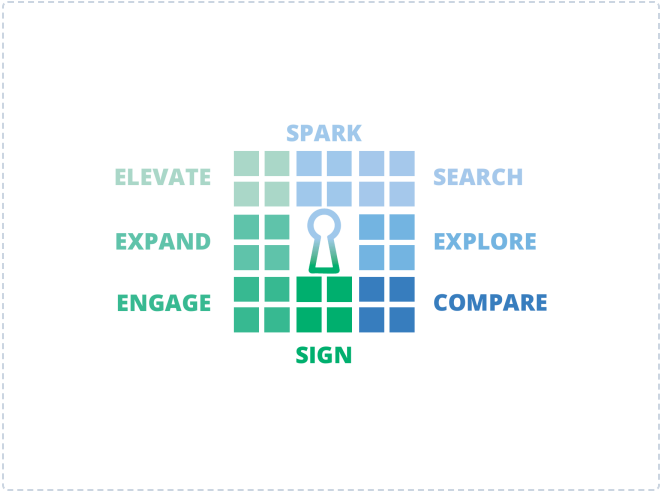
No written account of why it was set aside is in the record, and none is supplied here. The model as taught does not place the customer in named positions: positions belong to the company's funnel.

The original set is the first diagram library: 26 abstract drawings with no labels inside them. Most became figures that are still taught, redrawn. All 26 are here as drawn.

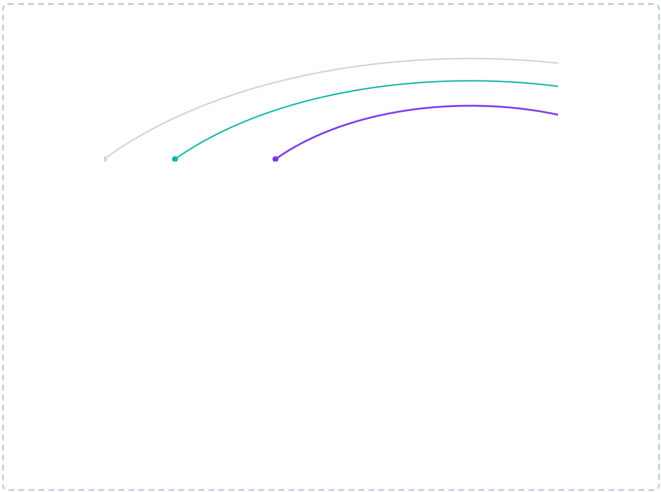
28 DRAWINGS FOLLOW



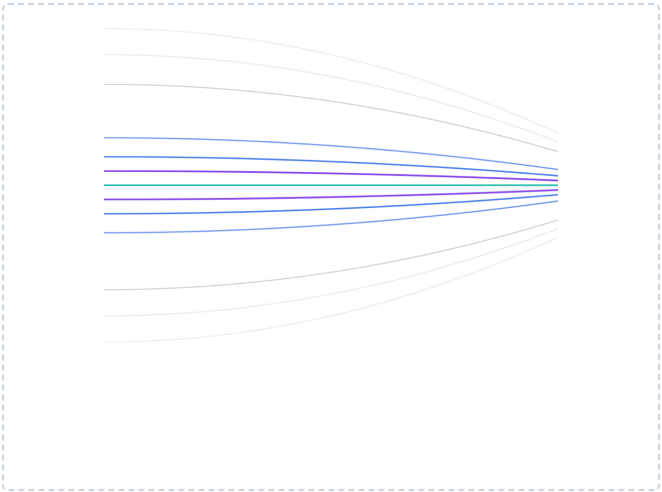
EXPLORATION **The Intent Grid: title**
From the design file



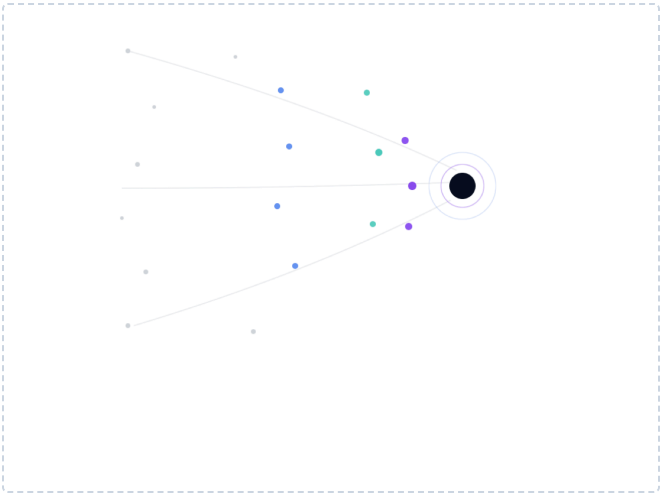
EXPLORATION **The Intent Grid: the eight positions**
From the design file



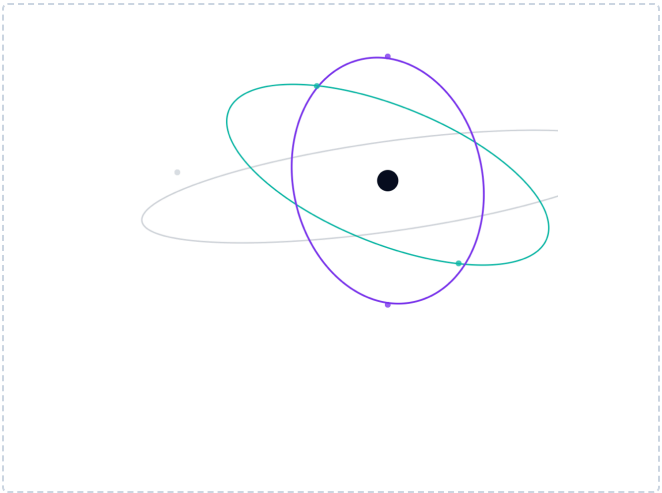
ARCHIVED **01. Orbit arcs**
From the original diagram set



ARCHIVED **02. Convergence field**
From the original diagram set



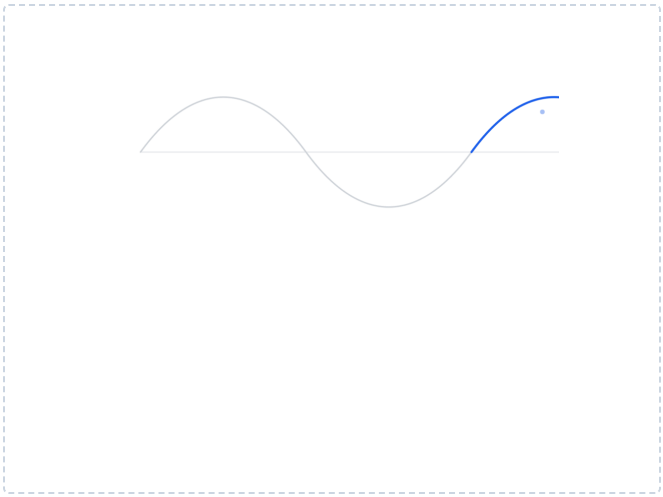
ARCHIVED **03. Signal field**
From the original diagram set



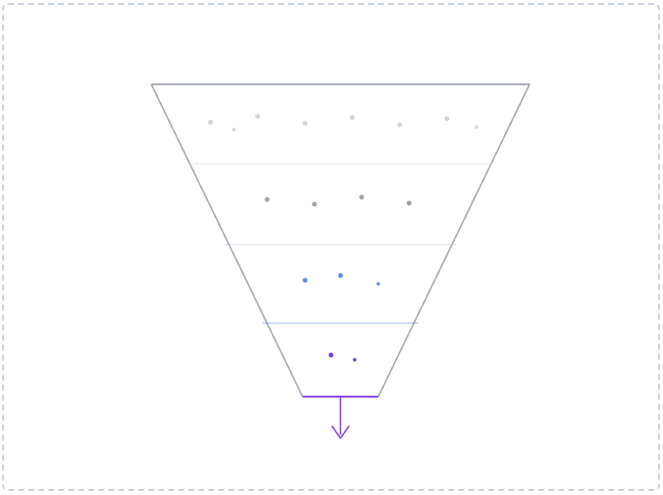
ARCHIVED **04. Tilted ring stack**
From the original diagram set



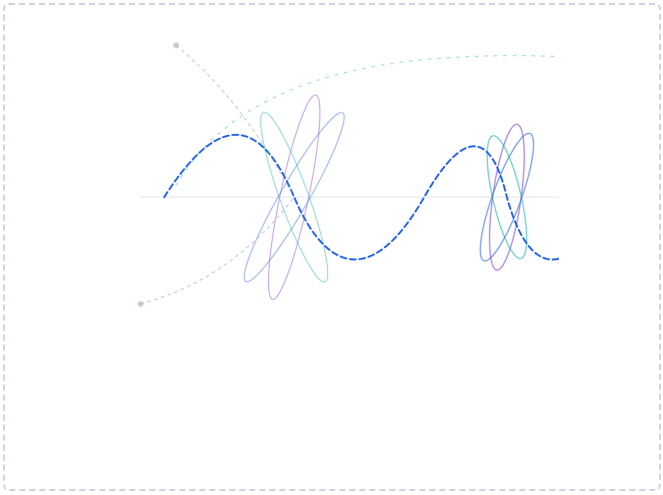
ARCHIVED **05. Helix uncoiling**
From the original diagram set



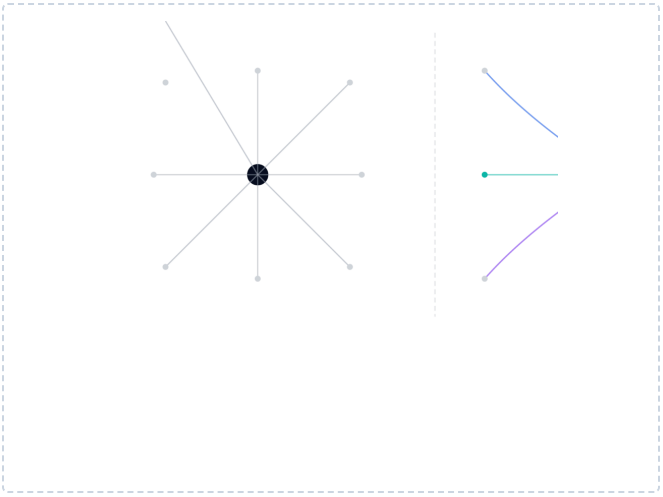
ARCHIVED **06. Customer in motion**
From the original diagram set



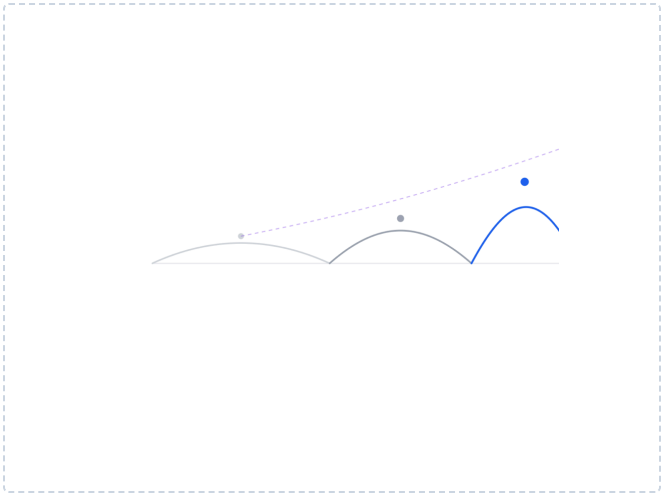
ARCHIVED **07. The old marketing funnel**
From the original diagram set



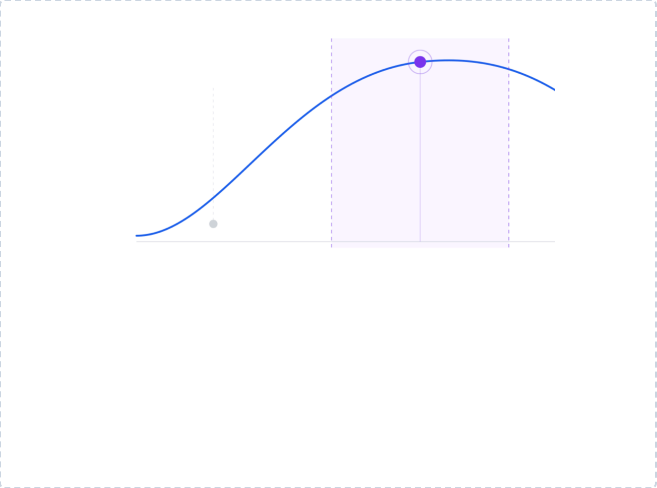
ARCHIVED **08. The marketing helix complete model**
From the original diagram set



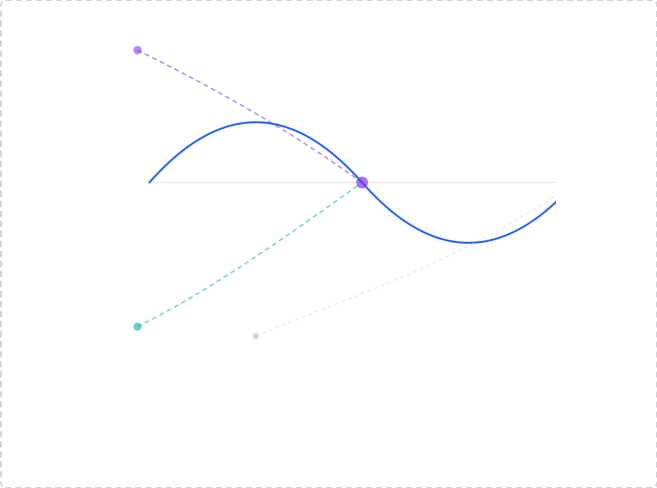
ARCHIVED **09. Push vs pull**
From the original diagram set



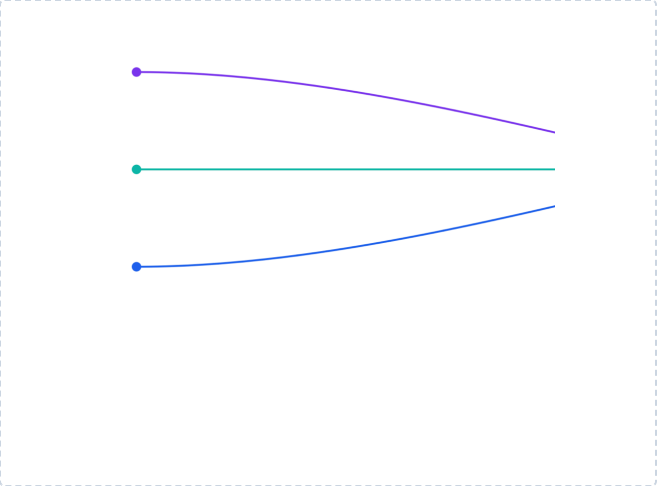
ARCHIVED **10. Trust compounding**
From the original diagram set



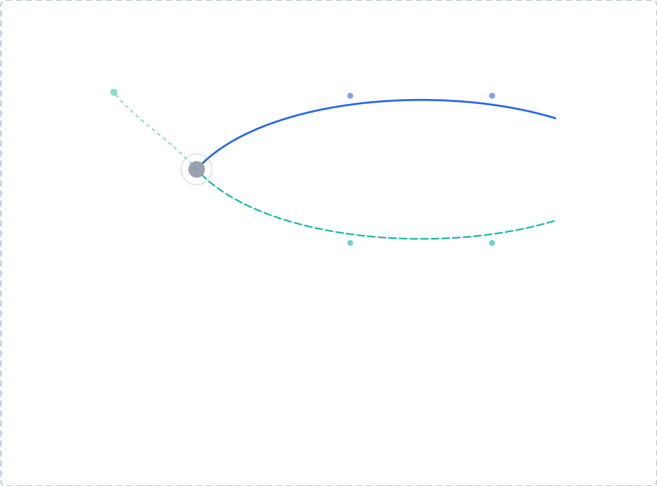
ARCHIVED **11. Readiness window**
From the original diagram set



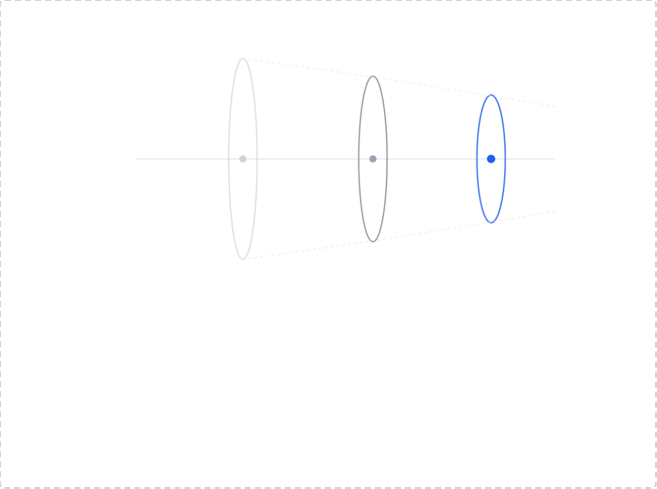
ARCHIVED **12. Non linear entry**
From the original diagram set



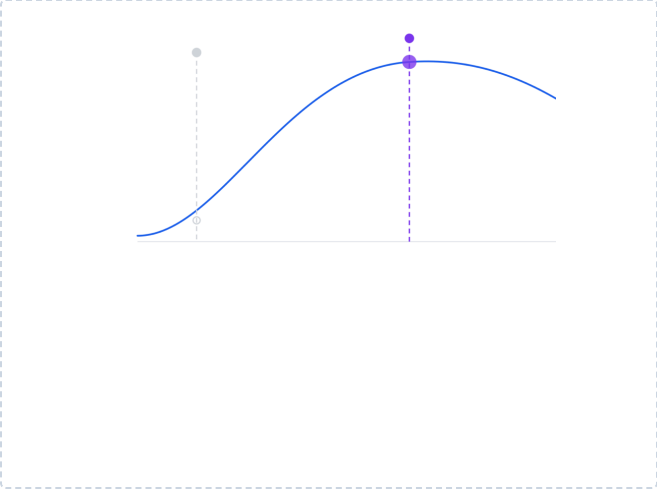
ARCHIVED **13. Three forces aligning**
From the original diagram set



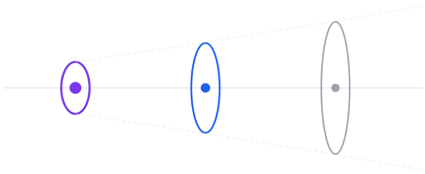
ARCHIVED **14. Advocacy loop**
From the original diagram set



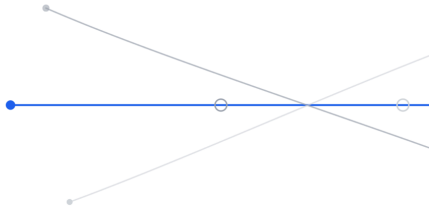
ARCHIVED **15. Orbit tightening**
From the original diagram set



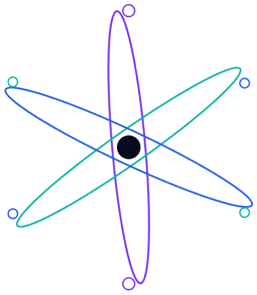
ARCHIVED **16. Timing mismatch**
From the original diagram set



ARCHIVED **17. Trust decay**
From the original diagram set



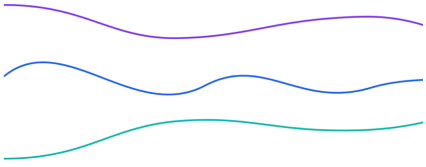
ARCHIVED **18. Signal interference**
From the original diagram set



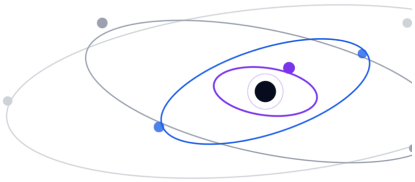
ARCHIVED **19. The three forces**
From the original diagram set



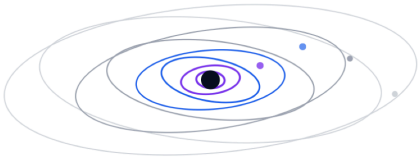
ARCHIVED **20. Scattered vs focused**
From the original diagram set



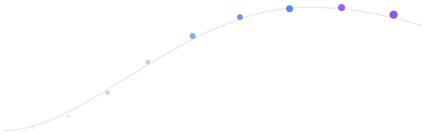
ARCHIVED **21. Alignment moment**
From the original diagram set



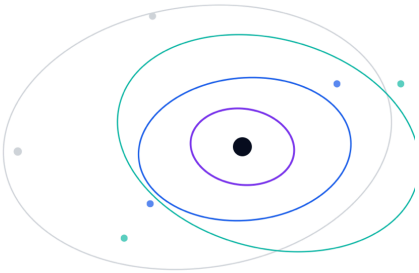
ARCHIVED **22. Market in motion**
From the original diagram set



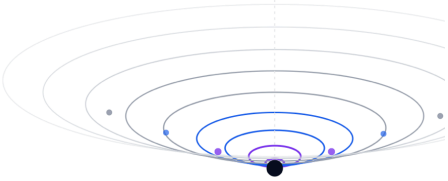
ARCHIVED **23. Decision gravity**
From the original diagram set



ARCHIVED **24. Momentum trail**
From the original diagram set



ARCHIVED **25. Context field**
From the original diagram set



ARCHIVED **26. Gravity well**
From the original diagram set