MARKETING HELIX · MODEL HISTORY

Every Replaced Word

The thirteen earlier principles, every replaced caption, and the diagram library as it stood

> 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/.

134 pieces of replaced text. Each is dated and marked Current, Superseded, Archived or Exploration.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 thirteen principles, as published until October 10, 2026

01. Customers are already in motion.

Customers do not pause between awareness and consideration waiting for brand-initiated messages. Their readiness, consideration depth, and trust level change continuously, regardless of brand action. Marketing operates on a moving target, not a stationary one. The Marketing Helix treats motion as the baseline condition, not an exception to be corrected for.

Implication: Plan for a range of customer conditions rather than a single predicted moment.

02. The customer does not move through controlled marketing stages.

Customers may enter from any direction, move closer, pause, reconsider, drift away, and return as their conditions change. Some buy earlier than a stage model would predict. Some advocate long after. Some re-enter through an entirely different need. A stage diagram can describe a company's process accurately while describing the customer's behavior poorly.

Implication: Describe what the customer is doing before deciding what the company should do about it.

03. Trust precedes consideration.

Trust is the first gate in the alignment sequence. A message that does not pass the trust threshold is not evaluated. It is dismissed before any judgment of its relevance or timing can occur. Trust is accumulated over time across multiple input types and cannot be produced by a single high-quality message.

Implication: Credibility work is not a later-stage activity. It determines whether anything later is read at all.

04. Relevance is state-dependent, not message-dependent.

Relevance is a property of the fit between message and customer state, not of the message in isolation. A message that is highly relevant for a customer in active comparison will not achieve relevance for a customer who has not yet decided they have a problem. Universal relevance is structurally impossible. Coverage across the range of likely customer states is the achievable goal.

Implication: A message does not remain relevant simply because it was relevant when it was created.

05. Timing cannot be manufactured.

Customer readiness is an internal state that cannot be reliably predicted or controlled by external messages. Timing alignment is achieved distributionally: by maintaining consistent, credible presence across the environments customers occupy during consideration, so that an aligned message is present when readiness occurs without requiring the brand to predict exactly when that is.

Implication: Presence is the response to unpredictability. Volume is not.

06. Trust, relevance, and timing determine alignment.

The three forces are not additive. Partial presence does not produce partial alignment. All three must exceed their respective thresholds at the same moment for a message to be pulled into active consideration rather than passed over. This is the central structural claim of The Marketing Helix, and it is what makes the diagnosis useful: when results fall away, the question is which force moved.

Implication: Diagnose by asking which of the three has changed, not by increasing all activity at once.

07. The environment surrounding the customer also changes.

Customer readiness does not change in isolation. Competitors reposition. Platforms change what is visible. New evidence appears and older evidence ages. Recommendations spread. Economic and cultural conditions alter perceived risk. The information surrounding the customer is continually being reordered, which means a brand can lose ground without doing anything differently.

Implication: Watch the conditions around the customer, not only the customer and not only your own output.

08. Alignment is temporary.

Alignment exists only while trust, relevance, and timing remain sufficiently strong. Customer needs change. Competitors alter the context. New evidence strengthens or weakens credibility. Platforms change what is visible. A message that once created movement may become less relevant without any obvious failure.

Implication: Treat alignment as a state to be maintained, not a result to be banked.

09. Trust can compound or decay.

Each credible interaction can strengthen the meaning of the ones before it. Trust may compound when signals remain consistent, and the threshold for future alignment falls as it does. That progress is not guaranteed. Contradiction, silence, outdated information, or a poor experience can interrupt or reverse it. The model has to describe decay as clearly as it describes attraction, because both are observed.

Implication: Maintenance of existing credibility is not a lesser activity than the creation of new reach.

10. Purchase is not the end of customer movement.

Expectations continue to change after purchase. Trust can grow or decay. Silence from a customer does not reliably mean satisfaction. Support, delivery, communication, and follow-up all affect whether the relationship strengthens or drifts. The Post-Sale Helix is not a separate model. It is the same model with a different set of active participants.

Implication: The post-sale relationship has to be observed and adapted in the same way as the pre-sale one.

11. Advocacy re-enters the system.

Reviews, referrals, repeat engagement, and public recommendation produce trust signals that other customers encounter before the brand does. Advocacy is not accidental and the window in which a customer is willing to give it can close. What a customer says after purchase becomes an input condition for customers who have not yet decided.

Implication: Design for advocacy while the willingness exists, and expect that window to be brief.

12. A moving system requires continuous observation and adaptation.

If the customer is moving and the environment is moving, then a plan set once describes a condition that no longer holds. The response is not constant reinvention. It is a repeating discipline: observe what is changing, interpret what it means for trust, relevance, and timing, decide what should stay stable and what should move, adapt strategy, message, evidence, and experience, verify whether alignment improved, and learn from the result so the next decision starts from stronger evidence. Adaptive management is the name the model gives to that practice.

Implication: Replace the single campaign plan with a loop that has no end state.

13. The model is descriptive, not prescriptive.

The Marketing Helix describes conditions and mechanisms. It does not specify which tactics produce trust, which content formats achieve relevance, or which channels improve timing probability. These are implementation questions that vary by category, audience, and competitive context. The model provides the diagnostic framework. The practitioner determines the application.

Implication: Use the model to explain what is happening, then choose tactics on the evidence in your own context.

The headings over the model in one picture

- `/`
  The funnel ends at the sale. The customer doesn’t. Before a purchase, trust , relevance and timing circle the customer and move closer as they align. The funnel stops at the purchase. The customer keeps moving, the three forces stay close, and trust compounds into retention, repeat purchase, loyalty and advocacy.
- `/post-purchase/`
  Where the funnel stops, the customer keeps going. The funnel narrows to the purchase and stops there. The customer keeps moving. Trust , relevance and timing stay close, and trust compounds into retention, repeat purchase, loyalty and advocacy. Everything to the right of the purchase is the subject of this page.

Captions and titles replaced on October 10, 2026

- `/about/`
  Gravity Well
- `/about/`
  The sheet bends into a well around the customer at its center. A message that carries trust, relevance, and timing comes closer with every turn; one without them drifts past. As trust, relevance, and timing accumulate, the customer moves closer. The customer remains in motion. The pull is not built by the marketer; it forms where alignment has been earned over time.
- `/applications/`
  A clear signal travels a clean path and arrives. Competing signals: inconsistent messaging, irrelevant content, mismatched context: cross its path, and at each crossing clarity is reduced until the signal is lost. A brand without semantic authority creates noise instead of signal.
- `/contact/`
  Three orbital forces: trust, relevance, and timing: rotating around the customer at center. Each ring occupies its own plane. Alignment is the moment all three are simultaneously near.
- `/essays/fly-by-gravity-to-marketing-helix/`
  Trust, relevance, and timing orbit the customer at every moment of motion. The pull Fly By Gravity described is resolved here into three named forces. When they converge above threshold, the message is selected.
- `/essays/fly-by-gravity-to-marketing-helix/`
  The Marketing Helix: Complete Model
- `/essays/fly-by-gravity-to-marketing-helix/`
  The customer is the straight line through the middle, and it moves up. Trust (purple), relevance (teal), and timing (blue) wind around the customer: far out at first, where most messages drift past, and closer as they align. The funnel ends at the purchase. The customer does not: the three forces stay close in the Post-Purchase Helix, and trust reaches new potential customers. Every prior name in the lineage is contained in this one picture.
- `/essays/funnel-to-gravity-funnel/`
  The Traditional Marketing Funnel
- `/essays/funnel-to-gravity-funnel/`
  One entry at the top. Sequential stages. A narrow exit at purchase. The model assumes customers enter in order, progress in sequence, and leave at the sale. It measures the end. It does not describe what determines the end.
- `/essays/`
  The complete Marketing Helix. The customer is the straight line through the middle, and it moves up, while trust, relevance, and timing wind around it and close in until a message is pulled into active consideration. The funnel ends at the purchase; the customer does not. Everything the earlier names reached for is contained here.
- `/forces/`
  Three forces turn around the customer at the center, each on its own plane and at its own pace: trust, relevance, and timing. When all three are near at the same moment, pull occurs. They rarely align by accident.
- `/forces/`
  The forces are not additive. They are simultaneous thresholds.

- `/forces/`
  Trust, relevance, and timing each follow their own course through time, never quite synchronized. At one moment all three meet: that convergence is the pull. It does not last, because all three keep moving.
- `/forces/relevance.html`
  Left: signals traveling in uncoordinated directions: no convergence occurs regardless of signal strength. Right: the same signals oriented toward the customer's actual position. Relevance is not a property of the message itself; it is a property of the angle between the message and where the customer currently stands.
- `/forces/relevance.html`
  Context Field
- `/forces/relevance.html`
  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.
- `/forces/trust.html`
  Each credible interaction can strengthen the meaning of the ones before it: every step rises more than the last. The pattern is conditional. Contradiction, silence, or a poor experience interrupts it, and the line turns down as readily as it turned up.
- `/forces/trust.html`
  Without reinforcement, trust decays. Past the last reinforcement, every turn of the orbit is wider than the one before, and trust drifts away from the customer. Trust is not a permanent asset. It is a maintained state. Silence is not neutral; it is erosion.
- `/glossary/`
  Trust, relevance, and timing: each turning at its own pace around the customer at the center. Every term in this glossary connects to one or more of these forces and their interactions.
- `/helix-art.html`
  The Old Marketing Funnel
- `/helix-art.html`
  The funnel assumes every customer comes in the same door and moves through the same stages in order: awareness, consideration, decision, purchase. Drawn here as a store with one set route, up floor by floor to a single till. Baskets are left behind at every stage. The model is linear, sequential, and controlled by the marketer. Most customers never reach the till.
- `/helix-vs-funnel/`
  The funnel was built for a world where media was controlled and exposure was bounded.
- `/helix-vs-funnel/`
  The Traditional Funnel
- `/helix-vs-funnel/`
  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.
- `/helix-vs-funnel/`
  Push vs. Pull

- /helix-vs-funnel/
  Left: push radiates outward from the brand: broadcast, undirected, indifferent to where the customer is, and it passes the customers by. Right: pull works from the other end: the customer draws in the messages that have earned it. Same energy, opposite direction, different outcomes.
- /helix-vs-funnel/
  The Marketing Helix: Complete Model
- /helix-vs-funnel/
  The customer is the straight line through the middle, and it moves up. Trust (purple), relevance (teal), and timing (blue) wind around the customer: far out at first, where most messages drift past, and closer as they align. The funnel ends at the purchase. The customer does not: the three forces stay close in the Post-Purchase Helix, and trust reaches new potential customers. Entry happens at any point, from any angle.
- /
  The funnel ends at the sale. The customer doesn't.
- /
  Before a purchase, trust , relevance and timing circle the customer and move closer as they align. The funnel stops at the purchase. The customer keeps moving, the three forces stay close, and trust compounds into retention, repeat purchase, loyalty and advocacy. The model → After the purchase →
- /
  The customer is never stationary. They are the line through the middle, moving straight ahead through time, while trust, relevance, and timing wind around them. Most messages drift past; a few are pulled in. Customers remain in motion as needs, trust, timing, and relevance change. Marketing does not move the customer through stages. Marketing adapts as the customer moves.
- /
  The Traditional Funnel
- /
  The funnel assumes linear, brand-controlled progression. Customers enter at the top and fall toward purchase. Most never reach the bottom. There is no motion: only attrition.
- /
  The Gravity Well
- /
  The sheet bends into a well around the customer at its center. A message that carries trust, relevance, and timing comes closer with every turn; one without them drifts past. While trust, relevance, and timing hold together, the customer comes closer on their own. The pull is not built by the marketer. It forms where alignment has been earned, and it fades when the conditions that earned it stop being maintained.
- /
  The customer is the straight line through the middle. Trust, relevance, and timing circle it, each at its own pace. The customer does not travel the helix: the messages do.
- /
  Each credible interaction can strengthen the meaning of the ones before it, and the threshold for alignment falls. The line after the interruption shows what the model also has to describe: contradiction, silence, or a poor experience breaks the pattern, and the ground given back is not recovered by the next interaction alone.

- /
  Without reinforcement, the orbit expands. Past the last reinforcement, every turn is wider than the one before, and trust drifts away from the customer. Trust is not a permanent asset: it requires maintenance. Silence is not neutral; it is erosion.
- /
  After the sale, customers say nothing, hate you, or love you.
- /
  Three customers after the sale. One says nothing: no one hears anything. One hates you and tells everyone: they move away. One loves you and tells everyone, and they tell everyone: influence multiplies, and trust arrives before your first message does.
- /marketing-helix-diagrams.html
  The Marketing Helix: Complete Model
- /marketing-helix-diagrams.html
  The complete model. The customer is the straight line through the middle, and it moves up. Trust (purple), relevance (teal), and timing (blue) wind around the customer: far out at first, where most messages drift past, and closer as they align. The funnel ends at the purchase. The customer does not: the three forces stay close in the Post-Purchase Helix, and trust reaches new potential customers.
- /marketing-helix-diagrams.html
  The customer is never stationary. They are the line through the middle, moving straight ahead through time, while trust, relevance, and timing wind around them as a helix. The solid line behind shows where they have been; the dashed line ahead shows where they are going. No stage gates, no waiting rooms.
- /marketing-helix-diagrams.html
  The Helix Uncoiling
- /marketing-helix-diagrams.html
  Lift the flat gravity well off the plane and let it advance through time, and the rings become a spiral that climbs around the customer. Attraction is preserved; motion and compounding are added. The static well becomes a path.
- /marketing-helix-diagrams.html
  The market is not a single customer: it is many customers, all moving at once, each one a straight line. The customer does not orbit anything. The same message circles each of them at a different distance: far out from one, closer to another, and close to a third. Marketing is not a campaign aimed at one stage; it is a field condition maintained across all of them.
- /marketing-helix-diagrams.html
  Three forces turn around the customer at the center, each on its own plane and at its own pace: trust, relevance, and timing. When all three are near at the same moment, pull occurs. They rarely align by accident.
- /marketing-helix-diagrams.html
  Three Forces Aligning
- /marketing-helix-diagrams.html
  Trust, relevance, and timing each follow their own course through time, never quite synchronized. At one moment all three meet: that convergence is the pull. It does not last, because all three keep moving.

- /marketing-helix-diagrams.html
  Signal Gravity
- /marketing-helix-diagrams.html
  Push vs. Pull
- /marketing-helix-diagrams.html
  Left: push radiates outward from the brand: broadcast, undirected, indifferent to where the customer is, and it passes the customers by. Right: pull works from the other end: the customer draws in the messages that have earned it. Same energy, opposite direction, different outcomes.
- /marketing-helix-diagrams.html
  Convergence Field
- /marketing-helix-diagrams.html
  The sheet bends into a well around the customer at its center. A message that carries trust, relevance, and timing comes closer with every turn; one without them drifts past. The pull comes from what has been built up over the years, not from the message.
- /marketing-helix-diagrams.html
  Decision Gravity
- /marketing-helix-diagrams.html
  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.
- /marketing-helix-diagrams.html
  The Gravity Well
- /marketing-helix-diagrams.html
  The sheet bends into a well around the customer at its center. A message that carries trust, relevance, and timing comes closer with every turn; one without them drifts past. The pull is not built by the marketer on command; it forms where trust, relevance, and timing have accumulated over time.
- /marketing-helix-diagrams.html
  Each credible interaction can strengthen the meaning of the ones before it: every step rises more than the last. The pattern is conditional. Contradiction, silence, or a poor experience interrupts it, and the line turns down as readily as it turned up.
- /marketing-helix-diagrams.html
  As trust builds over time, the message's orbit around the customer contracts. Early orbits are wide: distant awareness. Each aligned signal pulls the orbit tighter, until the message sits in close orbit: active consideration.
- /marketing-helix-diagrams.html
  Without reinforcement, trust decays. Past the last reinforcement, every turn of the orbit is wider than the one before, and trust drifts away from the customer. Trust is not a permanent asset. It is a maintained state. Silence is not neutral; it is erosion.
- /marketing-helix-diagrams.html
  Trust: The Permission Condition

- /marketing-helix-diagrams.html
  Each interaction builds an orbit. As trust accumulates, the orbit tightens and the message moves closer to the customer. The pull is generated by accumulated credibility, not by message force.
- /marketing-helix-diagrams.html
  The customer's readiness rises to a peak, then falls. The shaded zone marks the window during which a message can meet active readiness. A message that arrives before the window (left marker) or after the curve descends (right marker) misses, even if trust and relevance are present.
- /marketing-helix-diagrams.html
  Three messages arrive at different moments on the customer's readiness curve. The early message arrives before readiness has formed. The late message arrives after the peak has passed. Only the message that lands inside the window makes contact.
- /marketing-helix-diagrams.html
  Timing: The Convergence Condition
- /marketing-helix-diagrams.html
  Context Field
- /marketing-helix-diagrams.html
  Relevance is not about the message alone: it is about the overlap between the customer's current context (outer zones) and the message's fit (inner zones). The center is the intersection of all context fields. A message is relevant only when it lands inside that overlap. The overlap is dynamic; it changes as the customer moves through their consideration.
- /marketing-helix-diagrams.html
  Three customers after the sale. One says nothing: no one hears anything. One hates you and tells everyone: they move away. One loves you and tells everyone, and they tell everyone: influence multiplies, and trust arrives before your first message does.
- /marketing-helix-diagrams.html
  A clear signal travels a clean path and arrives. Competing signals: inconsistent messaging, irrelevant content, mismatched context: cross its path, and at each crossing clarity is reduced until the signal is lost. A brand without semantic authority creates noise instead of signal.
- /marketing-helix-diagrams.html
  Relevance: The State-Match Condition
- /marketing-helix-diagrams.html
  A message is relevant only when it points at where the customer is now: their current decision state. The same messages aimed anywhere else arrive as noise, however clearly they were sent.
- /marketing-helix-diagrams.html
  The Traditional Funnel
- /marketing-helix-diagrams.html
  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. There is no mechanism for non-linear entry, trust accumulation, or post-purchase re-entry.

- `/marketing-helix-diagrams.html`
  After the purchase the customer keeps moving. Where trust keeps growing, a purchase can become retention, another purchase, loyalty, or influence, and influence reaches new potential customers as trust before the first message does. A well-served customer makes the next customer easier to align.
- `/marketing-helix-diagrams.html`
  Visual Language
- `/marketing-helix-diagrams.html`
  Three Orbital Forces
- `/marketing-helix-diagrams.html`
  Orbit to Alignment
- `/marketing-helix-diagrams.html`
  The message's path begins as a wide orbit and tightens with every trusted, relevant signal until it sits in close orbit beside the customer. Movement, not stages: alignment follows while trust and relevance hold. The same path widens again when they weaken.
- `/model/buying-journey.html`
  Two pictures of the same purchase
- `/model/buying-journey.html`
  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.
- `/model/decision-making.html`
  Three clocks, one moment
- `/model/decision-making.html`
  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.
- `/model/`
  The Marketing Helix: Complete Model
- `/model/`
  The customer is the straight line through the middle, and it moves up. Trust (purple), relevance (teal), and timing (blue) wind around the customer: far out at first, where most messages drift past, and closer as they align. The funnel ends at the purchase. The customer does not: the three forces stay close in the Post-Purchase Helix, and trust reaches new potential customers.
- `/model/`
  The Traditional Marketing Funnel
- `/model/`
  A single entry point at the top. Sequential stages below. A narrow conversion event at the bottom. The model assumes customers enter in order, progress in sequence, and exit at purchase. It does not account for customers who enter from any direction, for trust accumulated outside marketed contexts, or for what happens after purchase.

- /model/
  The customer is the line through the middle, moving straight ahead through time. The solid line behind is the path already traveled; the dashed line ahead is the path still to come. Trust, relevance, and timing wind around the customer as a helix. Most messages drift past; a few are pulled in. The customer does not pause between encounters; they are always somewhere in motion.

- /model/
  The Gravity Well

- /model/
  The sheet bends into a well around the customer at its center. A message that carries trust, relevance, and timing comes closer with every turn; one without them drifts past. As trust, relevance, and timing accumulate, the message moves closer, not because the customer was pushed, but because alignment was earned. The well is not engineered in a single campaign. It forms over time where trust has accumulated.

- /model/
  The funnel ends at the purchase. The customer keeps moving, and trust, relevance, and timing stay wound around them. Where trust keeps growing, a purchase can become retention, another purchase, loyalty, or influence. And trust compounds: customers who trust you influence new potential customers.

- /post-purchase/
  The funnel narrows to the purchase and stops there. The customer keeps moving. Trust , relevance and timing stay close, and trust compounds into retention, repeat purchase, loyalty and advocacy. Everything to the right of the purchase is the subject of this page. The whole model →

- /post-purchase/
  Without reinforcement, the orbit expands. Past the last reinforcement, every turn is wider than the one before, and trust drifts away from the customer. Trust is not a permanent asset: it requires maintenance. Silence is not neutral; it is erosion.

- /post-purchase/
  After the sale, customers say nothing, hate you, or love you.

- /post-purchase/
  Three customers after the sale. One says nothing: no one hears anything. One hates you and tells everyone: they move away. One loves you and tells everyone, and they tell everyone: influence multiplies, and trust arrives before your first message does.

- /post-purchase/
  The funnel ends at the purchase. The customer keeps moving, and trust, relevance, and timing stay wound around them. Where trust keeps growing, a purchase can become retention, another purchase, loyalty, or influence. And trust compounds: customers who trust you influence new potential customers.

- /principles/
  The customer is never stationary. They are the line through the middle, moving straight ahead through time, while trust, relevance, and timing wind around them as a helix. The solid line behind shows where they have been; the dashed line ahead shows where they are going.

- /principles/
  Three forces travel independently, oscillating, varying in intensity, never quite synchronized. Then, at one moment, they converge. That is the alignment moment, when trust, relevance, and timing all point the same direction. It is rarely engineered. It is recognized and acted on, and because all three keep moving afterward, it does not hold on its own.

The diagram library as it stood

Entry	Group	Description
The Marketing Helix: Complete Model	Framework Overview	The complete model. The customer is the straight line through the middle, and it moves up. Trust (purple), relevance (teal), and timing (blue) wind around the customer: far out at first, where most messages drift past, and closer as they align. The funnel ends at the purchase. The customer does not: the three forces stay close in the Post-Purchase Helix, and trust reaches new potential customers.
Customer in Motion	Framework Overview	The customer is never stationary. They are the line through the middle, moving straight ahead through time, while trust, relevance, and timing wind around them as a helix. The solid line behind shows where they have been; the dashed line ahead shows where they are going. No stage gates, no waiting rooms.
The Helix Uncoiling	Framework Overview	Lift the flat gravity well off the plane and let it advance through time, and the rings become a spiral that climbs around the customer. Attraction is preserved; motion and compounding are added. The static well becomes a path.
Market in Motion	Framework Overview	The market is not a single customer: it is many customers, all moving at once, each one a straight line. The customer does not orbit anything. The same message circles each of them at a different distance: far out from one, closer to another, and close to a third. Marketing is not a campaign aimed at one stage; it is a field condition maintained across all of them.
The Three Forces	The Three Forces	Three forces turn around the customer at the center, each on its own plane and at its own pace: trust, relevance, and timing. When all three are near at the same moment, pull occurs. They rarely align by accident.
Three Forces Aligning	The Three Forces	Trust, relevance, and timing each follow their own course through time, never quite synchronized. At one moment all three meet: that convergence is the pull. It does not last, because all three keep moving.
The Alignment Moment	The Three Forces	Trust, relevance, and timing each follow their own course through time, never quite synchronized. At one moment all three meet: that convergence is the pull. It does not last, because all three keep moving.
Push vs. Pull	Signal Gravity	Left: push radiates outward from the brand: broadcast, undirected, indifferent to where the customer is, and it passes the customers by. Right: pull works from the other end: the customer draws in the messages that have earned it. Same energy, opposite direction, different outcomes.
Convergence Field	Signal Gravity	The sheet bends into a well around the customer at its center. A message that carries trust, relevance, and timing comes closer with every turn; one without them drifts past. The pull comes from what has been built up over the years, not from the message.
Decision Gravity	Signal Gravity	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.

Entry	Group	Description
The Gravity Well	Signal Gravity	The sheet bends into a well around the customer at its center. A message that carries trust, relevance, and timing comes closer with every turn; one without them drifts past. The pull is not built by the marketer on command; it forms where trust, relevance, and timing have accumulated over time.
Trust Compounding	Trust	Each credible interaction can strengthen the meaning of the ones before it: every step rises more than the last. The pattern is conditional. Contradiction, silence, or a poor experience interrupts it, and the line turns down as readily as it turned up.
Orbit Tightening	Trust	As trust builds over time, the message's orbit around the customer contracts. Early orbits are wide: distant awareness. Each aligned signal pulls the orbit tighter, until the message sits in close orbit: active consideration.
Trust Decay	Trust	Without reinforcement, trust decays. Past the last reinforcement, every turn of the orbit is wider than the one before, and trust drifts away from the customer. Trust is not a permanent asset. It is a maintained state. Silence is not neutral; it is erosion.
Trust: The Permission Condition	Trust	Each interaction builds an orbit. As trust accumulates, the orbit tightens and the message moves closer to the customer. The pull is generated by accumulated credibility, not by message force.
Timing Mismatch	Timing	Three messages arrive at different moments on the customer's readiness curve. The early message arrives before readiness has formed. The late message arrives after the peak has passed. Only the message that lands inside the window makes contact.
Timing: The Convergence Condition	Timing	The customer's readiness rises to a peak, then falls. The shaded zone marks the window during which a message can meet active readiness. A message that arrives before the window (left marker) or after the curve descends (right marker) misses, even if trust and relevance are present.
After the Sale	Relevance	Three customers after the sale. One says nothing: no one hears anything. One hates you and tells everyone: they move away. One loves you and tells everyone, and they tell everyone: influence multiplies, and trust arrives before your first message does.
Signal Interference	Relevance	A clear signal travels a clean path and arrives. Competing signals: inconsistent messaging, irrelevant content, mismatched context: cross its path, and at each crossing clarity is reduced until the signal is lost. A brand without semantic authority creates noise instead of signal.
Relevance: The State-Match Condition	Relevance	A message is relevant only when it points at where the customer is now: their current decision state. The same messages aimed anywhere else arrive as noise, however clearly they were sent.
The Post-Purchase Helix	Post-Purchase	After the purchase the customer keeps moving. Where trust keeps growing, a purchase can become retention, another purchase, loyalty, or influence, and influence reaches new potential customers as trust before the first message does. A well-served customer makes the next customer easier to align.
Three Orbital Forces	Visual Language	Three forces turn around the customer at the center, each on its own plane and at its own pace: trust, relevance, and timing. When all three are near at the same moment, pull occurs. They rarely align by accident.

Entry	Group	Description
Orbit to Alignment	Trust	The message's path begins as a wide orbit and tightens with every trusted, relevant signal until it sits in close orbit beside the customer. Movement, not stages: alignment follows while trust and relevance hold. The same path widens again when they weaken.

Working wording from October 10, 2026

- October 10, 2026, 12:34 PM
  Figure 1: The Marketing Helix Inside Your Funnel
- October 10, 2026, 12:34 PM
  The funnel tracks the process. The Helix shows marketing drawing closer to a customer as trust, relevance, and timing align. The customer is the straight line, moving left to right. The funnel is the company's process. The purchase is one point on the line, and both the customer and the message continue past it.
- October 10, 2026, 12:34 PM
  The Marketing Funnel
- October 10, 2026, 12:34 PM
  The funnel organizes the company's stages: awareness, consideration, conversion. It records where a customer is in that process. It does not show what is changing around the customer on the way.
- October 10, 2026, 12:34 PM
  The customer is the straight line, moving left to right through time. The solid line is the path already traveled; the dashed line ahead is not decided. One message is pulled closer. Most drift past.
- October 10, 2026, 12:34 PM
  Many customers, each a straight line moving forward. The same message circles each of them at a different distance. No customer travels the orbit.
- October 10, 2026, 12:34 PM
  Pulled Closer, or Drifting Past
- October 10, 2026, 12:34 PM
  A message that carries trust, relevance, and timing is drawn closer with every turn. One without them passes by and keeps going.
- October 10, 2026, 12:34 PM
  Trust, relevance, and timing each come and go on their own schedule. The message is closest to the customer only while all three hold at the same moment.
- October 10, 2026, 12:34 PM
  Trust, relevance, and timing each follow their own course through time. At one moment all three meet. It does not last, because all three keep moving.
- October 10, 2026, 12:34 PM
  The message has not changed. What the customer needs has moved. Alignment is lost at the marked point, and nothing broke.
- October 10, 2026, 12:34 PM
  While credible signals reinforce one another, the orbit contracts and the message moves from distant awareness toward active consideration.
- October 10, 2026, 12:34 PM
  Each credible interaction can strengthen the meaning of the ones before it. The pattern is conditional: contradiction, silence, or a poor experience turns the line down.

- October 10, 2026, 12:34 PM
  Past the last reinforcement, every turn of the orbit is wider than the one before. Silence is not neutral.
- October 10, 2026, 12:34 PM
  The same messages, aimed at everyone or aimed at where this customer is now.
- October 10, 2026, 12:34 PM
  A clear signal draws closer. The same signal, crossed by competing and inconsistent signals, is lost.
- October 10, 2026, 12:34 PM
  The customer's readiness rises to a peak and falls. A message that arrives before or after the window misses it.
- October 10, 2026, 12:34 PM
  Three messages at three moments on the same readiness curve. Only the one inside the window makes contact.
- October 10, 2026, 12:34 PM
  The funnel in this picture ends at the purchase. The customer keeps moving and the message stays close. A review or a referral reaches the next customers.
- October 10, 2026, 12:34 PM
  Three customers after the sale. One says nothing. One hates you and tells everyone. One loves you and tells everyone, and they tell everyone.
- October 10, 2026, 12:34 PM
  Every figure above runs left to right, in the vocabulary of Figure 1. The earlier upright figures, the gravity well, push versus pull, and the original diagram set are kept, labeled, in the figure history . They are not the current model.
- October 10, 2026, 2:12 PM
  The funnel organizes the company's stages: awareness, consideration, conversion, purchase. It records where a customer is in that process. It does not show what is changing around the customer on the way.
- October 10, 2026, 2:15 PM
  The funnel organizes the company's stages: awareness, consideration, conversion. It records where a customer is in that process, up to the purchase. It does not show what is changing around the customer on the way.
- October 10, 2026, 2:22 PM
  Start here. This is the usual picture: an upright funnel. Customers are dropped in at the top and expected to fall neatly through the stages the company built.
- October 10, 2026, 2:22 PM
  2. Now Turn It on Its Side
- October 10, 2026, 2:22 PM
  The same funnel, on its side. The customer is not dropped in and does not fall. The customer is already in motion, moving fast, left to right: through the company's stages, to the purchase, and past it. The funnel still records where the customer is in that process.
- October 10, 2026, 2:22 PM
  3. Figure 1: Then Show the Motion

- October 10, 2026, 2:22 PM
  Now the motion itself. The funnel tracks the process. The Helix shows marketing drawing closer to a customer as trust, relevance, and timing align. The customer is the straight line. The marketing message moves around the customer, and both continue past the purchase.

- October 10, 2026, 2:26 PM
  The same message, the same customer, two outcomes. With trust, relevance, and timing, the message is pulled closer with every turn. Without them, its turns open out, it drifts past, and it is gone. The pull is not built in one campaign. It forms where alignment has been earned, and it fades when the conditions that earned it stop being maintained.

- October 10, 2026, 2:28 PM
  Customers are not dropped in, and they do not passively fall through something you built. They are already moving, lightning fast: searching, swiping, comparing, deciding. That is why the funnel is turned on its side. Time runs left to right, and the customer moves through it.

- October 10, 2026, 2:28 PM
  The same funnel, turned on its side so the motion can be seen. The customer arrives already moving, passes through the company's stages at speed, reaches the purchase, and keeps going. The funnel still records where the customer is in that process.

- October 10, 2026, 2:30 PM
  The same message, the same customer, two outcomes. With trust, relevance, and timing, the message is pulled closer with every turn. Without them, every turn is larger and fainter than the last, and then it is gone. The pull is not built in one campaign. It forms where alignment has been earned, and it fades when the conditions that earned it stop being maintained.

- October 10, 2026, 2:35 PM
  Americans check their phones 186 times a day, about once every five minutes while they are awake (Reviews.org survey of about 1,000 US adults, January 2026).

- October 10, 2026, 2:40 PM
  Most marketing messages drift past. The customer is the straight line, moving left to right, and nearly everything aimed at that customer passes by and keeps going. One message is pulled closer. The line ahead is dashed because what the customer does next is not decided.

- October 10, 2026, 3:01 PM
  Start here. The conventional funnel summarizes the stages in a business's process. Drawn upright, as it usually is, it shows customers entering at the top and moving down in order. That is a fair summary of the process. As a complete picture of customer behavior, it can hide movement, loops, and choices made outside the funnel.

- October 10, 2026, 3:01 PM
  The upright funnel is a drawing of the company’s process. Read as a picture of the customer, it suggests people are dropped in and fall neatly through something you built. They are not falling. They are already moving, lightning fast: searching, swiping, comparing, deciding, and often looping back. That is why the funnel is turned on its side. Left to right is time, not a fixed order of stages.

- October 10, 2026, 3:01 PM
  Two contrasting scenarios with the same message and the same customer. Where trust, relevance, and timing are favorable, the message is pulled closer with every turn. Where they are not, every turn is larger and fainter than the last, and then it is gone. These are illustrations of a tendency, not a law: favorable conditions do not guarantee a purchase, and purchases happen without them.

- October 10, 2026, 3:01 PM
  Figures 02 to 18 run left to right, in the vocabulary of Figure 1. Figure 01 is upright on purpose: it shows the conventional funnel for comparison. The earlier upright figures, the gravity well, push versus pull, and the original diagram set are kept, labeled, in the Model History . They are not the current model.

- October 10, 2026, 9:05 PM
  Figures 02 to 22 run left to right, in the vocabulary of Figure 1. Figure 01 is upright on purpose: it shows the conventional funnel for comparison. The earlier upright figures, the gravity well, push versus pull, and the original diagram set are kept, labeled, in the Model History . They are not the current model.

- October 11, 2026, 1:47 AM
  Start here. The conventional funnel summarizes the stages in a business's process. Drawn upright, as it usually is, it shows customers entering at the top and moving down in order. Most fall out along the way, and a few reach a purchase. That is a fair summary of the process. As a complete picture of customer behavior, it can hide movement, loops, and choices made outside the funnel.

- October 11, 2026, 3:38 AM
  Start here. The conventional funnel summarizes the stages in a business's process. Drawn upright, as it usually is, it shows customers entering at the top and moving down in order. Most fall out along the way, and a few reach a purchase. That is the company's process. The funnel doesn't show what is happening. What customers do is more complex: movement, loops, and choices made outside the funnel.

- October 11, 2026, 5:54 AM
  A company can put out a flood of marketing: ads, videos, posts, reviews, search results. Making a hundred videos does not mean anyone sees them. Paid, earned, or organic, none of it is attention until the customer looks.

- October 11, 2026, 5:54 AM
  Attention Comes First

- October 11, 2026, 5:54 AM
  Attention is where the marketing begins, not where it ends. Once a message is noticed, trust is the first test, and trust, relevance, and timing shape whether the message draws closer or drifts away. These are two possibilities, not the only outcomes.

- October 11, 2026, 5:54 AM
  Figures 02 to 25 run left to right, in the vocabulary of Figure 1. Figure 01 is upright on purpose: it shows the conventional funnel for comparison. The earlier upright figures, the gravity well, push versus pull, and the original diagram set are kept, labeled, in the Model History . They are not the current model.