Gravity

The Gravity Funnel, Fly By Gravity, and the gravity well

> 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/.

20 drawings, 22 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 Each is dated and marked Current, Superseded, Archived or Exploration.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.

Gravity: what it was, and what became of it

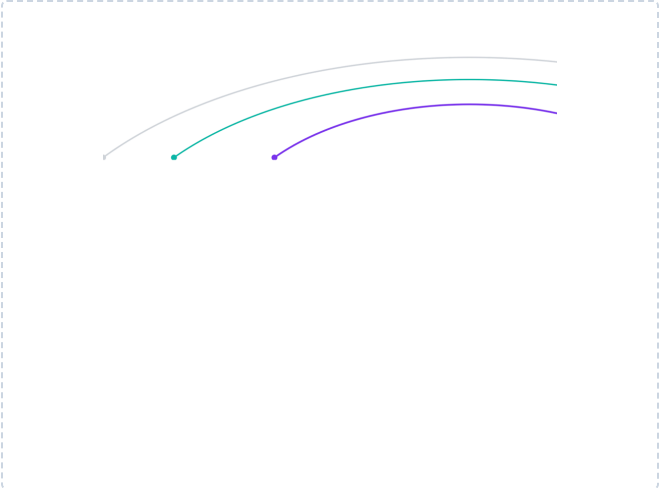
The first correction to the funnel was the Gravity Funnel: replace push with pull. In its own essay's words it "remained a funnel in shape and described capture, not the source of the pull."

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.

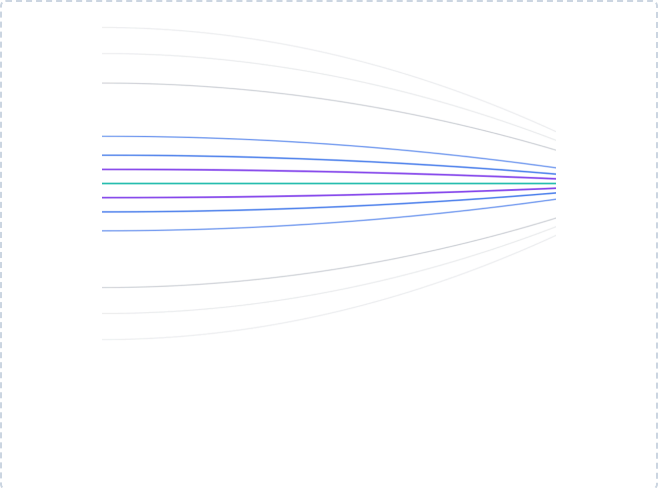
The gravity well was the clearest picture of the idea and stood on the homepage until October 10, 2026. What became of it: the same idea is now drawn left to right as one message with two outcomes, pulled closer or drifting past. Gravity remains a word for the pull. It is a metaphor, not a measured force.

20 DRAWINGS FOLLOW, OLDEST FIRST

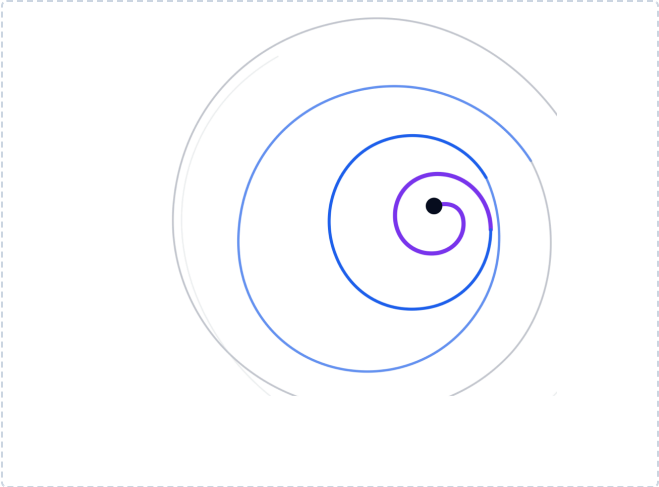
Every drawing



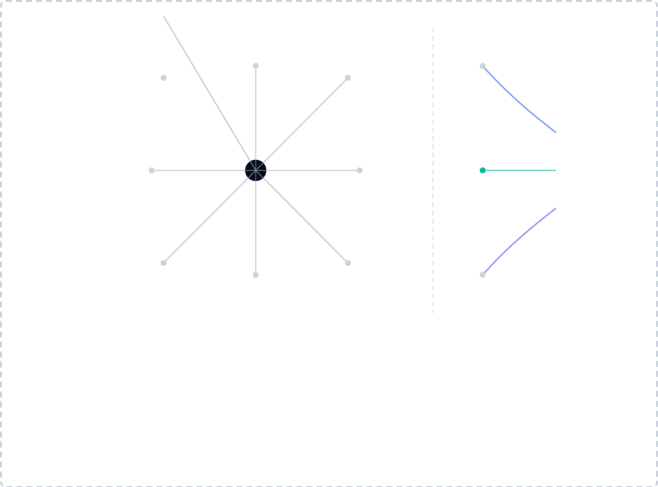
ARCHIVED **01. Orbit arcs**
From the original diagram set



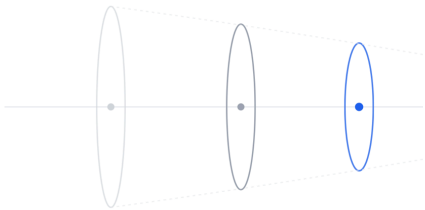
ARCHIVED **02. Convergence field**
From the original diagram set



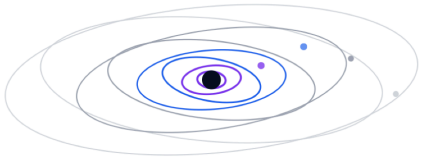
ARCHIVED **05. Helix uncoiling**
From the original diagram set



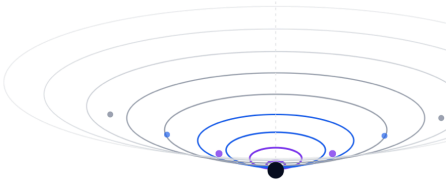
ARCHIVED **09. Push vs pull**
From the original diagram set



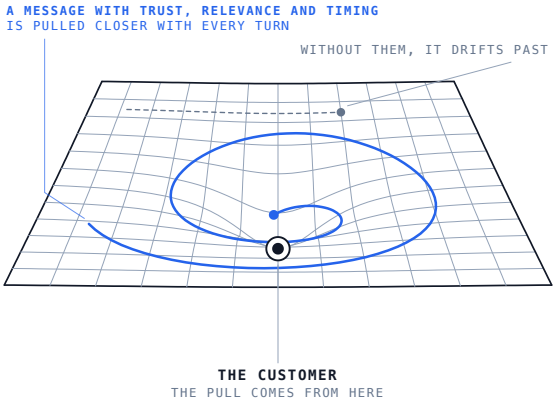
ARCHIVED **15. Orbit tightening**
From the original diagram set



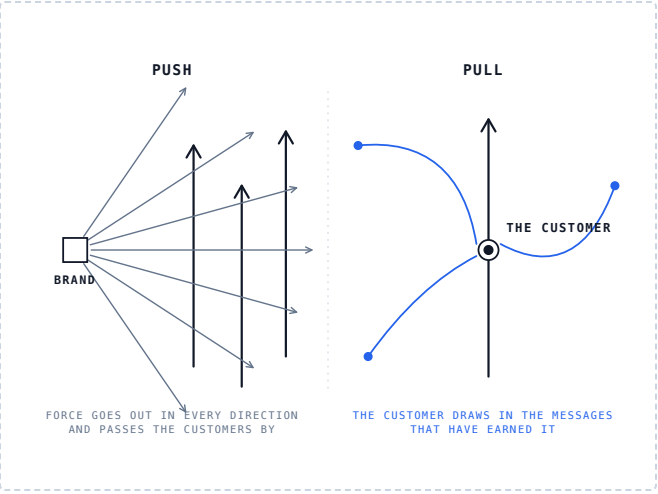
ARCHIVED **23. Decision gravity**
From the original diagram set



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



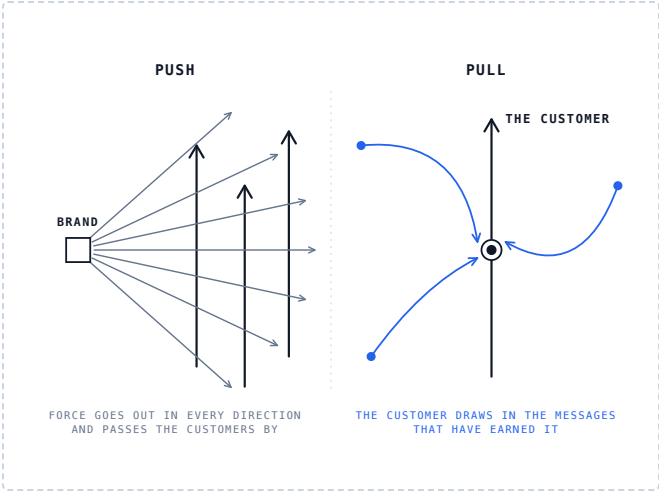
SUPERSEDED **Gravity well, version 1 of 1**
October 1, 2026, 9:28 AM
THE CUSTOMER; THE PULL COMES FROM HERE; A MESSAGE WITH TRUST, RELEVANCE AND TIMING; IS PULLED CLOSER WITH EVERY TURN; WITHOUT THEM, IT DRIFTS PAST



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

October 1, 2026, 9:39 AM

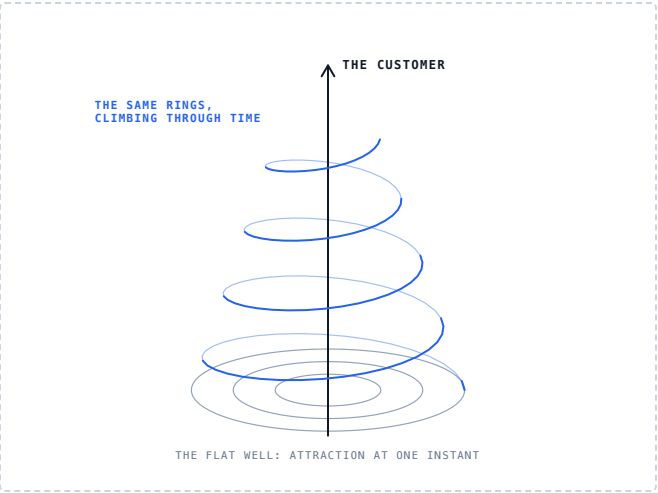
BRAND; THE CUSTOMER; PUSH; FORCE GOES OUT IN EVERY DIRECTION; AND PASSES THE CUSTOMERS BY; PULL; THE CUSTOMER DRAWS IN THE MESSAGES; THAT HAVE EARNED IT



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

October 1, 2026, 9:46 AM

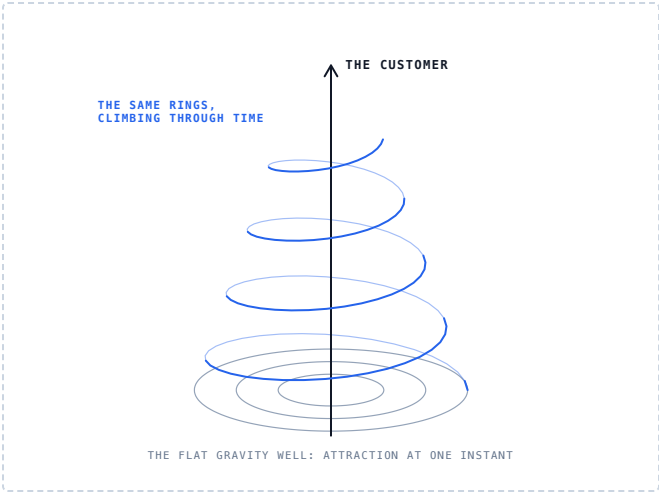
BRAND; THE CUSTOMER; PUSH; FORCE GOES OUT IN EVERY DIRECTION; AND PASSES THE CUSTOMERS BY; PULL; THE CUSTOMER DRAWS IN THE MESSAGES; THAT HAVE EARNED IT



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

October 1, 2026, 9:39 AM

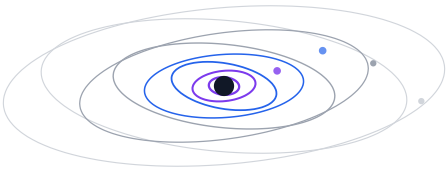
THE FLAT WELL: ATTRACTION AT ONE INSTANT; THE CUSTOMER; THE SAME RINGS,; CLIMBING THROUGH TIME



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

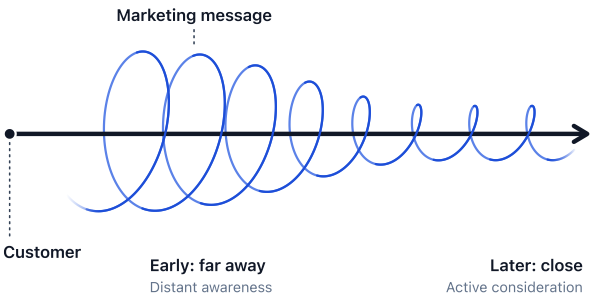
Orbital rings contracting toward a central decision point. Each ring represents a closer proximity to the decision. The customer moves inward, not downward: the gravity is structural, not forced. A particle trail shows the path of inward motion as trust accumulates and alignment deepens.



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

October 1, 2026, 9:32 AM

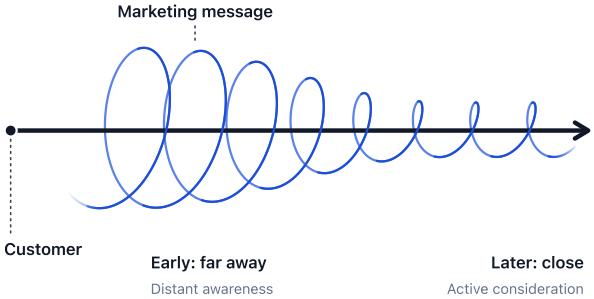
THE CUSTOMER; THE MESSAGE, NOW; CLOSE ORBIT:; ACTIVE CONSIDERATION; EARLY: WIDE ORBIT, DISTANT AWARENESS



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

October 10, 2026, 12:34 PM

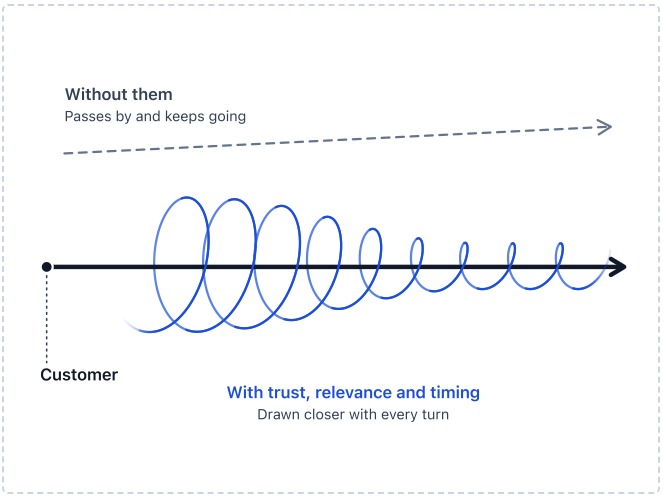
Customer; Marketing message; Early: far away; Distant awareness; Later: close; Active consideration



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

October 10, 2026, 2:12 PM

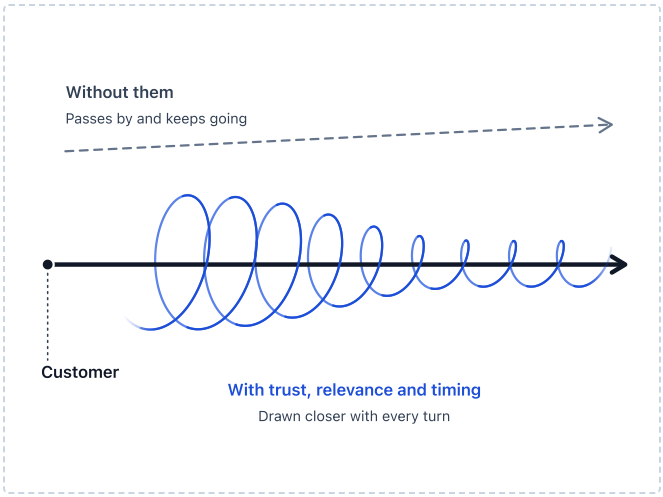
Customer; Marketing message; Early: far away; Distant awareness; Later: close; Active consideration



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

October 10, 2026, 12:34 PM

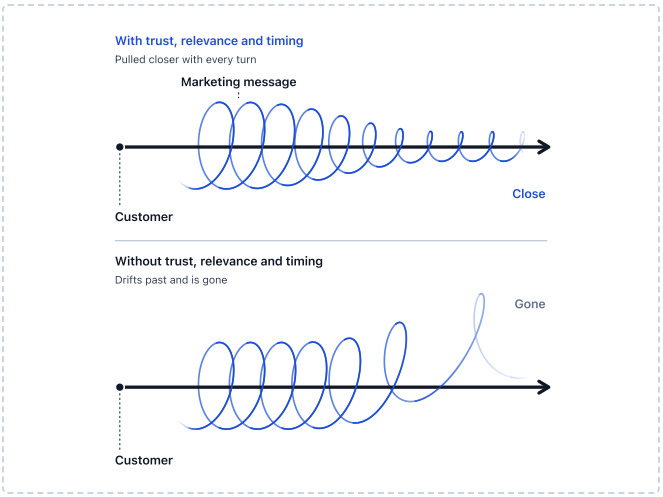
Customer; With trust, relevance and timing; Drawn closer with every turn; Without them; Passes by and keeps going



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

October 10, 2026, 2:12 PM

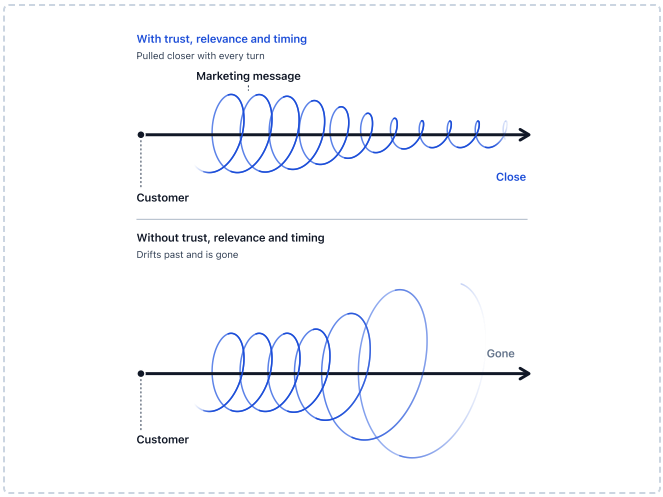
Customer; With trust, relevance and timing; Drawn closer with every turn; Without them; Passes by and keeps going



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 words that went with it

Captions, titles and headings that were replaced, exactly as they read.

- `/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.
- `/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/`
  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/`
  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.
- `/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.
- `/`
  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 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.

- `/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`
  Signal Gravity

- `/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 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`
  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`
  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`
  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.

- `/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 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.