MARKETING HELIX · MODEL HISTORY

The Customer in Motion

The straight line, and everything that passes it

> 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/.

16 drawings, 19 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 Each is dated and marked Current, Superseded, Archived or Exploration.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 Customer in Motion: what it was, and what became of it

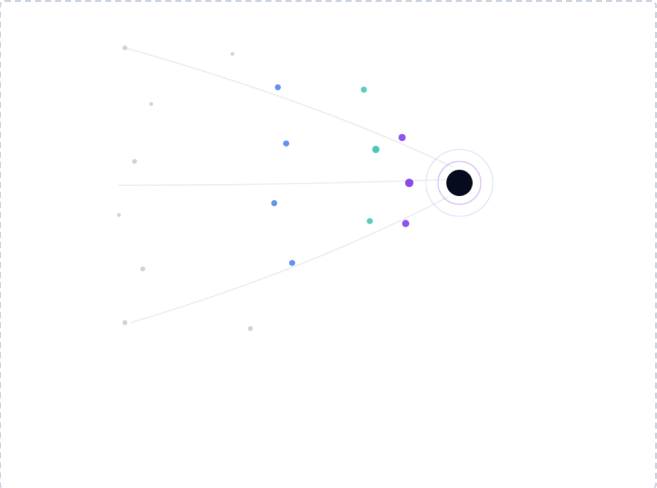
The oldest idea in the model and the one that never changed: the customer is already moving before a brand notices, and does not stop.

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.

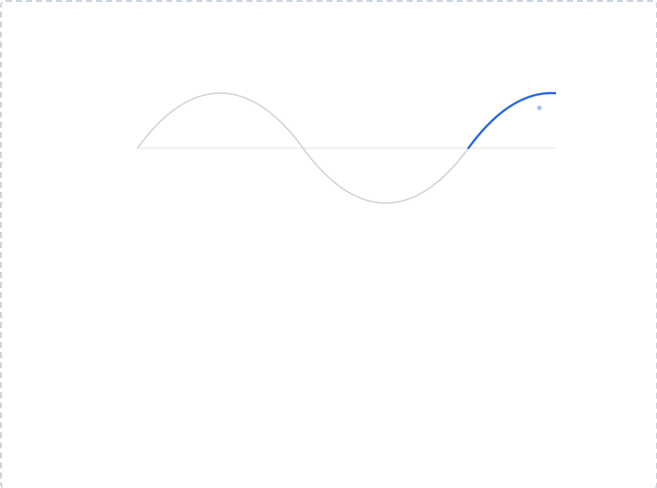
What became of it: the customer is one dark straight line moving left to right. Most messages drift past. One is pulled closer.

16 DRAWINGS FOLLOW, OLDEST FIRST

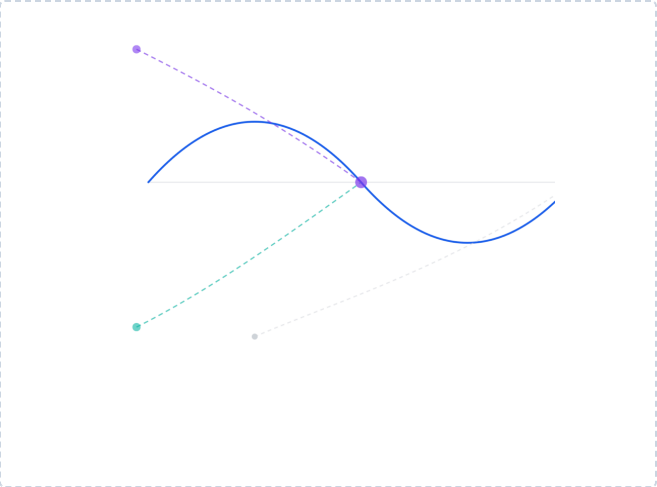
Every drawing



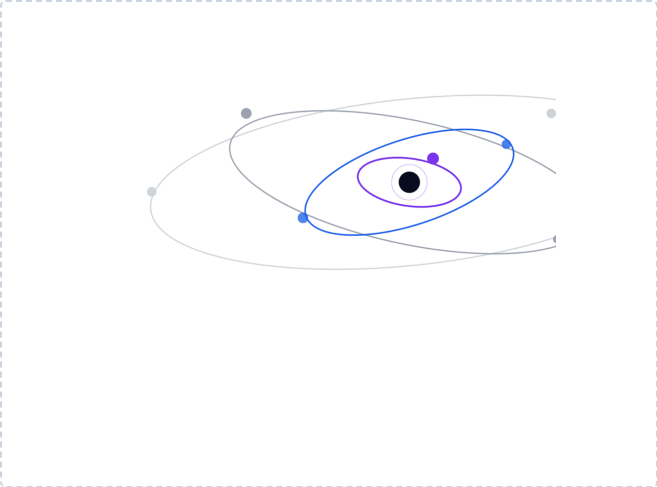
ARCHIVED **03. Signal field**
From the original diagram set



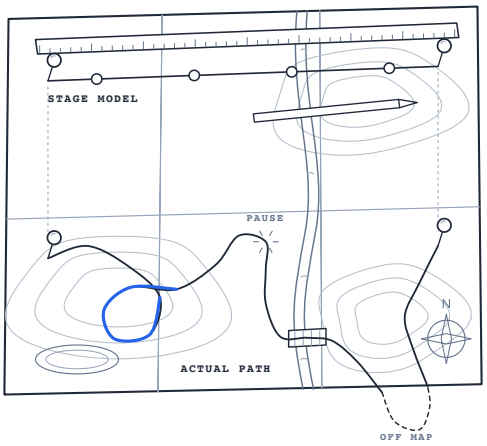
ARCHIVED **06. Customer in motion**
From the original diagram set



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



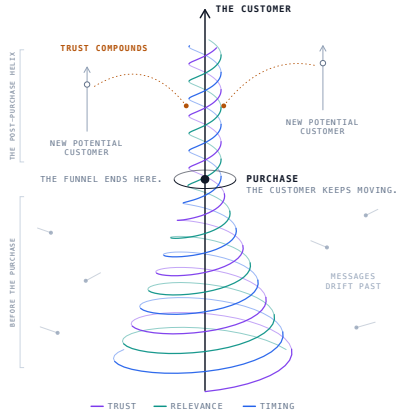
ARCHIVED **22. Market in motion**
From the original diagram set



SUPERSEDED **Two pictures of the same purchase**

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

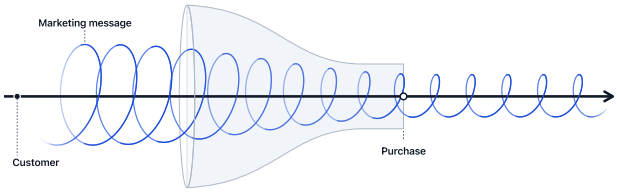
Above, the tidy sequence a stage model draws. Below, the path the same customer actually took: doubling back, pausing, re-entering. Both describe one purchase. Only one of them was available before it happened.



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

October 1, 2026, 9:28 AM

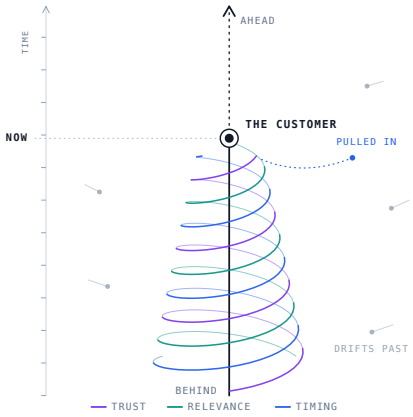
THE CUSTOMER; PURCHASE; THE FUNNEL ENDS HERE.; THE CUSTOMER KEEPS MOVING.; NEW POTENTIAL; CUSTOMER; NEW POTENTIAL; CUSTOMER; TRUST COMPOUNDS; BEFORE THE PURCHASE; THE POST-PURCHASE HELIX; MESSAGES; DRIFT PAST; TRUST; RELEVANCE; TIMING



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

October 10, 2026, 12:34 PM

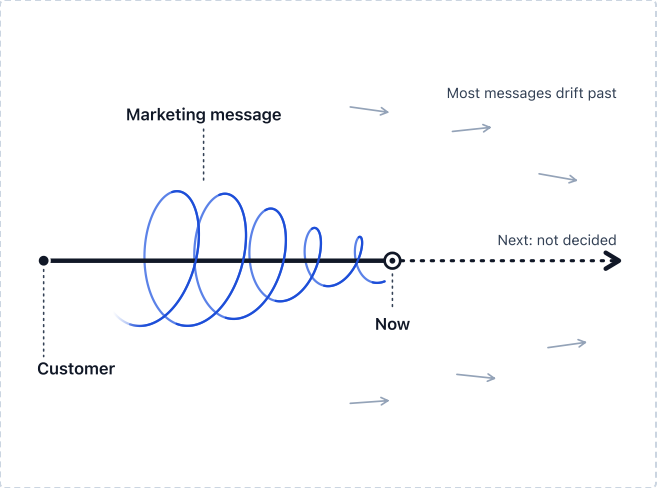
Purchase; Customer; Marketing message



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

October 1, 2026, 9:28 AM

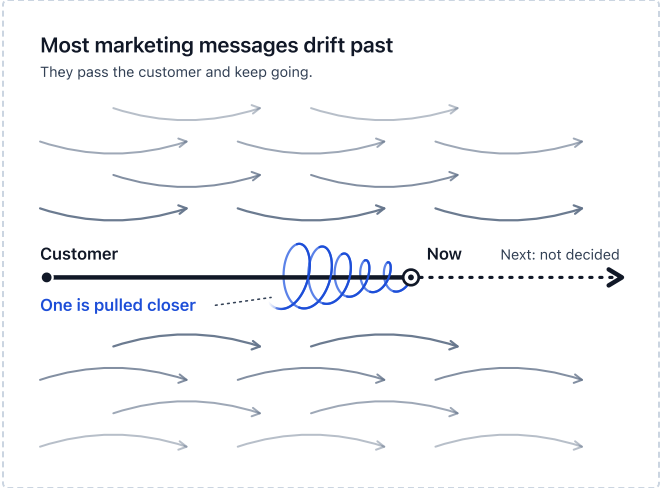
TIME; NOW; THE CUSTOMER; AHEAD; BEHIND; PULLED IN; DRIFTS PAST; TRUST; RELEVANCE; TIMING



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

October 10, 2026, 12:34 PM

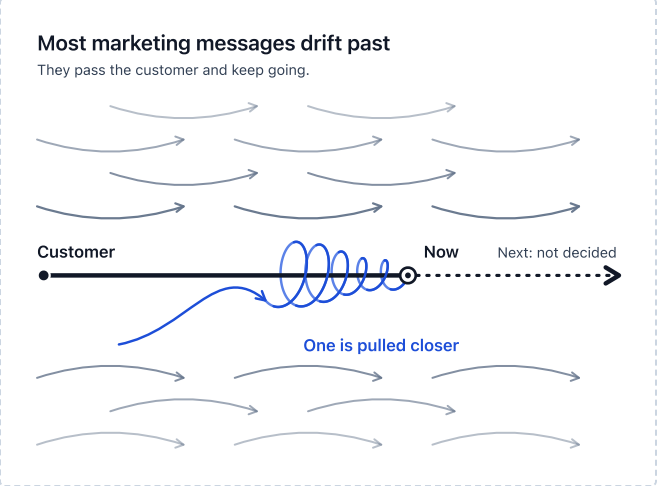
Customer; Marketing message; Now; Next: not decided; Most messages drift past



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

October 10, 2026, 2:40 PM

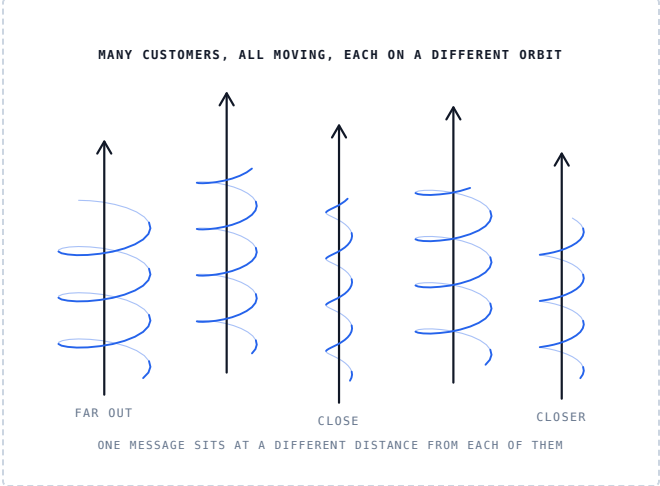
Most marketing messages drift past; They pass the customer and keep going.; Customer; One is pulled closer; Now; Next: not decided



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

October 10, 2026, 2:45 PM

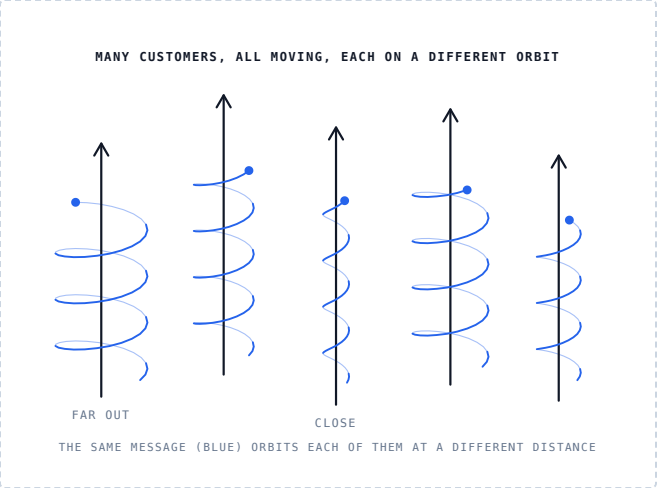
Most marketing messages drift past; They pass the customer and keep going.; Customer; One is pulled closer; Now; Next: not decided



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

October 1, 2026, 9:39 AM

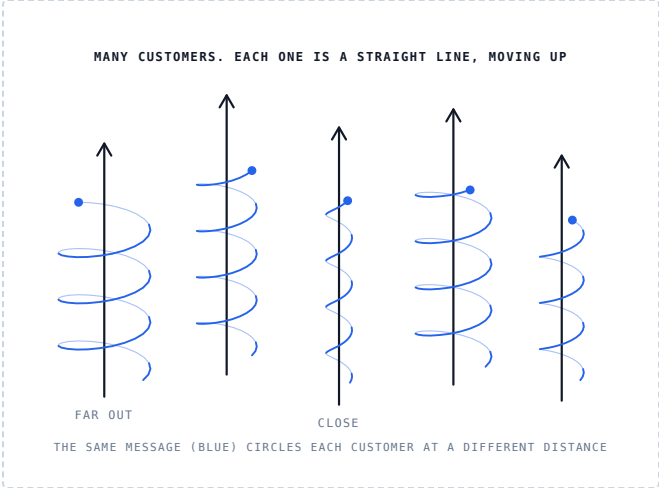
FAR OUT; CLOSE; CLOSER; MANY CUSTOMERS, ALL MOVING, EACH ON A DIFFERENT ORBIT; ONE MESSAGE SITS AT A DIFFERENT DISTANCE FROM EACH OF THEM



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

October 1, 2026, 9:46 AM

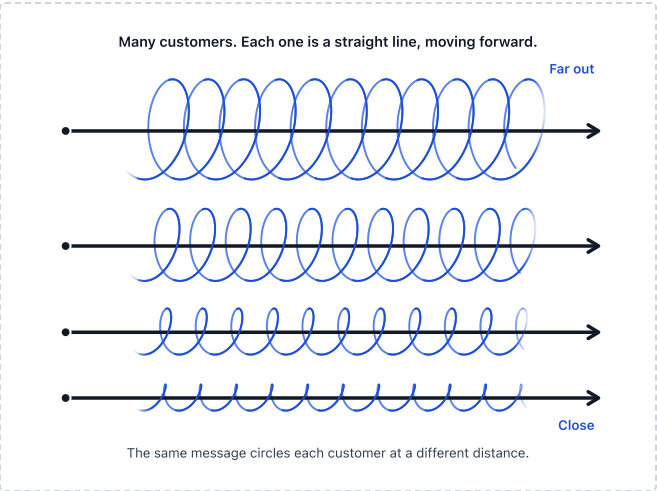
FAR OUT; CLOSE; MANY CUSTOMERS, ALL MOVING, EACH ON A DIFFERENT ORBIT; THE SAME MESSAGE (BLUE) ORBITS EACH OF THEM AT A DIFFERENT DISTANCE



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

October 10, 2026, 5:11 AM

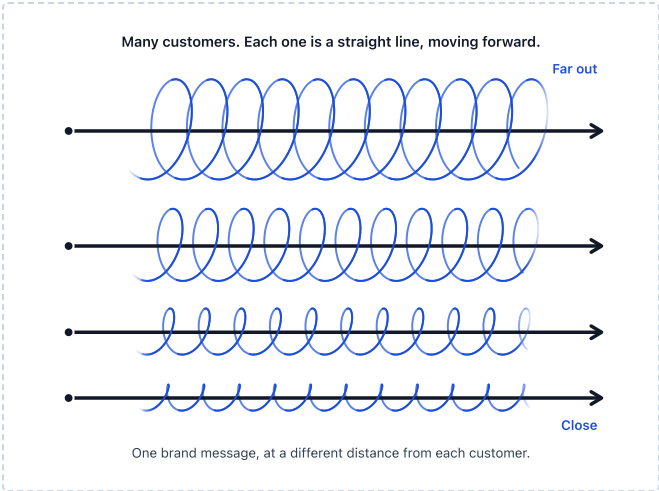
FAR OUT; CLOSE; MANY CUSTOMERS. EACH ONE IS A STRAIGHT LINE, MOVING UP; THE SAME MESSAGE (BLUE) CIRCLES EACH CUSTOMER AT A DIFFERENT DISTANCE



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.

The words that went with it

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

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

- `/`
  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.

- `/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 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`
  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`
  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.

- `/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 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.

- `/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.