MARKETING HELIX · MODEL HISTORY

The Intent Grid and the Original Set

An exploration that was set aside, and the first 26 drawings

> 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/.

28 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 Each is dated and marked Current, Superseded, Archived or Exploration.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 Intent Grid and the Original Set: what it was, and what became of it

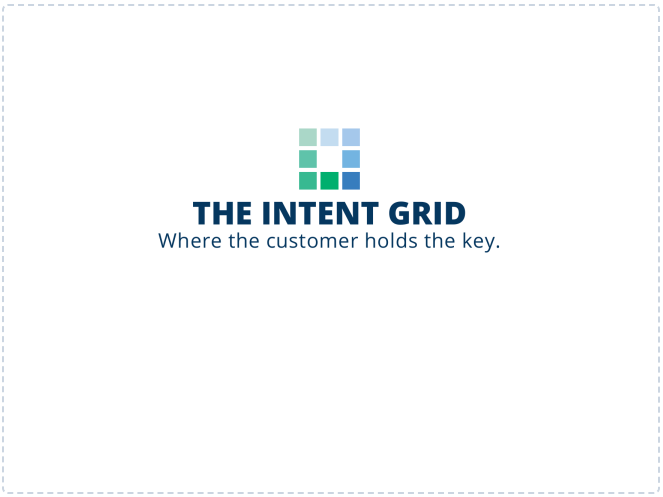
The Intent Grid survives as a design file titled "The Intent Grid: Where the customer holds the key." It is a three by three grid with a keyhole at its center and eight positions: Spark, Search, Explore, Compare, Sign, Engage, Expand, Elevate.

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.

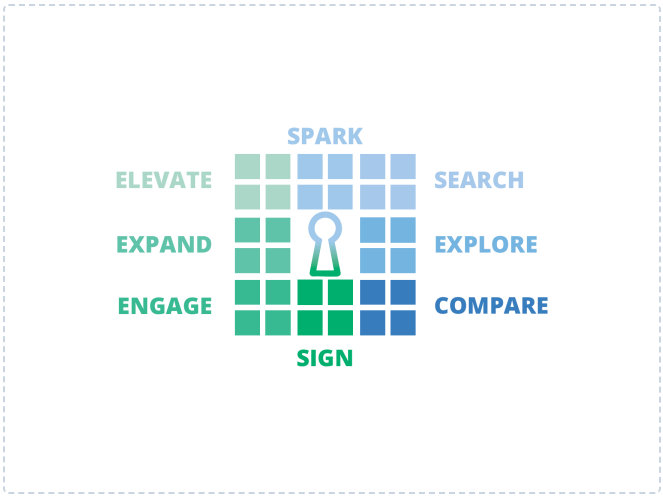
The original set is the first diagram library: 26 abstract drawings with no labels inside them. Most became figures that are still taught, redrawn. All 26 are here as drawn.

28 DRAWINGS FOLLOW, OLDEST FIRST

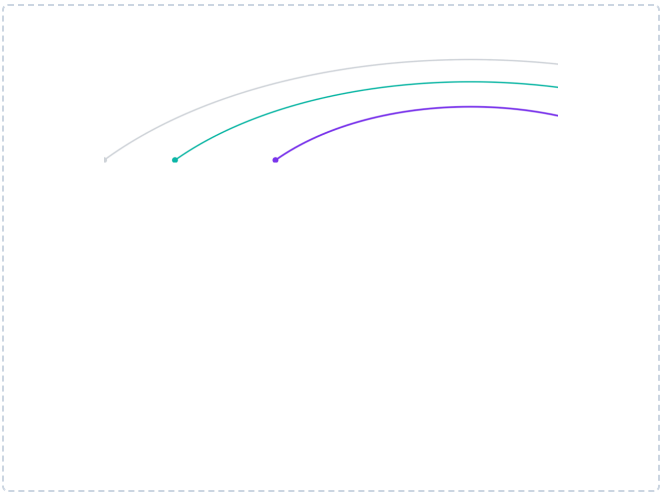
Every drawing



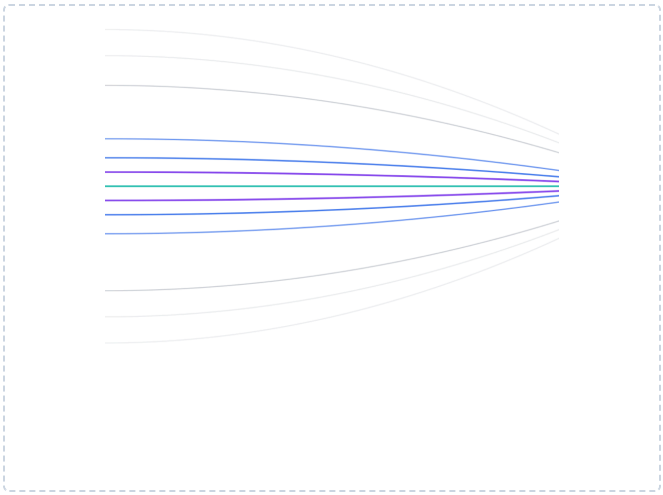
EXPLORATION **The Intent Grid: title**
From the design file



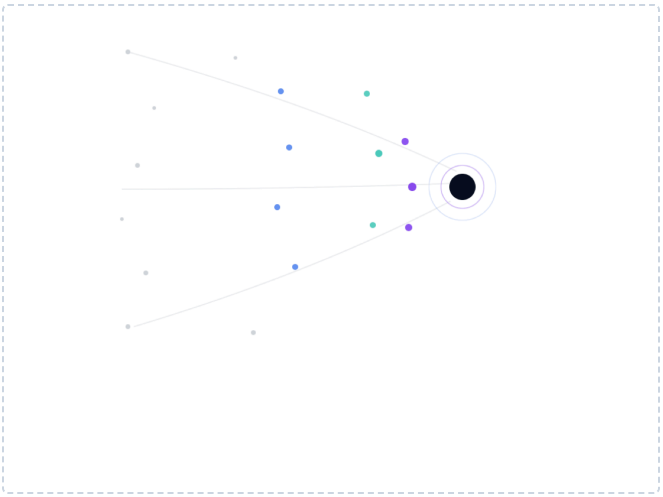
EXPLORATION **The Intent Grid: the eight positions**
From the design file



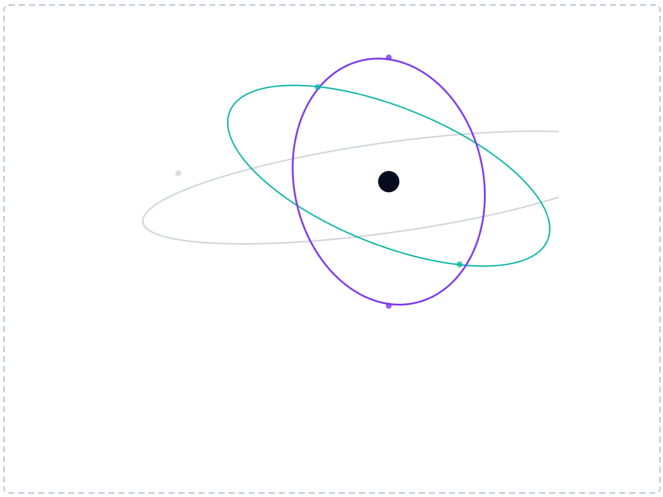
ARCHIVED **01. Orbit arcs**
From the original diagram set



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



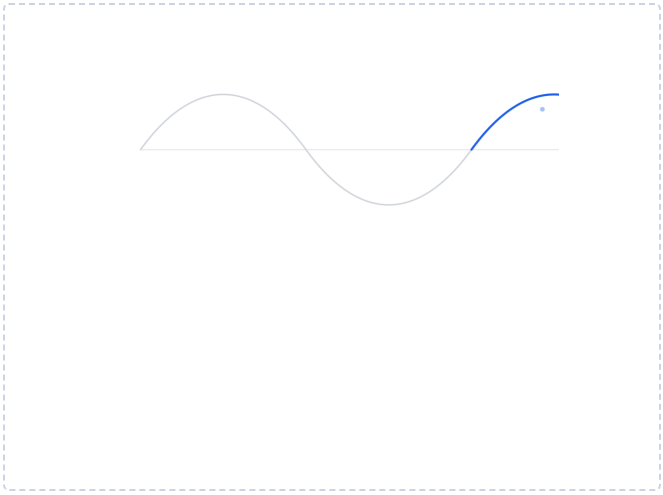
ARCHIVED **03. Signal field**
From the original diagram set



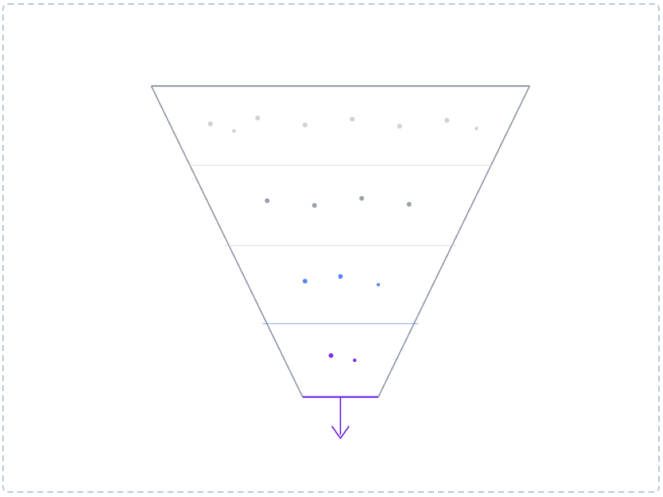
ARCHIVED **04. Tilted ring stack**
From the original diagram set



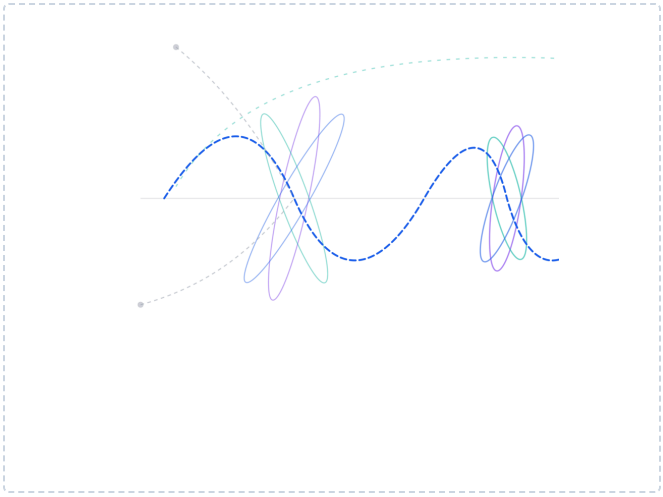
ARCHIVED **05. Helix uncoiling**
From the original diagram set



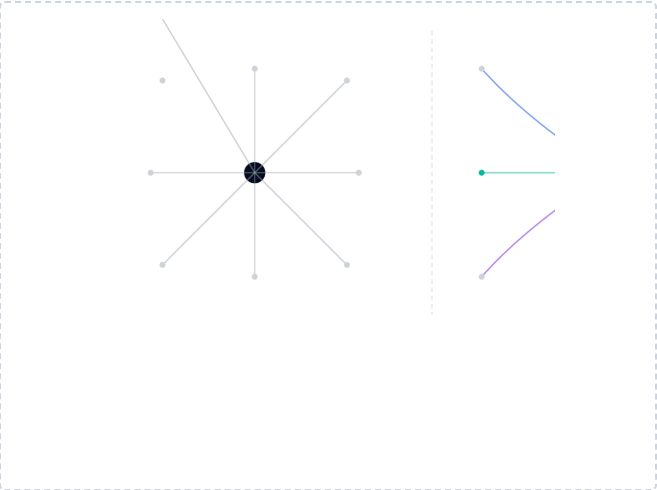
ARCHIVED **06. Customer in motion**
From the original diagram set



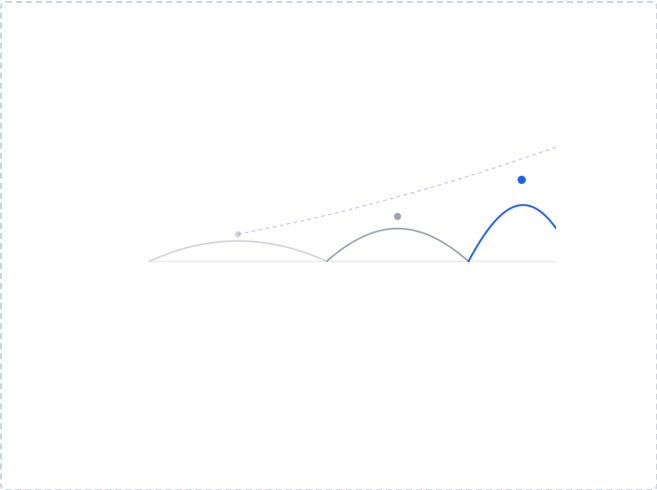
ARCHIVED **07. The old marketing funnel**
From the original diagram set



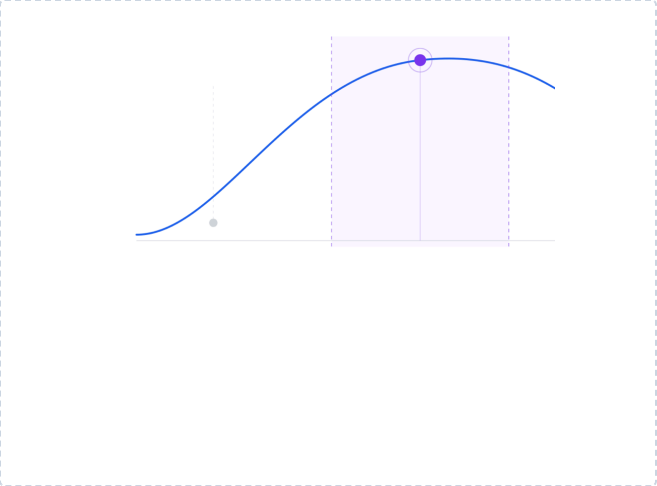
ARCHIVED **08. The marketing helix complete model**
From the original diagram set



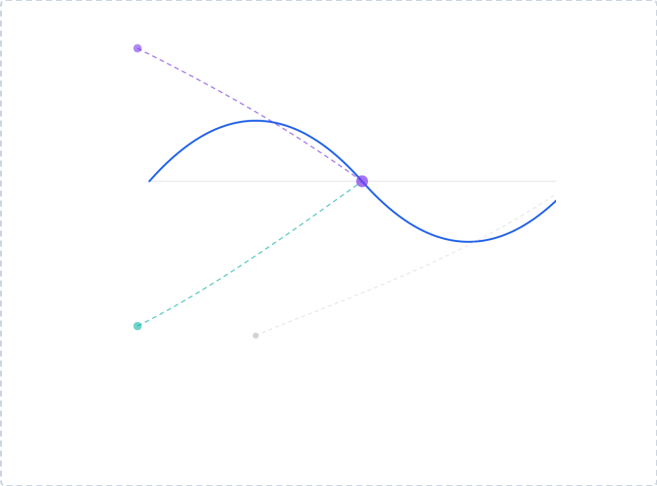
ARCHIVED **09. Push vs pull**
From the original diagram set



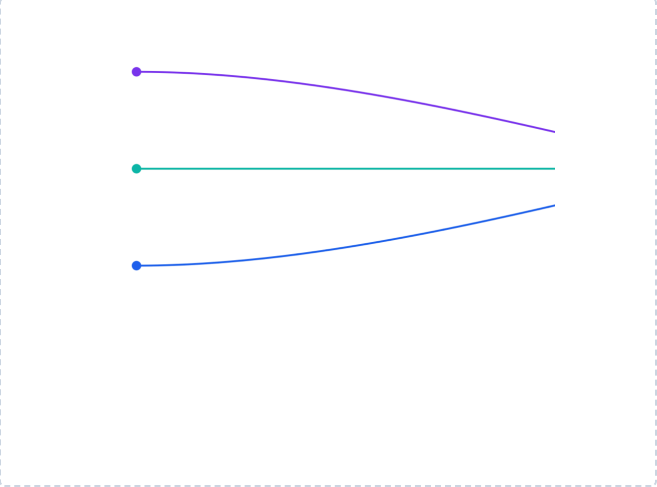
ARCHIVED **10. Trust compounding**
From the original diagram set



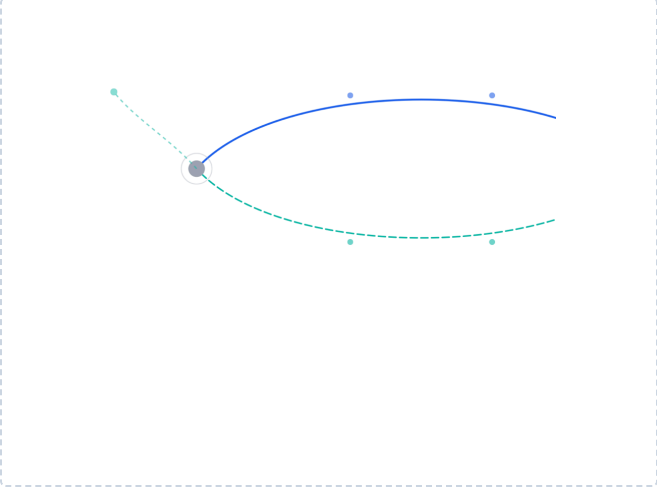
ARCHIVED **11. Readiness window**
From the original diagram set



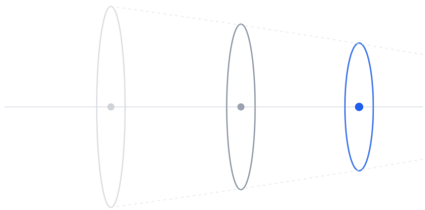
ARCHIVED **12. Non linear entry**
From the original diagram set



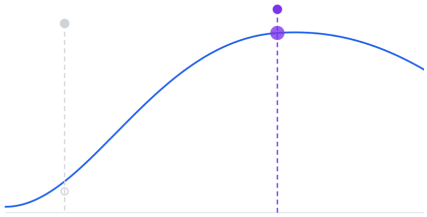
ARCHIVED **13. Three forces aligning**
From the original diagram set



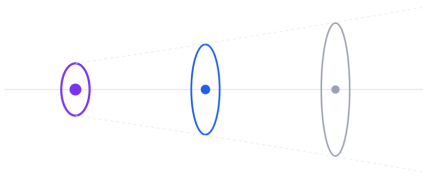
ARCHIVED **14. Advocacy loop**
From the original diagram set



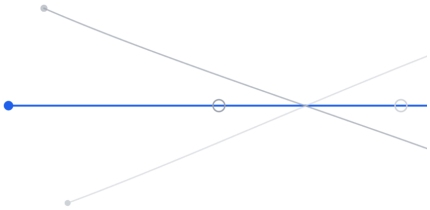
ARCHIVED **15. Orbit tightening**
From the original diagram set



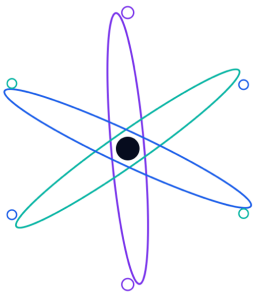
ARCHIVED **16. Timing mismatch**
From the original diagram set



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



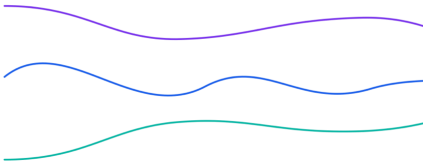
ARCHIVED **18. Signal interference**
From the original diagram set



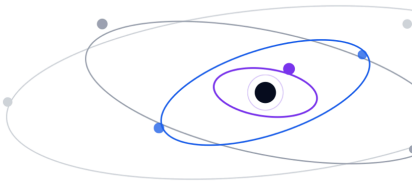
ARCHIVED **19. The three forces**
From the original diagram set



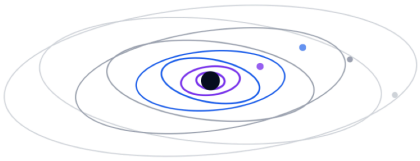
ARCHIVED **20. Scattered vs focused**
From the original diagram set



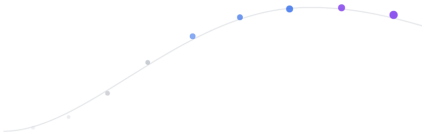
ARCHIVED **21. Alignment moment**
From the original diagram set



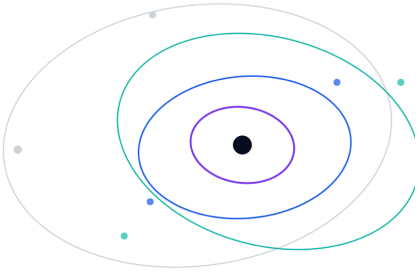
ARCHIVED **22. Market in motion**
From the original diagram set



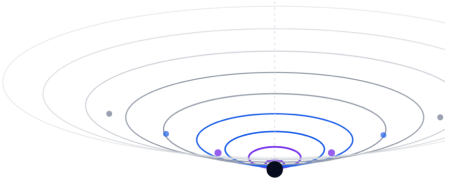
ARCHIVED **23. Decision gravity**
From the original diagram set



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