MARKETING HELIX · MODEL HISTORY

Trust, Relevance, and Timing

The three conditions, and every way they were drawn

> 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/.

53 drawings, 44 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 Each is dated and marked Current, Superseded, Archived or Exploration.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.

Trust, Relevance, and Timing: what it was, and what became of it

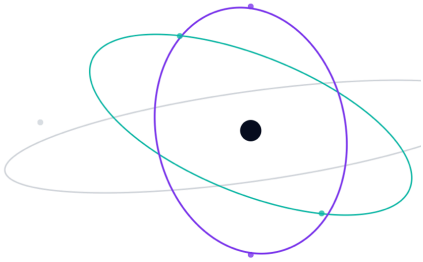
Three conditions affect whether a message is pulled closer: trust, relevance and timing. They have been in the model from the start.

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, OLDEST FIRST

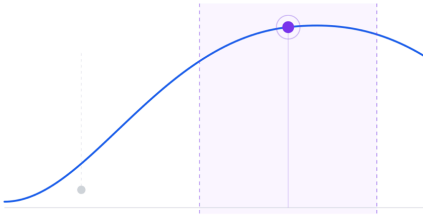
Every drawing



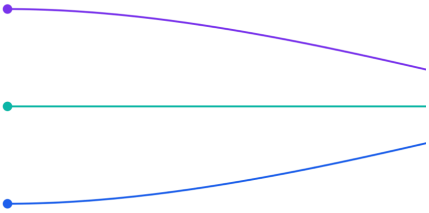
ARCHIVED **04. Tilted ring stack**
From the original diagram set



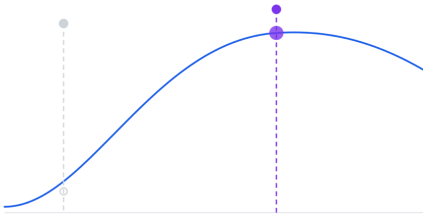
ARCHIVED **10. Trust compounding**
From the original diagram set



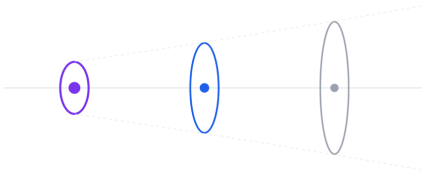
ARCHIVED **11. Readiness window**
From the original diagram set



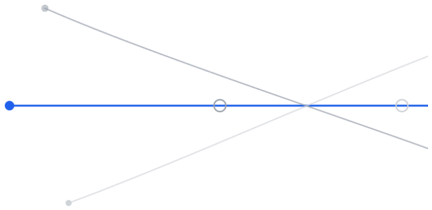
ARCHIVED **13. Three forces aligning**
From the original diagram set



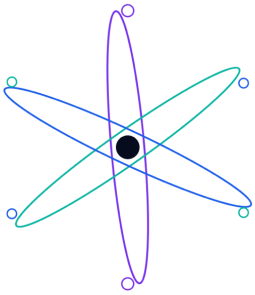
ARCHIVED **16. Timing mismatch**
From the original diagram set



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



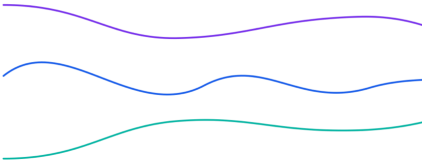
ARCHIVED **18. Signal interference**
From the original diagram set



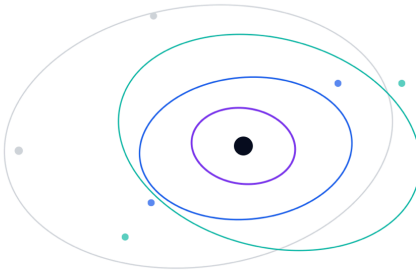
ARCHIVED **19. The three forces**
From the original diagram set



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

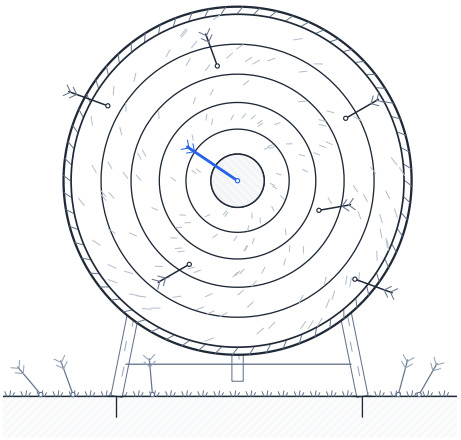


ARCHIVED **21. Alignment moment**
From the original diagram set



ARCHIVED **25. Context field**

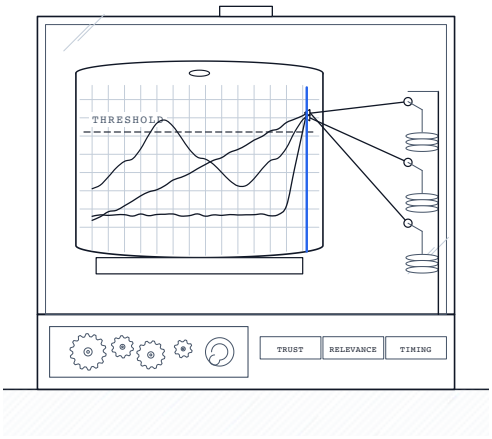
From the original diagram set



SUPERSEDED **Context Field**

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

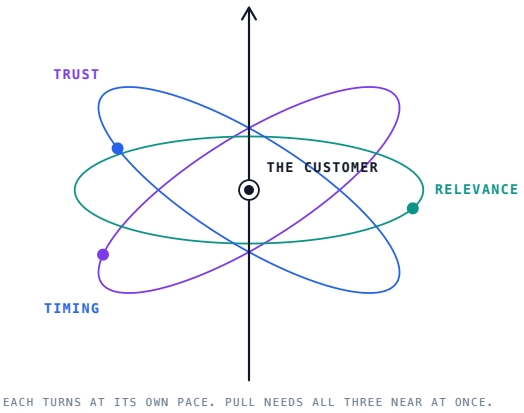
Relevance is the overlap between the customer's current context and the message's scope of applicability. Each ring represents a different layer of contextual fit. The center is where all fields intersect simultaneously. A message achieves relevance only when it lands within that innermost overlap.



SUPERSEDED **Three clocks, one moment**

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

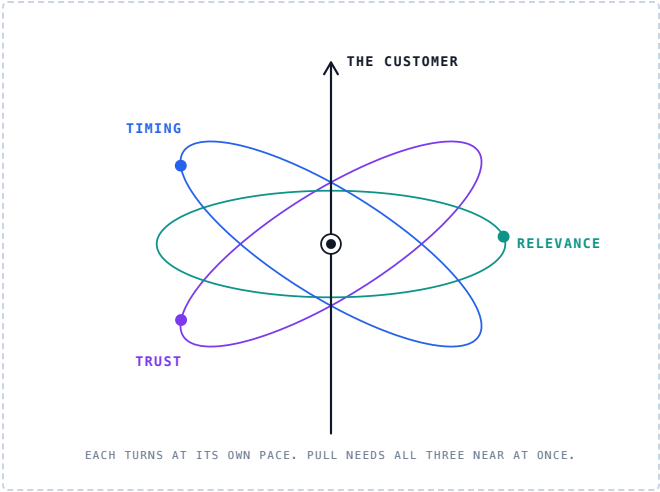
Trust climbing steadily, relevance moving with the customer's problem, timing flat until a readiness trigger. The dashed line is the threshold. The decision happens where all three cross it, not where any one of them did.



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

October 1, 2026, 9:39 AM

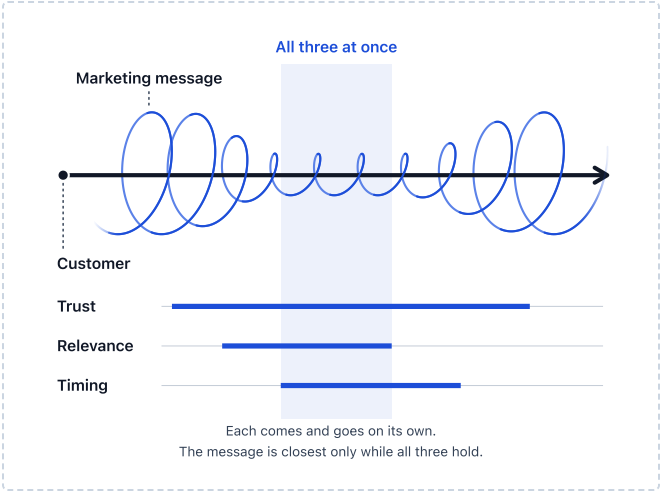
TRUST; RELEVANCE; TIMING; THE CUSTOMER; EACH TURNS AT ITS OWN PACE. PULL NEEDS ALL THREE NEAR AT ONCE.



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

October 1, 2026, 9:46 AM

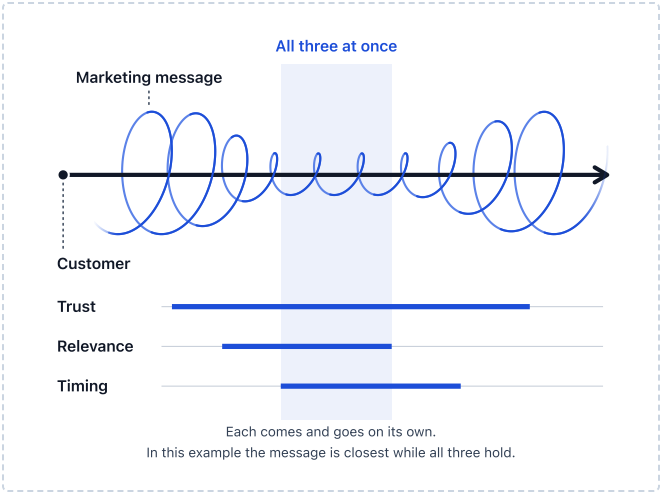
TIMING; RELEVANCE; TRUST; THE CUSTOMER; EACH TURNS AT ITS OWN PACE. PULL NEEDS ALL THREE NEAR AT ONCE.



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

October 10, 2026, 12:34 PM

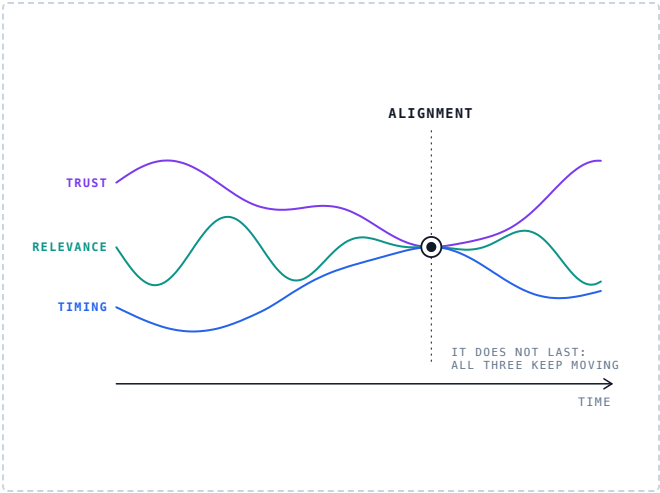
Customer; Marketing message; Trust; Relevance; Timing; All three at once; Each comes and goes on its own.; The message is closest only while all three hold.



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

October 10, 2026, 3:01 PM

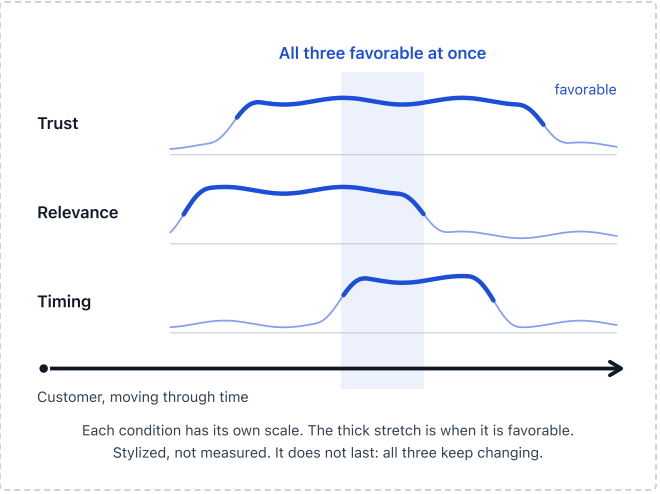
Customer; Marketing message; Trust; Relevance; Timing; All three at once; Each comes and goes on its own.; In this example the message is closest while all three hold.



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

October 1, 2026, 9:39 AM

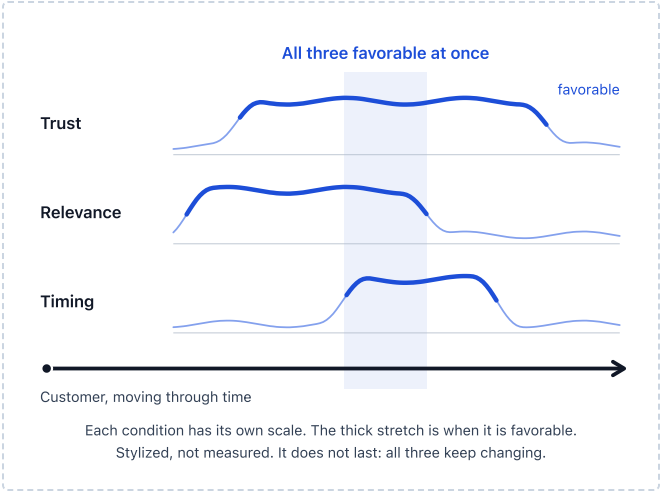
TRUST; RELEVANCE; TIMING; ALIGNMENT; IT DOES NOT LAST:; ALL THREE KEEP MOVING; TIME



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

October 10, 2026, 3:01 PM

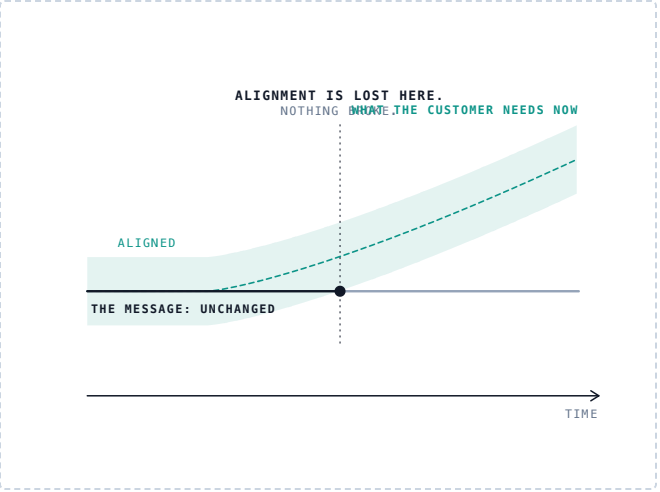
All three favorable at once; Trust; favorable; Relevance; Timing; Customer, moving through time; Each condition has its own scale. The thick stretch is when it is favorable.; Stylized, not measured. It does not last: all three keep changing.



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

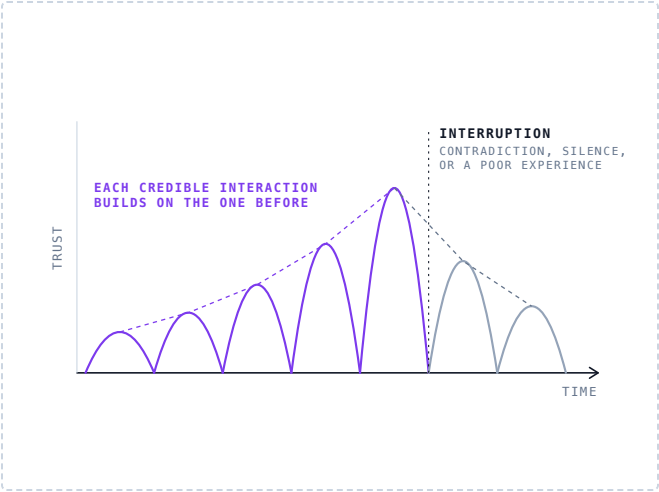
ALIGNMENT IS LOST HERE.; NOTHING BROKE.; THE MESSAGE: UNCHANGED; WHAT THE CUSTOMER NEEDS NOW; ALIGNED; TIME



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

October 1, 2026, 9:46 AM

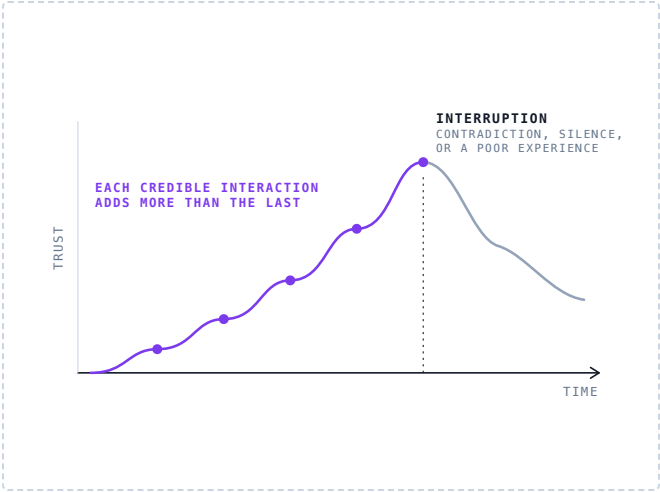
ALIGNMENT IS LOST HERE.; NOTHING BROKE.; THE MESSAGE: UNCHANGED; WHAT THE CUSTOMER NEEDS NOW; ALIGNED; TIME



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

October 1, 2026, 9:39 AM

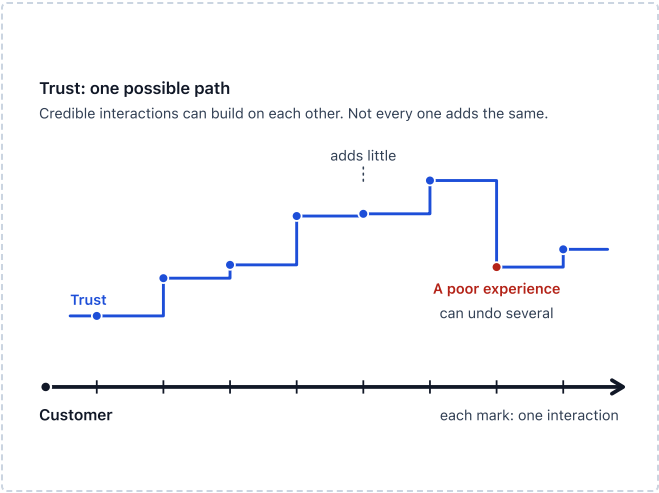
TIME; TRUST; INTERRUPTION; CONTRADICTION, SILENCE,; OR A POOR EXPERIENCE; EACH CREDIBLE INTERACTION; BUILDS ON THE ONE BEFORE



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

October 1, 2026, 9:46 AM

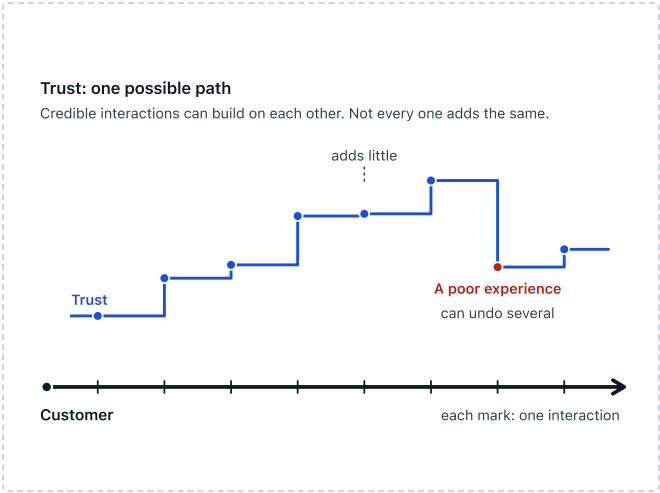
TIME; TRUST; INTERRUPTION; CONTRADICTION, SILENCE,; OR A POOR EXPERIENCE; EACH CREDIBLE INTERACTION; ADDS MORE THAN THE LAST



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

October 10, 2026, 3:01 PM

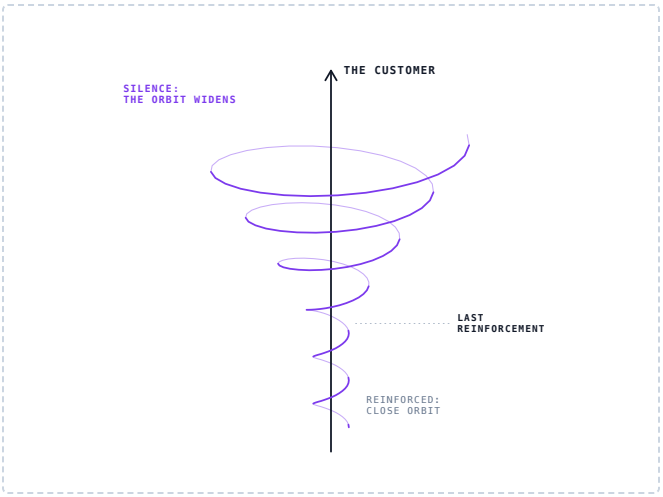
Customer; each mark: one interaction; Trust: one possible path; Credible interactions can build on each other. Not every one adds the same.; Trust; adds little; A poor experience; can undo several



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

October 10, 2026, 9:05 PM

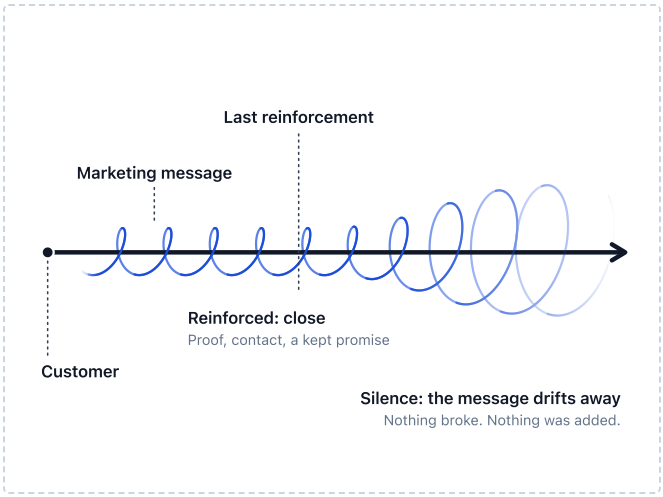
Customer; each mark: one interaction; Trust: one possible path; Credible interactions can build on each other. Not every one adds the same.; Trust; adds little; A poor experience; can undo several



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

October 1, 2026, 9:39 AM

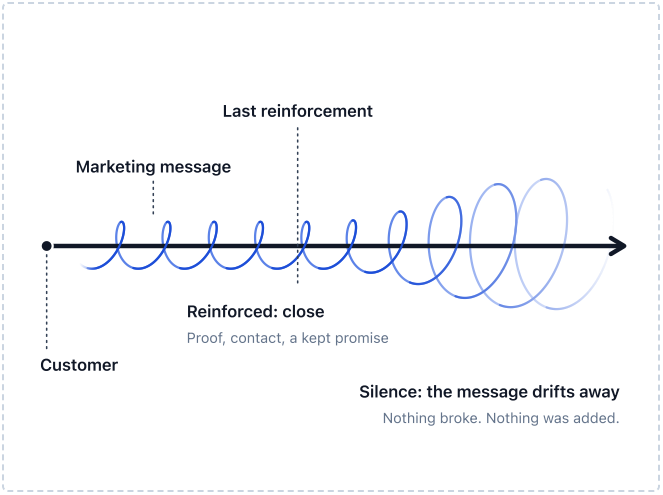
LAST; REINFORCEMENT; THE CUSTOMER; SILENCE:; THE ORBIT WIDENS; REINFORCED:; CLOSE ORBIT



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

October 10, 2026, 12:34 PM

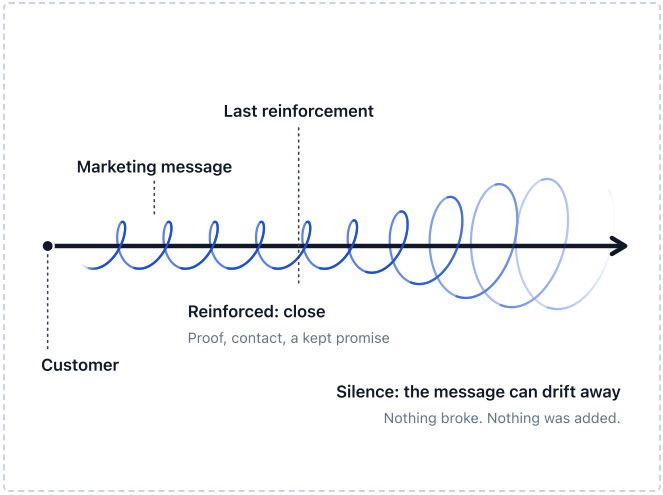
Last reinforcement; Customer; Marketing message; Reinforced: close; Proof, contact, a kept promise; Silence: the message drifts away; Nothing broke. Nothing was added.



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

October 10, 2026, 2:12 PM

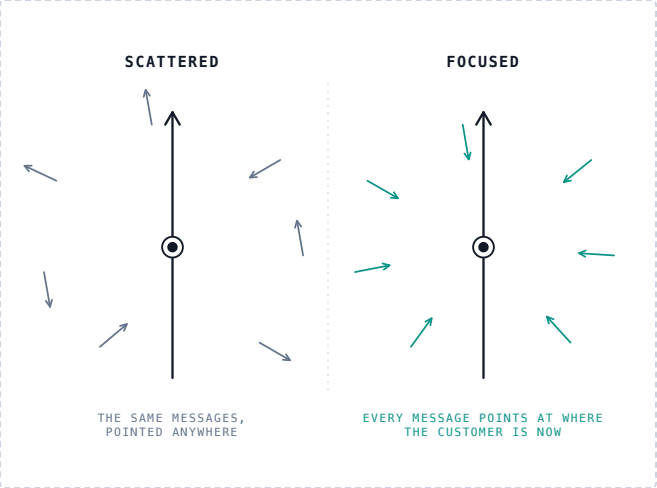
Last reinforcement; Customer; Marketing message; Reinforced: close; Proof, contact, a kept promise; Silence: the message drifts away; Nothing broke. Nothing was added.



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

October 10, 2026, 3:01 PM

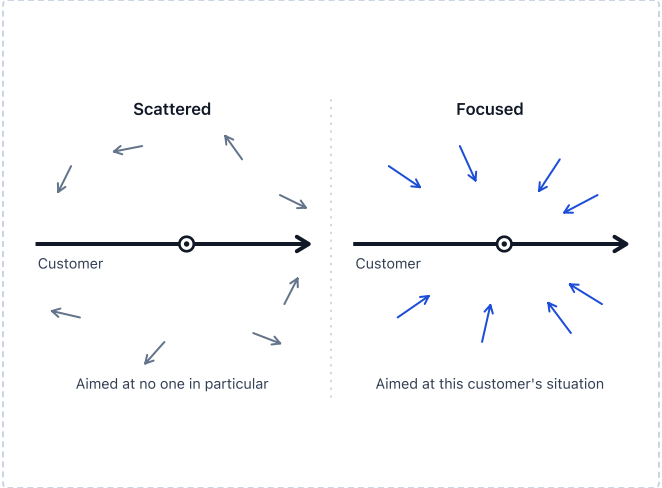
Last reinforcement; Customer; Marketing message; Reinforced: close; Proof, contact, a kept promise; Silence: the message can drift away; Nothing broke. Nothing was added.



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

October 1, 2026, 9:39 AM

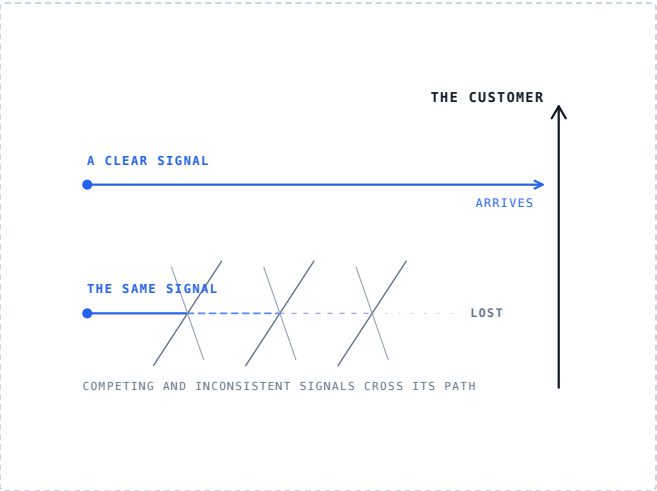
SCATTERED; THE SAME MESSAGES,; POINTED ANYWHERE; FOCUSED; EVERY MESSAGE POINTS AT WHERE; THE CUSTOMER IS NOW



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

October 10, 2026, 12:34 PM

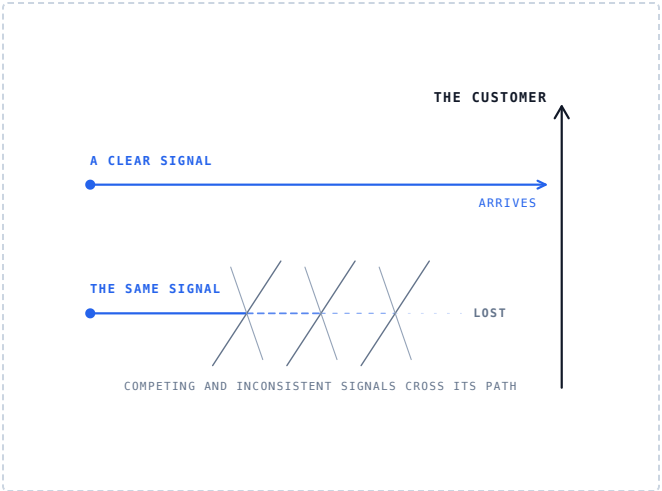
Scattered; Customer; Aimed at no one in particular; Focused; Customer; Aimed at this customer's situation



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

October 1, 2026, 9:39 AM

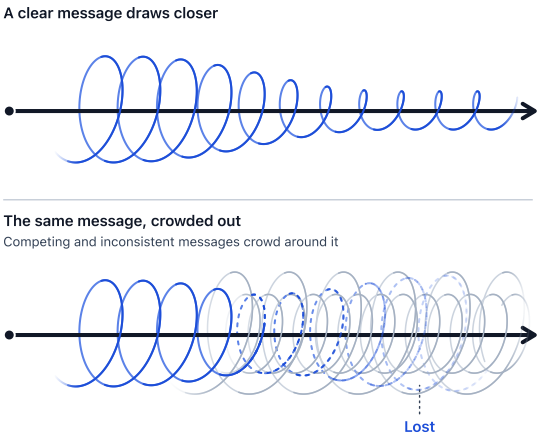
THE CUSTOMER; A CLEAR SIGNAL; ARRIVES; THE SAME SIGNAL; COMPETING AND INCONSISTENT SIGNALS CROSS ITS PATH; LOST



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

October 1, 2026, 9:46 AM

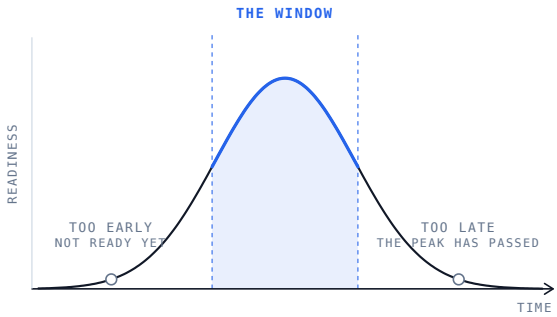
THE CUSTOMER; A CLEAR SIGNAL; ARRIVES; THE SAME SIGNAL; COMPETING AND INCONSISTENT SIGNALS CROSS ITS PATH; LOST



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

October 10, 2026, 12:34 PM

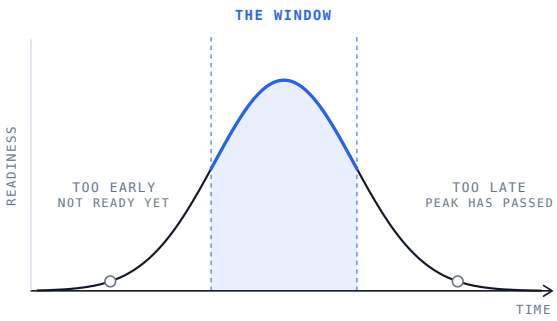
A clear message draws closer; The same message, crowded out; Competing and inconsistent messages crowd around it; Lost



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

October 1, 2026, 9:39 AM

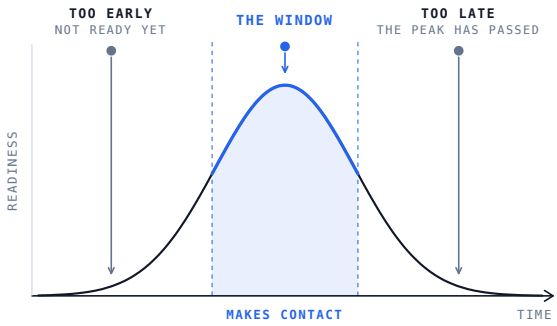
TIME; READINESS; THE WINDOW; TOO EARLY; NOT READY YET; TOO LATE; THE PEAK HAS PASSED



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

October 1, 2026, 9:46 AM

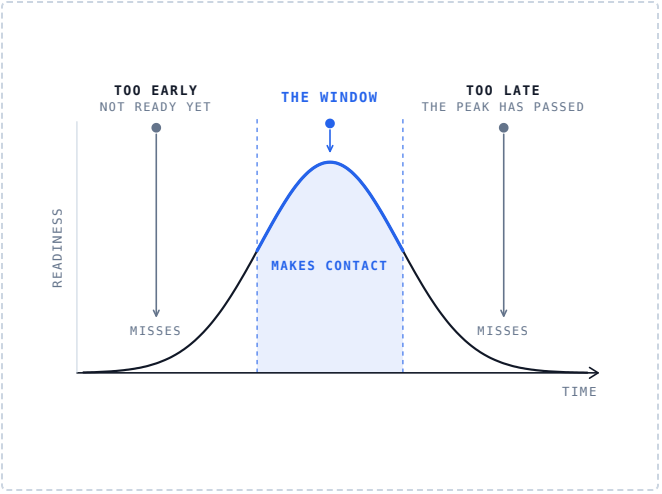
TIME; READINESS; THE WINDOW; TOO EARLY; NOT READY YET; TOO LATE; PEAK HAS PASSED



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

October 1, 2026, 9:39 AM

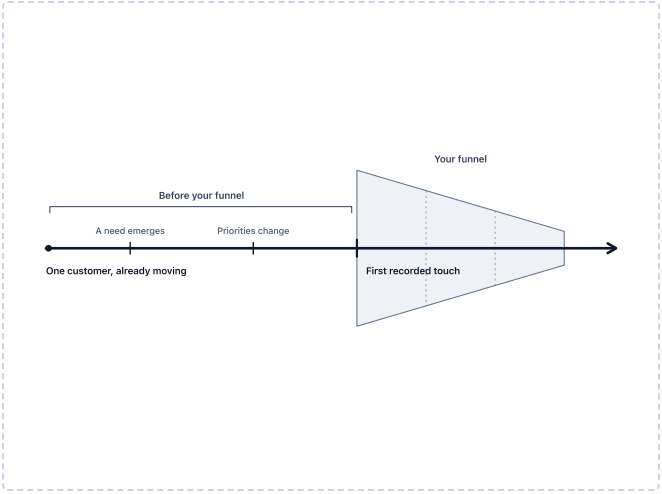
TIME; READINESS; THE WINDOW; TOO EARLY; NOT READY YET; MAKES CONTACT; TOO LATE; THE PEAK HAS PASSED



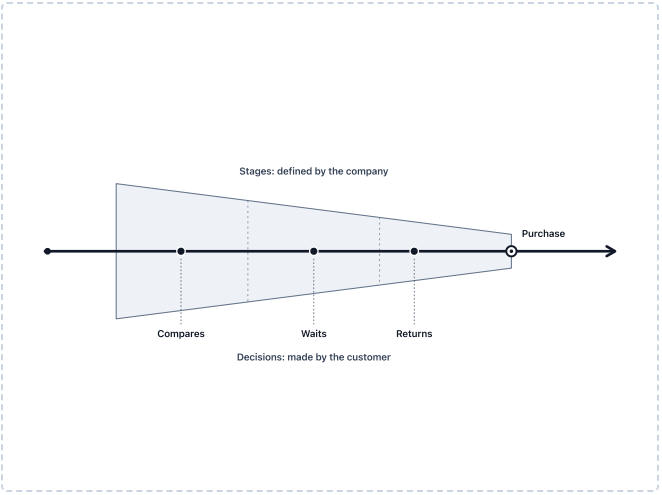
CURRENT **Timing mismatch, version 2 of 2**

October 1, 2026, 9:46 AM

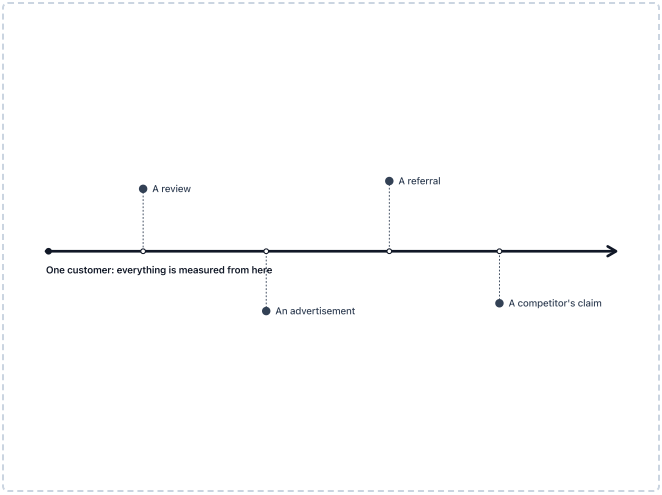
TIME; READINESS; THE WINDOW; MISSES; TOO EARLY; NOT READY YET; MAKES CONTACT; MISSES; TOO LATE; THE PEAK HAS PASSED



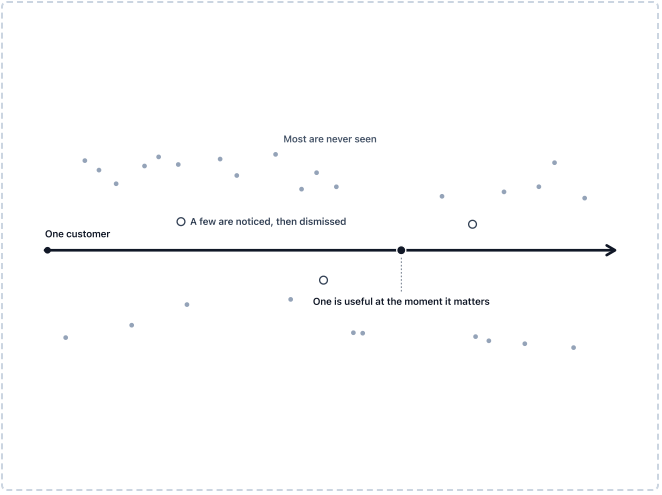
EXPLORATION **Principle 02 draft: already in motion**



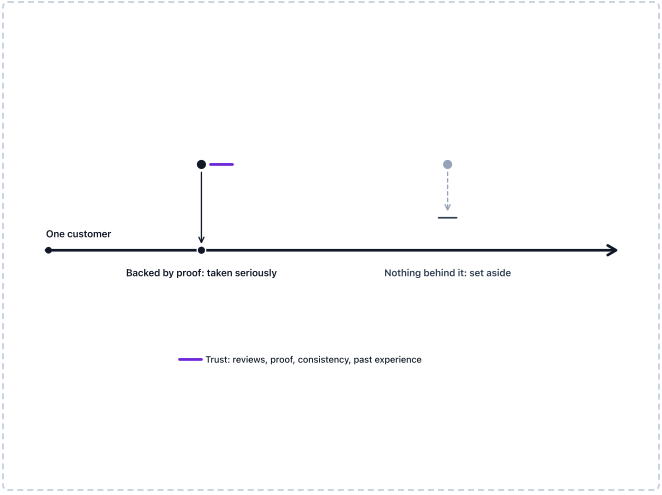
EXPLORATION **Principle 03 draft: in control**



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



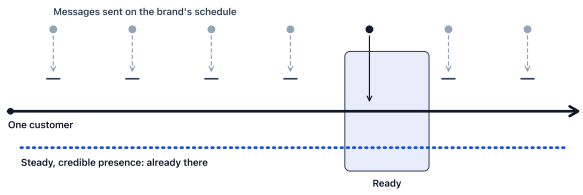
EXPLORATION **Principle 05 draft: marketing surrounds**



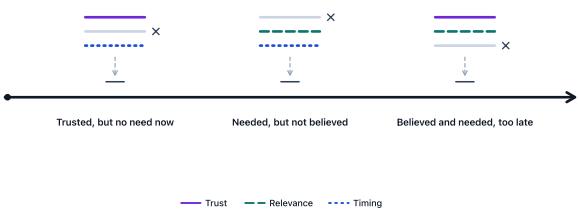
EXPLORATION **Principle 06 draft: trust first**



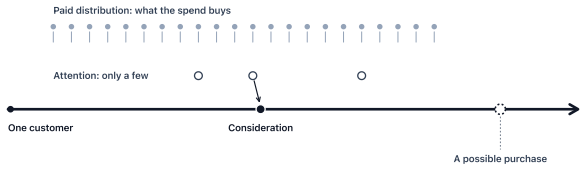
EXPLORATION **Principle 07 draft: relevance**



EXPLORATION **Principle 08 draft: timing**



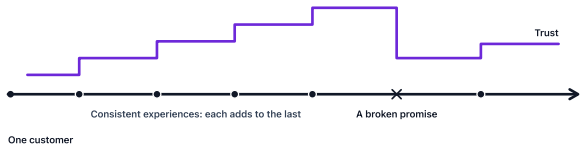
EXPLORATION **Principle 09 draft: work together**



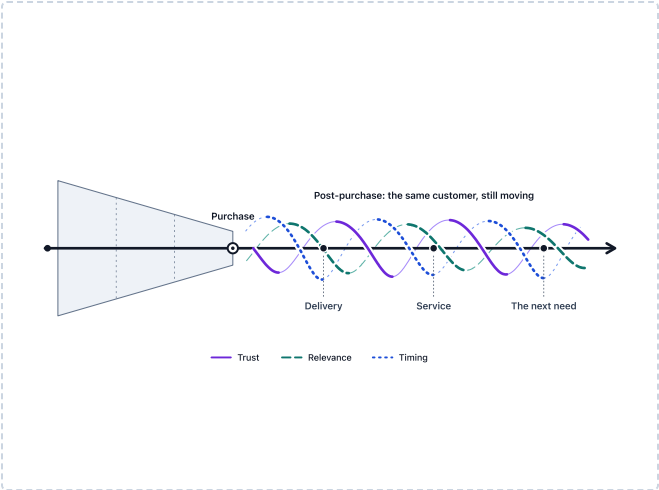
EXPLORATION **Principle 10 draft: paid media**



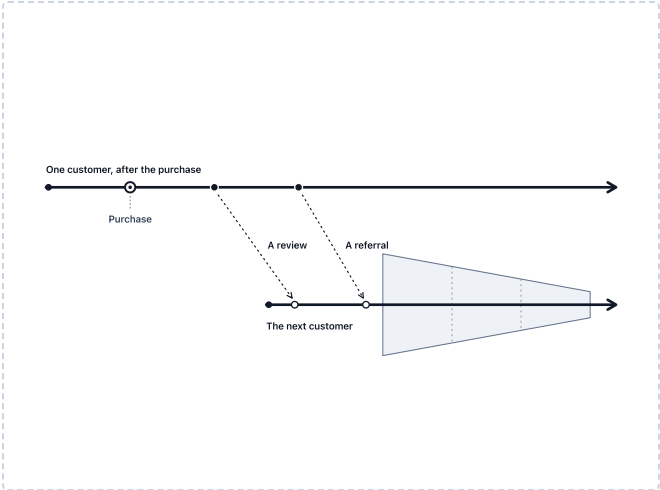
EXPLORATION **Principle 11 draft: alignment temporary**



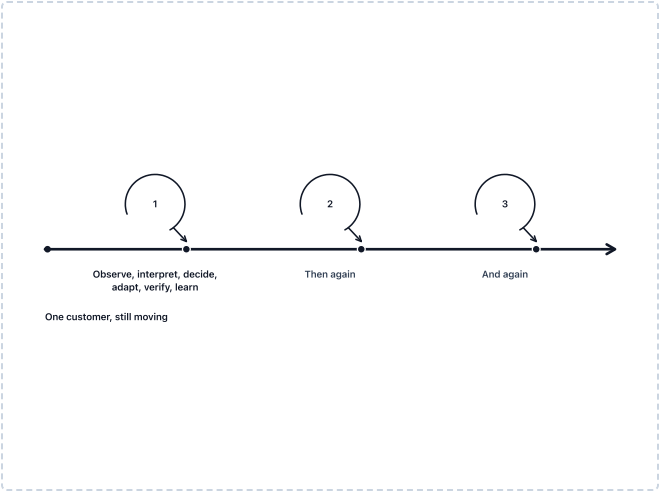
EXPLORATION **Principle 12 draft: trust compounds or decays**



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



EXPLORATION **Principle 14 draft: next customer**



EXPLORATION **Principle 15 draft: adapt**

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.
- `/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 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/`
  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.
- `/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`
  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`
  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-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.
- /
  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 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.
- /
  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 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
  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
  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
  Timing: The Convergence Condition
- /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
  Relevance: The State-Match Condition
- /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`
  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/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 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/`
  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 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 →

- /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.