NAVIGATOR'S LOG R&D;

PLAN C

Navigator's Log Local Digital Agency

Full-Service Agency Pivot — Navigator's Log R&D; / Clear-Point Technical

Highest ceiling, highest complexity — requires Steve's genuine buy-in

Fresno, California | June 2026 | Confidential

Timeline Disclaimer: *All timelines carry meaningful uncertainty. Plan C is the highest-ceiling and highest-complexity option. The estimates below represent a realistic scenario if the partnership functions as designed. They are not a forecast.*

EXECUTIVE SUMMARY

The Venture

A full-service local digital marketing agency operating under the Navigator's Log brand, with Steve Richardson serving as the Central Valley relationship manager and client account lead, and Christopher Head serving as strategy director, service delivery principal, and content/technical architect. Clear-Point Technical operates as a vertical specialty within the agency for industrial, trades, and agricultural clients.

What This Is Not

This is not Steve's directory company with better branding. It is a new entity that uses Steve's relationships and local credibility as a distribution channel, and Navigator's Log's research discipline, writing capability, and systems thinking as the service backbone. Steve must accept this honestly for it to work. If he believes he is hiring help for his current model, Plan C will fail.

The Core Value Proposition to Clients

"Most digital agencies in Fresno are either too expensive, too national, or too generic to serve a $500K plumbing company or a $1.5M roofing operation. We are local, accountable, and we know your industry. Your results are measured in calls and leads, not impressions and followers."

Revenue Target

$3,000–$5,000/month gross by month 12. This requires 8–12 paying clients at an average of $350–$450/month. This is achievable but not easy. It requires Steve to actually close clients and Christopher to actually deliver measurable results.

THE PROBLEM AND THE OPPORTUNITY

The Agency Gap in Fresno

Fresno has approximately 550,000 people and a robust small business ecosystem. The digital marketing agency options available to a $800K HVAC company or a $1.2M roofing operation are:

- **National platforms** (Hibu, Thryv, Boostability, Broadly) — expensive, templated, no local knowledge, high churn
- **Freelancers** — inconsistent, hard to vet, no accountability
- **Large regional agencies** — built for clients with $5K+/month budgets; price-out most small businesses
- **DIY** — the default for most small businesses; results are predictably poor

The gap is the $300–$600/month tier — real monthly service, real results, local knowledge, human accountability. No major player occupies this tier in Fresno consistently.

Why This Is the Right Time

The AI tooling available in 2026 makes it feasible for a two-person operation to deliver services that previously required a team of four or five. GBP post writing, review responses, content articles, citation reports, and competitive analysis can all be produced in significantly less time with AI assistance than they could three years ago. This changes the unit economics enough to make a lean agency viable where it previously was not.

The Clear-Point Technical Advantage

Most digital agencies cannot write technically accurate content for HVAC, electrical, roofing, or agricultural clients. They produce generic "5 Reasons to Call an HVAC Technician" content that ranks poorly and serves nobody. Christopher's Clear-Point Technical background enables technically accurate, plain-language content that is genuinely useful to homeowners and business operators — and Google rewards content that is genuinely useful.

This is a real differentiator. It should be positioned as one.

THE SERVICE STACK

Core Packages

Package 1 — Local Presence Starter

$295–$375/month | *Capacity: up to 20 clients*

Scope:

- GBP management (2 posts/month, all review responses, hours/info maintenance, photo refresh)
- Citations audit and corrections on 10 major directories
- Monthly 5-metric report (profile views, search impressions, direction requests, phone calls, website clicks)
- Onboarding in week 1 includes full GBP audit and immediate corrections

Target client: Small owner-operated businesses (landscapers, solo electricians, small auto repair shops) that need visibility more than content.

Package 2 — Local Authority Builder

$450–$600/month | *Capacity: up to 12 clients*

Everything in Package 1 plus:

- One 500–700-word article per month (posted to client's website or delivered as Google Post extended content)
- Competitor GBP comparison quarterly
- Review solicitation email template and guidance
- Quarterly strategy call (30 minutes)

Target client: Mid-size service businesses ($500K–$2M revenue) that want to rank above competitors and have a website to post content to.

Package 3 — Navigator's Log Full Service

$700–$950/month | *Capacity: up to 6 clients*

Everything in Package 2 plus:

- Two articles/month (including one Clear-Point-quality technical guide if applicable)
- Paid search campaign management (Google LSA or Google Ads — client pays ad spend directly; agency charges management fee)
- Monthly analytics review and reporting (call tracking, lead volume, cost-per-lead)
- Priority response time on all communications

Target client: Established local businesses ($1M+) that want comprehensive marketing management and are ready to invest in growth.

Add-On: Clear-Point Technical Content Package

$250–$500/month as add-on to Package 2 or 3

For industrial, trades, or agricultural clients requiring:

- OSHA-adjacent safety documentation
- Plain-language technical guides for employees or customers
- Regulatory compliance content (California OSHA, Title 22, Cal/OSHA)
- Process documentation for safety protocols

This is the Clear-Point vertical operating inside the agency. It is not a separate pitch — it is a natural expansion of the relationship once the base digital marketing is established.

One-Time Services

GBP Audit + Report: $100–$150 (loss leader for package conversion)

Website Build (5-page): $800–$1,500 (subcontracted for design; Christopher handles copy and SEO)

Google LSA Setup: $200–$350 one-time plus Package 3 management

Reputation Repair Consultation: $250 one-time (for businesses with 4.0–4.4 ratings and recurring complaint patterns — develops a review recovery strategy)

PARTNERSHIP STRUCTURE

Steve's Role

- **Account Manager:** Primary relationship holder for all existing and new clients. Makes sales calls. Attends onboarding meetings. Handles client communication on routine matters.
- **Business Development Lead:** Works the existing directory network, attends local chamber events, cold-calls Priority A businesses from the prospect database.
- **Local Intelligence:** Provides on-the-ground knowledge about Fresno business culture, competitive dynamics, and specific industry nuances that Christopher cannot know from research alone.

What Steve Must Accept: He is not the principal of this entity. He is the relationship arm of Navigator's Log. Decisions about service delivery, pricing, strategy, and positioning are made by Christopher. If Steve attempts to redirect the service model back toward the directory, the partnership ends.

What Steve Gets: A viable, revenue-producing business that leverages his most genuine asset (local relationships) without requiring him to build capabilities he does not have.

Christopher's Role

- **Strategy Director:** Owns all service delivery systems, quality standards, and agency positioning.
- **Content Principal:** Writes all articles, posts, and technical documents produced for clients.
- **Technology Lead:** Manages all tools, analytics platforms, and AI-assisted production workflows.
- **Brand Owner:** Navigator's Log and Clear-Point Technical remain Christopher's intellectual property. The agency operates under Navigator's Log. Steve does not acquire any ownership stake in these entities.

Revenue Split (To Be Negotiated)

The revenue split structure follows the same two-tier logic as Plans A and B — specific percentages are subject to direct agreement with Steve before the first client is signed.

Structure:

- **Steve-originated clients:** Steve receives an agreed percentage for clients he brings in and closes. This rewards direct sales contribution.
- **NLR-originated clients:** Steve receives a lower agreed percentage for clients sourced through Navigator's Log channels. This reflects the difference in acquisition effort.
- **Clear-Point Technical add-on revenue:** 100% Christopher — this is a Navigator's Log product that predates and operates independently of this partnership.
- **Review:** Either party may call for a split review at the 6-month mark or the $3,000/month gross milestone.

The specific percentages should reflect what both parties genuinely consider fair given the actual contributions being made. This conversation should happen before a single client is approached, not after.

Phase 1: The Pivot Conversation (Month 0–1)

Before any sales activity, Steve must internally accept the pivot. If he does not, all subsequent effort is wasted. The conversation is direct:

"Steve, your current model is not working and the market has told you that clearly. Two clients is not a pipeline problem — it is a product problem. I can build something real here, but only if you are willing to run a different business. Your directory becomes the lead funnel, not the product. The product is real marketing services that Fresno businesses actually need. You bring the relationships and the local credibility. I bring the capability to deliver. If that works for you, let's build it. If you want to keep the directory as-is with me making cold calls for it, that's a different conversation and the answer is no."

This conversation may not go well. The Monte Carlo simulation quantifies this: Steve accepts the full pivot in only 12–70% of modeled runs depending on his commitment level. If he does not accept, Plan C does not start and Christopher pivots to Plan A or B independently.

Phase 2: Warm List Conversion (Months 1–3, estimated)

With Steve's buy-in confirmed, the first outreach targets are his existing directory clients and warm contacts. The pitch is a Reputation Audit — the $100–$150 one-time report that documents specific GBP gaps, review risks, and competitive positioning. This is a diagnostic, not a sales deck.

Conversion rate from audit to package: estimated 25–40% with a well-executed audit. If Steve delivers 10 audits in 2 months, expect 2–4 conversions.

Phase 3: Priority A Outreach (Months 2–5, estimated)

The 38 Priority A businesses from the prospect database are segmented by the most urgent need:

- **Reputation risk (rating below 4.5 with recurring complaint):** Lead with reputation repair consultation. These businesses know they have a problem. The pitch is solving a problem they already feel.
- **Near-invisible (5 reviews or fewer):** Lead with the competitive gap — "your competitor has 150 reviews and you have 5; here's what that costs you."
- **Hours/info errors:** Lead with the immediate fix — "we found a specific error in your Google profile that is sending customers to the wrong place." La Dama Salon's 3AM Monday hours error is the archetype of this pitch. It requires no selling — just proof.

Phase 4: Referral and Content Inbound (Months 4–12)

The single most powerful growth engine for a local agency is referral from satisfied clients. A roofing company that gets 3 more leads per month from improved GBP performance will tell other roofing companies. An auto repair shop that improves from 4.4 to 4.7 stars through managed review responses will tell their network.

Content marketing (per Plan B's article queue) can also generate inbound leads once organic traffic builds, but this is the slower channel.

FINANCIAL MODEL

Revenue Projection (Rough Estimates — High Variance)

Assumptions:

- Package mix: 50% Package 1 ($330 avg), 35% Package 2 ($525 avg), 15% Package 3 ($825 avg) → blended average ~$470/month/client
- Client acquisition rate: 2–4 new clients/month months 1–4; 1–3/month thereafter
- Monthly churn: 5% (1 in 20 clients leaves per month)
- Pivot acceptance: Modeled at medium Steve commitment (50–60%)

Month	Est. Clients	Gross Revenue (est.)	Note
1	2–4	$940–$1,880	If pivot accepted and warm list active
3	6–10	$2,820–$4,700	Cold outreach converting
6	10–16	$4,700–$7,520	If referral loop activates
9	13–20	$6,110–$9,400	Possible ceiling for two-person operation
12	14–22	$6,580–$10,340	At capacity for current team

Reality check: Month 1 revenue of $940+ requires 2–4 paying clients immediately. That means Steve converts warm contacts extremely quickly after the pivot conversation. This may take longer. The Monte Carlo analysis places probability of reaching $3,000/month by month 12 at roughly 24–45% depending on Steve's commitment level and operating mode.

Cost Structure

Package 1 and 2 delivery cost: ~3–5 hours/client/month → at $15–25/hour imputed labor cost, ~$45–$125/client/month

Package 3 delivery cost: ~8–12 hours/client/month → $120–$300/client/month

Tool costs: $200–$400/month at full capacity (BrightLocal, Semrush, call tracking, Canva, etc.)

Gross margin at 12 clients, blended mix: Estimated 55–70% before Christopher's time is valued as compensation.

Revenue Split Example at $5,000 Gross

- Steve (blended 40% on all clients): $2,000
- Christopher (blended 60%): $3,000
- Tool costs: ~$350 (paid from gross before split)
- Net to Christopher after tools: ~$2,650/month

This is meaningful supplemental income without requiring Christopher to be the sole originator of business. If Steve originates 8 of 12 clients and Christopher originates 4, the math shifts somewhat toward Steve but remains workable.

RISKS AND MITIGATIONS

Risk 1: Steve Cannot or Will Not Pivot

The foundational risk for Plan C. Without Steve's genuine acceptance of his new role, the partnership structure fails.

Mitigation: The pivot conversation happens before any work begins. If Steve cannot accept it, Christopher runs Plans A/B independently and treats Steve's contacts as a warm outreach list rather than a partnership dependency.

Risk 2: Delivery Quality Fails

At 12+ clients, Christopher is producing content, managing GBP, running reports, and handling communications for over a dozen businesses simultaneously. Quality slipping means churn accelerating.

Mitigation: Hire a part-time VA at approximately $600–$800/month (10 hours/week at $15–$20/hour) to handle review responses, basic GBP post publishing, and report generation from templates. This is viable at 10+ clients and preserves Christopher's time for strategy and content.

Risk 3: Christopher Becomes Overextended

Navigator's Log R&D;, SensorLLM, Head Shrink Studios Season 2, Clear-Point Technical, and this agency cannot all receive full attention simultaneously. The agency is real work with real client deadlines.

Mitigation: Define in advance which Navigator's Log projects are in maintenance mode and which are active. The agency generates revenue; the others may not. Revenue-generating work takes scheduling priority when client commitments are at stake.

Risk 4: Market Competition Response

A Fresno agency notices Navigator's Log gaining traction and moves aggressively to underprice or outpace client acquisition.

Mitigation: The agency's differentiation (Clear-Point technical content, FPAW-informed audit methodology, local human accountability) is not easily replicated by a template-based competitor. Hold that differentiation tightly and market it explicitly.

DIFFERENTIATION: THE NAVIGATOR'S LOG EDGE

The FPAW-Informed Audit

FPAW (Falsification Protocol Audit Workbench) is Christopher's adversarial audit system. Applied to GBP and digital marketing, it means we do not accept surface metrics as evidence of success. We audit what competitors claim, identify what review patterns actually signal, and produce reports that withstand scrutiny. When a client's competitor has 200 five-star reviews in two months, we flag it. When a business's own review pattern shows a recurring operational failure, we name it and address it. This is not standard agency behavior and it should be marketed as a standard.

The Clear-Point Content Edge

Technical accuracy in contractor content is a rarity. Most agency-produced content for HVAC, roofing, and electrical is generic, inaccurate, and interchangeable. Clear-Point Technical's plain-language compliance methodology produces content that professionals recognize as accurate and homeowners understand as useful. This is a real and demonstrable differentiator.

The Zero-Cash Mandate Philosophy

Navigator's Log was built without capital, from necessity, using available tools. The agency inherits this discipline: every tool choice, every service scope, every pricing decision is made with the Zero-Cash Mandate in mind — generate real value from available resources before spending money on anything that does not directly produce results. This makes the agency resilient where capital-dependent competitors are fragile.

TIMELINE (ROUGH ESTIMATES — HIGH VARIANCE)

Month 0 (prior to launch):

Pivot conversation with Steve. Decision made. If yes, move to Month 1. If no, exit to Plan A/B.

Month 1 (possibly longer depending on pivot acceptance):

Agency operating documents drafted. Service packages finalized. Onboarding templates built. First warm-list audit reports delivered. First 1–3 clients signed if Steve activates quickly.

Months 2–4:

Active cold outreach from Priority A list. Audit as lead generator. 5–8 total clients targeted. First referral conversations expected from satisfied early clients.

Months 4–8:

Content marketing beginning (Plan B article queue provides the inbound channel). Agency website live under Navigator's Log. VA hired if client count exceeds 10. First Clear-Point Technical add-on signed with trades client.

Months 8–12:

12–18 clients. Revenue in $4,000–$7,000+ range if execution has been strong. Decision point: scale further, maintain current size, or begin productizing the methodology for a different monetization model (licensing, white-label, or SaaS adjacent to FPAW).

Month 12+:

Evaluate. Either continue growing the agency or use the proven case studies to position for something larger — a content-driven media property (Plan B evolution), a licensed local agency network, or an acquisition by a larger regional entity.

APPENDIX A: AGENCY POSITIONING STATEMENT

Navigator's Log Digital — Fresno and Central Valley

We help Fresno-area service businesses show up, look credible, and generate more calls from the people already searching for what you do. No long contracts. No national call centers. No generic content. Local people, local knowledge, real results.

APPENDIX B: COMPETITOR LANDSCAPE (FRESNO)

From market observation and client review analysis, the following are active in the Fresno local marketing space:

- **Thryv** — National platform targeting SMBs. Expensive ($300–$600+/month), high-pressure sales, mediocre results for local service businesses. Common negative reviews from clients.
- **Hibu** — National digital marketing. Template-based websites and GBP management. No local specificity.
- **Individual freelancers** — Present but inconsistent. Reliability is the main barrier.
- **Local agencies** — One or two Fresno-based boutique agencies exist but primarily serve $3K+/month clients.

The $300–$600/month tier with genuine local delivery is consistently underserved. This is the gap Plan C occupies.

APPENDIX C: FIRST 30-DAY ACTION ITEMS (IF PLAN C IS SELECTED)

- [ ] Pivot conversation with Steve — formal decision documented
- [ ] Agency operating agreement drafted (simple partnership agreement, not complex)
- [ ] Service package one-pagers built (one PDF per package, designed in Canva)
- [ ] Agency website page added to navigatorslog.netlify.app
- [ ] Reputation Audit template built (2-page PDF, professional design)
- [ ] Client CRM set up (Airtable or Notion, client + deliverable + billing tracking)
- [ ] Call tracking number acquired (CallRail or similar, $30–$45/month)
- [ ] Tool accounts set up (BrightLocal, Canva, citation management)
- [ ] First 5 warm-list audit reports produced by Christopher
- [ ] Steve schedules first 5 warm-list conversations within 2 weeks
- [ ] First client signed — onboarding executed within 5 business days

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This document is confidential and intended for internal planning by Christopher Blake Head (Navigator's Log R&D;). Sharing with Steve Richardson is at Christopher's discretion and should follow the pivot conversation, not precede it.
