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THE AGENTIC EDITION · DUNKERS & ATHLETES

# Dollar a Day for Dunkers

Turn proven dunk clips into reach, sponsors, and coaching clients — for less than a protein shake.

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Read with the live guide: [dunkerspotlight.com/dollar-a-day](https://dunkerspotlight.com/dollar-a-day)

The definitive article this guide skins: [blitzmetrics.com/dad](https://blitzmetrics.com/dad)

You already have what most advertisers are missing: real customers, real reviews, real work on real job sites. Dollar a Day doesn't invent attention — it amplifies the reputation you've already earned, one proven piece of content at a time. And in 2026, AI agents run most of the machine for you.

## What Dollar a Day is

Put \$1 per day for 7 days behind a piece of content that has **already proven itself** — a clip your audience already engaged with, a review a customer already wrote, a result you already delivered. Watch the numbers at day 7. Kill the bottom 90% without mercy. Put \$30 over 30 days behind the winners. Hunt the unicorns with bigger audiences and bigger budgets.

It is not “cheap ads.” It is a signal-detection system. Small money buys real data about what deserves big money. Boosting amplifies a winner — it does not rescue a flop. A dunker's video that died at \$0 dies at \$100, too.

**\$1/day**

× 7 days per asset — the test that buys real signal

**90%**

killed at day 7 — no mercy, no favorites

**\$30/30**

behind each winner — then scale the unicorns

## The strategy underneath: amplify what's already working

Most marketing fails because it tries to manufacture a reputation. Yours exists — in your reviews, your finished jobs, your customers' own words. The Dollar a Day strategy takes those existing signals and puts them in front of exactly the people who should see them.

We sequence every campaign as **GCT — Goals, Content, Targeting** — in that order, and targeting always comes last. First: what is this boost FOR (dunker leads, recruiting, sponsor attention, review velocity)? Second: which proven asset carries it? Only then: who sees it. No audience can fix weak content, and no clever creative can fix a missing goal.

## The machine: you produce, agents do the rest

Our Content Factory runs on four P's — **Produce, Process, Post, Promote**. Here's what changed since we first taught this: you used to need a team of VAs for stages two through four. We were those VAs. Now agents do it.

Stage	What happens	Who does it in 2026
1 · <b>Produce</b>	Capture real ingredients — job-site video, the customer thank-you, the diagnosis moment	<b>You.</b> Only you. Agents must never invent this.

<b>2 · Process</b>	Cut clips, write posts and articles, build the landing page, wire the pixel	Your AI agents
<b>3 · Post</b>	Publish across your site and channels, schedule, cross-link to your hub	Your AI agents
<b>4 · Promote</b>	Boost winners at \$1/day, read day-7 numbers, kill/scale, retarget	Agents propose · you approve the spend

**The rule that keeps it honest:** agents process, post, and promote — they never generate the ingredient. If it didn't happen on a real job with a real customer, it doesn't go in the machine. That's why this converts: it's provably real, and Google's E-E-A-T standards reward exactly that.

## The non-negotiable rules

- **Boost only proven content.** The audience already voted with saves, shares, comments, watch time. Respect the vote.
- **\$1/day × 7 days per asset.** Layer one new asset per day; five assets peaks at \$5/day.
- **Kill the bottom 90% at day 7.** No “but it's my favorite.” The numbers decide.
- **\$30 over 30 days behind each winner.** Unicorns — assets that hold their numbers at 10× spend — get new audiences and real budget.
- **Collaborations and third-party proof jump the queue.** Borrowed authority converts better than self-praise.
- **Digital plumbing first.** Pixel, analytics, Google Business Profile, review flow — boosting without a pixel is reach you can't retarget.

## Week one, laid out

Day	Action	Daily spend
1	Boost asset A (your best proven piece) at \$1/day	\$1
2	Add asset B	\$2
3	Add asset C	\$3
4	Add asset D	\$4
5	Add asset E	\$5
7-11	Each asset hits its day-7 read — kill or scale, one by one	\$5 → tapering
8+	Layer next week's five from fresh ingredients	~\$5

Budget line	Math	Monthly
Testing	5 assets × \$7 each	\$35
Scaling	1-2 winners × \$30/30	\$30-\$60
<b>Total program</b>	Signal + scale + retargeting pool	<b>Under \$100</b>

Read each asset's day 7 through **MAA — Metrics, Analysis, Action**. Metrics say what happened (CPM, hold rate, cost per follow/lead). Analysis says why (the hook, the content, the caption). Action closes the gap — kill, re-cut the first three seconds, or scale. The byproduct is the real asset: everyone who watched joins your retargeting pool, the warm audience for your next offer.

## The Dunkers & Athletes playbook

### Hooks that name your customer

- “This 5'9” guy just dunked over a car — wait for the last angle.”
- “What I eat the day of a dunk contest.”
- “My first 40-inch vert took 3 years. Here's what I'd do in 1.”

### What to capture on the job

- The make AND the misses before it — the 47 attempts are the story.
- Contest runs and collab clips with bigger dunkers — borrowed authority converts.
- Training numbers: vert tested, plates on the bar, weeks between PRs.
- The crowd reaction shot — proof someone besides you cared.

### Your season

Contest season is your harvest — but the retargeting pool you build in the off-season is what sponsors actually buy.

### Which networks to lean on

Instagram Reels and TikTok are the arena. YouTube Shorts for discovery, long-form for the training breakdowns sponsors watch.

### Targeting — chosen last, in this order

- **Warm first:** video viewers, profile visitors, site visitors off your pixel, customer lists.
- **Lighthouse-adjacent:** followers of the bigger names, brands, and organizations your customers already trust.
- **Cold last:** lookalikes of your warm audience — only after an asset proves itself warm.

## Proof: real runs of this exact play

### **Kirt Box's Victory Archery sponsorship, promoted with Dollar-a-Day YouTube ads**

An athlete with a real sponsor, real clips, and a dollar a day behind the winners — the sponsorship became content, and the content became proof for the next sponsor.

[blitzmetrics.com/dollar-a-day-kirt-box-victory-archery-youtube-ads/](https://blitzmetrics.com/dollar-a-day-kirt-box-victory-archery-youtube-ads/)

### **The Dunker Spotlight wall**

Real dunkers, scored 0–100 on brand signals. The ones who rank own their name, post proven clips, and boost them. That is the whole gap.

[dunkerspotlight.com/personal-brand-audit/](https://dunkerspotlight.com/personal-brand-audit/)

### **Finn Addy — 1FootDisciple — building the personal brand behind the clips**

The clip gets attention; the entity home converts it. Finn's build shows the hub the boosts point back to.

[dunkerspotlight.com/finn-addy-1footdisciple-personal-brand/](https://dunkerspotlight.com/finn-addy-1footdisciple-personal-brand/)

The master library holds the rest — **99 Killer Examples of Dollar-a-Day in Action**, plus HubSpot teaching it on their official channel (19K+ views), Meta's official case study, and CNN coverage. All linked from the hub at [blitzmetrics.com/dad](https://blitzmetrics.com/dad).

## Run it with agents: the exact loop

- **Feed the machine.** Drop the week's raw ingredients (clips, photos, numbers, reviews) into your agent's project folder.
- **Process.** The agent cuts/selects, writes captions and posts in your voice, drafts the article for your site, wires links back to your hub.
- **Post.** The agent publishes and cross-links — your website is the hub; social is the spokes.
- **Promote.** The agent ranks last week's content by real engagement, proposes the five to boost with GCT chains, sets the \$1/day tests, and delivers day-7 kill/scale calls with MAA reasoning. You approve spend.
- **Document.** After each run the agent writes the meta-article — what it did, what it cost, what worked — so the system improves itself and your site compounds proof. (That documentation pattern: [blitzmetrics.com/meta-article-prompt](https://blitzmetrics.com/meta-article-prompt))

**Credibility at every stage of the funnel — not just conversion.** Boosted proof warms cold audiences (top), answers buyer questions (middle), and reassures the person holding the quote (bottom). A dollar a day at each stage beats ten dollars shouted at strangers.

## QA checklist before the first dollar

- Pixel firing and tested · analytics connected · review flow live.
- The asset is genuinely proven — real engagement, not hope.
- GCT written down: the goal, the asset, the audience — in that order.
- Landing page loads fast and matches the promise in the clip.
- Calendar reminder set for the day-7 read — the kill is the discipline.

**START HERE**

### Get your free Dunkers & Athletes audit — then boost what's already working

We'll score your existing reputation signals and show you exactly which assets deserve the first seven dollars.

[localservicespotlight.com/young-athlete-quick-audit/](https://localservicespotlight.com/young-athlete-quick-audit/)

[dunkerspotlight.com/dollar-a-day](https://dunkerspotlight.com/dollar-a-day)

The full teaching, the framework, and every example: [blitzmetrics.com/dad](https://blitzmetrics.com/dad)