

**NexLevel Advisors**  
**AI Authority +**  
**Audience Development**  
**for Mortgage**  
**Technology &**  
**Mortgage Service**  
**Providers**

Michael Hammond, Founder



## The shift

# AI is changing how buyers decide—before they ever book a meeting

- Buyers are using AI to **learn, compare, and shortlist**
- AI influences who gets **recommended, referenced, and repeated**
- Your visibility isn't just "search" anymore—it's **being included in the answer**



# The new reality

# The best product doesn't win— the clearest + most trusted brand does

- 1 Category noise is up
- 2 Attention is down
- 3 Trust is the primary conversion lever
- 4 Consistent authority beats occasional campaigns



# The cost of being invisible

## If you don't show up, you **don't get considered**



**Fewer inbound opportunities**



**Longer sales cycles**



**More price pressure**



**Competitors win by default**



# The core problem we solve

## Mortgage tech + service providers face the same friction

- 1 Strong solution, weak differentiation in-market
- 2 Inconsistent awareness → inconsistent pipeline
- 3 Great content, but not structured to **convert** or **compound**
- 4 Sales teams fight skepticism because trust isn't built early

# What winners do differently

# They build an **authority engine**



Clear POV + messaging discipline



Content that answers real buyer questions



Consistency across channels



Proof that reduces doubt



Systems that compound over time

**Who we are**

# **NexLevel Advisors**

Built to help mortgage technology and mortgage service providers grow through: **clarity + authority + visibility**

We don't sell "more marketing"

We build a system that makes you **findable, trusted, and chosen**

## Leadership

# Michael Hammond

Founder, NexLevel Advisors

Leading **fractional CMO** in mortgage and mortgage technology

Specializes in **AI-powered growth strategy** and **audience development**



☆ PRIMARY SERVICE

# AI Authority + Audience Development (Retainer)

A compounding growth engine that builds:

## Findability

(AI surfaces you)

## Trust

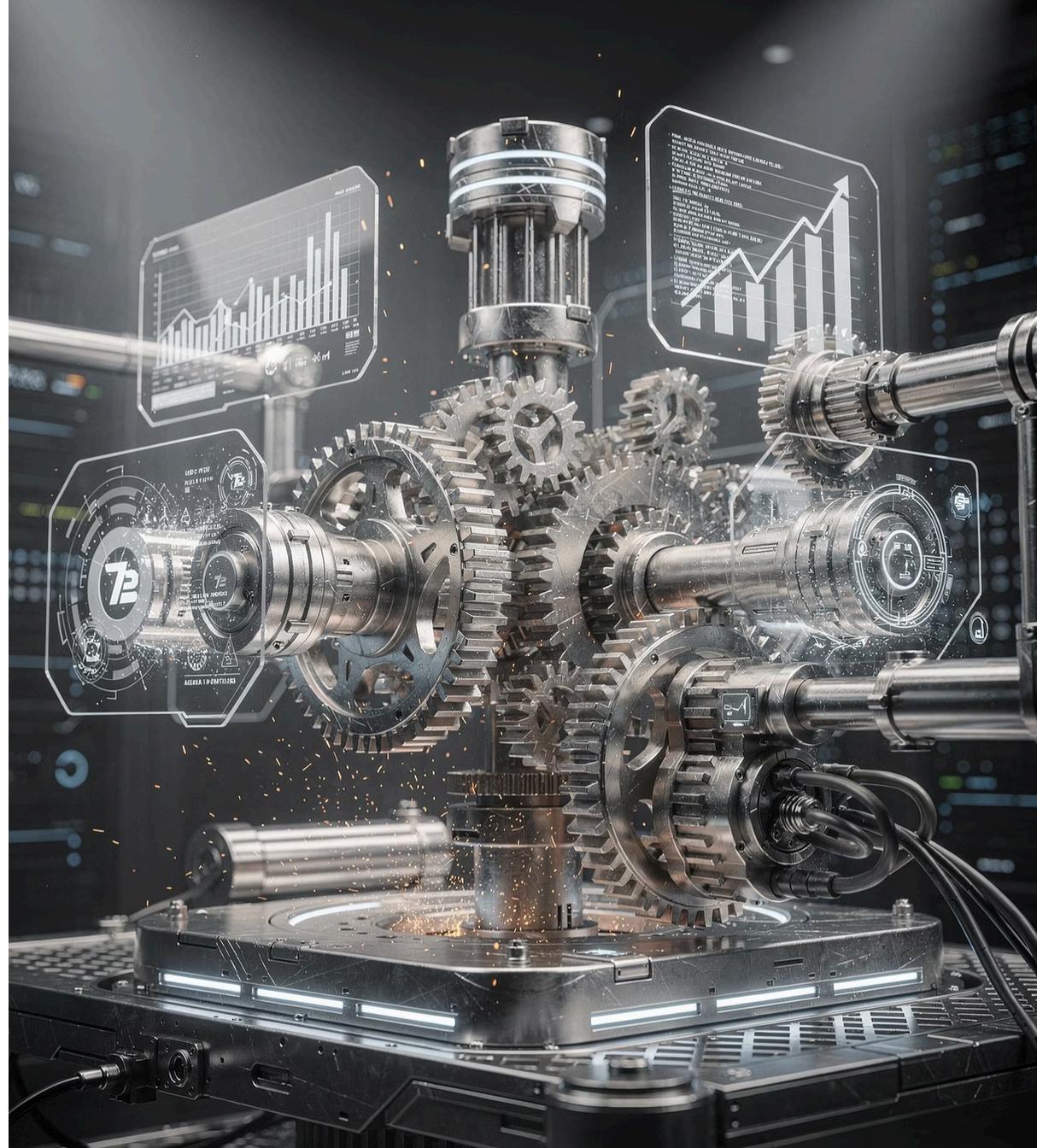
(market believes you)

## Audience

(right people follow you)

## Conversion

(sales friction drops)



# What "AI Authority" means

**AI Authority = being the brand **AI** and **humans** trust**

AI includes you in recommendations because your expertise is:



**structured**



**specific**



**consistent**



**credible**



**easy to cite**

# What "Audience Development" means

# Audience Development = growing attention that turns into **pipeline**

- Not vanity metrics
- The right leaders see you repeatedly
- Your POV becomes familiar
- Meetings become easier because trust is pre-built





# Retainer components (overview)

The retainer typically includes

**AI Visibility System (GEO/AEO)**

**Audience Development (Executive + Brand)**

**Authority Sales Can Use**

**Measurement + Optimization**

# We build what AI platforms can **surface** AI Visibility System (GEO/AEO)



## Baseline

where you appear today (and where you don't)



## Content Architecture

"Answer-first" content architecture



## Authority Pages

Authority pages + structured POV content



## Clarity Upgrades

Clarity upgrades so AI and buyers can understand your value fast

## What "answer-first" means

# Answer-first content wins

Clear questions → clear answers

Specific language buyers use

Proof and examples embedded

Less fluff, more truth

Structured pages AI can reference

COMPONENT 2

# Audience Development (Executive + Brand)

## Build the audience that drives **revenue**

Executive + company LinkedIn strategy

Weekly content plan aligned to buyer journey

Content creation system:

- posts, POVs, carousels, short-form video scripts/prompts

Repurposing engine (one idea → many formats)



COMPONENT 3

## Authority Sales Can Use

# Marketing that makes selling **easier**



**Messaging pillars + proof points**



**Executive talk tracks**



**Narrative support for key conversations**



**Alignment across marketing + sales**

COMPONENT 4

## Measurement + Optimization

# We track what **compounds**

Monthly performance insights

1

Prioritized roadmap: what to build next

2

3

Topic refinement based on what the market  
engages with

# What you can expect

## Common early outcomes



**Sharper differentiation  
and messaging  
discipline**



**Stronger consistency  
across channels**



**Increased engagement  
with the right audience**



**More "we've been  
following you"  
conversations**



**Reduced skepticism in sales conversations**

# Trusted. Proven. Referenced.

## 3X

**Lead volume increase**

after partnering with NexLevel Advisors

Testimonials available at

[NexLevelAdvisors.com](https://NexLevelAdvisors.com)

*(Optional: add 2–3 short testimonial lines here for the final version.)*

# Who this is best for

## Best-fit clients

**Mortgage technology providers**

**Mortgage service providers**

**Teams with complex value props + longer cycles**

**Leaders who want authority that compounds—not one-off tactics**



## Why retainers

# Retainers win because consistency wins

- Authority is built through repetition + clarity
- Momentum beats "start/stop" marketing
- You're building a market position—not running a campaign

ADDITIONAL SERVICES

## Supporting Lanes (Available as Retainers)

Everything below plugs into the same engine: **AI Authority + Audience Development**



**Positioning + Branding**



**Marketing Strategy +  
Campaigns**



**Social Media Strategy + Posting**



**Strategic Selling + Sales Enablement**



**Media + PR**

SUPPORTING LANE 1

# Positioning + Branding

For brands that sound interchangeable—and feel it in stalled deals.



**Differentiated positioning +  
narrative**



**Messaging framework (pillars,  
proof, objections, talk tracks)**



**Website/services messaging  
direction**

SUPPORTING LANE 2

# Marketing Strategy + Campaigns

For teams tired of random acts of marketing.



GTM strategy and planning



Launch strategy and category messaging



Campaign roadmaps tied to outcomes (not output)



SUPPORTING LANE 4

# Strategic Selling + Sales Enablement

For complex deals with multiple stakeholders.

-  **Executive selling narrative + talk tracks**
-  **Sales decks / one-pagers / proof assets**
-  **Multi-stakeholder deal strategy support**
-  **Sales/marketing alignment**

SUPPORTING LANE 5

# Media + PR

Earned credibility at scale.

**Thought leadership angles + placement strategy**

**Editorial calendar + media support**

1

2

3

**Interview prep and executive visibility planning**

NOT A RETAINER

# Media Kit Options (Not a Retainer)

Visibility accelerators:

1

Podcast sponsorships + executive interviews

2

Newsletter sponsorships

3

Conference pop-up video coverage

4

Branded video series packages

5

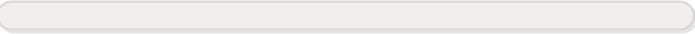
Executive focus group sessions

6

Speaking engagements

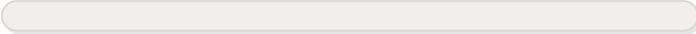


# How We Start



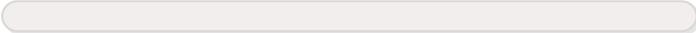
## AI Authority Assessment

→ baseline + action plan



## Retainer activation

→ build, publish, optimize monthly



## Optional: Media Kit

→ accelerate reach and credibility

# What happens in an assessment

## AI Authority Assessment typically covers

Current visibility: AI + search + social

Messaging clarity and differentiation gaps

Content architecture opportunities (what to build first)

Audience growth plan (executive + brand)

Priority roadmap for 30/60/90 days

# If you want to be the brand **AI references** and buyers **trust**—this is the system.

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**Primary CTA:**

Request an AI Authority Assessment

**Secondary CTA:**

Book a Growth Strategy Call

Phone: 734-775-4879

Email: [mhammond@nextleveladvisors.com](mailto:mhammond@nextleveladvisors.com)

Calendar: [calendly.com/mhammond-nexlevel/30min](https://calendly.com/mhammond-nexlevel/30min)