Human Advisor AI

FRANCHISE DEVELOPMENT

STATEMENT OF WORK

Demand Has an Address

A connected franchise-candidate development program



PREPARED FOR

Ken Boyce and Dan Gizzi

Human Advisor AI

Effective November 5, 2026

CONFIDENTIAL

HUMAN ADVISOR AI

A FRANCHISE DEVELOPMENT OPERATING MODEL

Human Advisor AI is building a network of advisors who go into companies, teach them to use AI well and help them choose the right technology partners. The goal is to put that opportunity in front of the professionals already looking for a business of their own, and to build a connected franchise-development engine that learns market by market.

1 PRIORITIES

Ken Boyce, Dan Gizzi and the development team confirm territories, growth priorities, candidate standards and approved proof.

2 AUDIENCE

jcell.ai builds and refreshes licensed candidate audiences nationally, with franchise-research and career-change segments.

3 MESSAGE SYSTEM

Approved brand proof becomes email, organic LinkedIn, Meta and display creative and conversion experiences.

4 ACTIVATE

Launch nationally, then vary weighting by market opportunity, available territory and performance.

5 CAPTURE + ROUTE

Redirects, landing pages, replies and bookings carry source, market and campaign context into the approved CRM, including HighLevel.

6 FOLLOW UP

The Human Advisor AI development team owns the human conversation, qualification, diligence and franchise award process.

7 LEARN

Outcomes return to audience, message, market and media decisions.

THE FIRST SIXTY DAYS

Build the foundation. Launch the system. Improve what earns response.

Human Advisor AI is entering this engagement with a new advisor model and a clear franchise-growth priority: build a repeatable pipeline of qualified candidate conversations. The introductory trial runs November 5, 2026 to January 5, 2027, with media running for the first 30 days, November 5 to December 4, 2026.

DAYS 1-30 - BUILD + LAUNCH

Confirm candidate and market priorities; build and verify the audience; provision email infrastructure; launch the three-touch cadence; deploy organic LinkedIn and Meta and display creative; connect campaign pages, redirects, tracking and CRM routing; begin weekly operating review.

DAYS 31-60 - OPTIMIZE + BOOK

Refine audiences and messages from live behavior; improve subject lines, creative and conversion paths; prioritize high-intent contacts and markets; turn campaign response into a steadier calendar of qualified conversations. Joint program review the week of January 5, 2027.

National consistency. Regional relevance. One learning system.

WHAT WE PROVIDE

A connected national franchise-development engine with regional intelligence built in.

NATIONAL AUDIENCE INTELLIGENCE

Licensed intent and behavioral data, priority markets, territory overlays, verification, suppression and weekly refresh.

EMAIL BACKBONE

Managed sending infrastructure, three-touch launch cadence, deliverability monitoring, reply handling and ongoing optimization.

LINKEDIN + ORGANIC

Approved posts and connection requests, connection and message support, weekly review. Included in the subscription.

CAMPAIGN EXPERIENCES

Conversion pages, redirects, tracking pixels, campaign asset coordination and a defined handoff into CRM.

CREATIVE SYSTEM

Coordinated organic LinkedIn, Meta and Instagram, and display concepts built from approved brand proof.

REPORTING

Weekly dashboard plus market-level views of engagement, conversion, source, territory interest and follow-up status.

PAID MEDIA

$1,000 for the first 30 days, November 5 to December 4, 2026: $500 display through jcell.ai, prospecting plus pixel retargeting, and $500 Meta in Human Advisor AI's own Meta ad account or run by jcell.ai through our Meta account. Set out in the attached Media Plan and Authorization.

HOW WE KEEP SCORE

Attribution is organized nationally and read locally, so the team can see which audiences, messages, channels and markets are creating qualified franchise conversations.

- Qualified candidate conversations
- Applications received
- Territory interest
- Cost per qualified opportunity
- Discovery calls scheduled
- Priority-market coverage
- Source and creative performance
- Agreement progression over time

REPORTING MODEL

National view	Total reach, engagement, conversion, candidate quality and pipeline movement.
Regional view	Market, territory, source, message, response, owner and next action.
CRM connection	Campaign sources, redirects, landing pages, email replies and booking activity are mapped into the approved CRM and reporting environment, including HighLevel, so reporting supports action rather than becoming a separate spreadsheet exercise.

RESPONSIBILITIES

jcell.ai	Builds and manages audience, infrastructure, creative coordination, campaigns and reporting.
Human Advisor AI	Provides Ken Boyce, Dan Gizzi and the development team's priorities, brand approvals, territory context, CRM access and timely candidate follow-up.

OWNERSHIP

Human Advisor AI	Retains ownership of every audience file jcell.ai creates on its behalf.

ONE AUDIENCE. ONE MESSAGE. EVERY CHANNEL CONNECTED.

We operate the campaign. The Human Advisor AI team focuses on qualified conversations.

1 **FIND**

Fresh intent signals identify career-change professionals and active franchise researchers.

2 **VERIFY**

Email, identity, suppression and deduplication checks remove waste before activation.

3 **ENGAGE**

Email and LinkedIn create coordinated recognition; campaign pages continue the story. The foundational email nurture cadence is reinforced by organic LinkedIn, Meta and Instagram, display retargeting, conversion landing pages and redirects, all against the same verified audience with the same message.

4 **BOOK**

Replies and high-intent actions become conversations for the franchise development team.

DAYS 1-30 - BUILD + LEARN

Build the audience, campaign pages, email cadence, LinkedIn layer and redirects. Launch, read the response and establish the strongest message and candidate segments.

DAYS 31-60 - OPTIMIZE + BOOK

Prioritize the highest-intent contacts, sharpen the winning hooks and conversion path, and turn campaign response into a steadier calendar of qualified conversations.

EMAIL NURTURE CADENCE

Three touches. One job: earn the next conversation.

Plain-language outreach jcell.ai wrote for Human Advisor AI, built and loaded for launch against your verified audience. You approve the final wording before the first send.

DAY 0

Subject: A business advising companies on AI

Companies know they need to use AI well and most do not know where to start. Human Advisor AI advisors go into those companies, teach their teams and help them choose the right technology partners. If you have been looking at a business of your own, this is worth a closer look.

Explore the Opportunity

DAY 3

Subject: What a Human Advisor AI advisor does

You bring business experience; the system brings the training, the playbook and the technology relationships. No storefront and no inventory, just a professional service companies are asking for right now.

See How It Works

DAY 7

Subject: Is Human Advisor AI worth a conversation?

No pressure. Qualified candidates deserve a clear look at the model, the market, the support and whether it fits. If you have been doing your homework, a 20-minute call might be the most efficient next step.

Book a 20-Minute Call

LANDING-PAGE CONTINUATION *Advise companies on AI, in a business with your name on it.*

DATA ADVANTAGE & CHANNEL ARCHITECTURE

Fresh intent audiences · Verified deliverability · Identity-resolution checks · Suppression and deduplication · Weekly data refreshes

Foundational email leads the system. Organic LinkedIn, Meta and Instagram, display, conversion pages and redirects reinforce the same verified audience and message.

Email	Three-touch cadence from dedicated sending domains and inboxes, reply handling and deliverability monitoring.
Organic LinkedIn	Approved posts and connection requests, included in the subscription.
Meta and Instagram	In-feed ads to the same verified audience, refreshed weekly, in Human Advisor AI's ad account or ours.
Display	Programmatic display prospecting plus pixel retargeting through jcell.ai.
Campaign pages	Conversion pages, redirects and tracking pixels with a defined handoff into HighLevel.

ATTACHED DOCUMENTS

This Statement of Work describes what jcell.ai builds and runs for Human Advisor AI. The commercial terms and the paid media are set out in two attached documents, each open in your browser and ready to sign.

SERVICE AGREEMENT

Parties, program, fees and payment, jcell.ai's responsibilities, terms and conditions, and Exhibit A, Data Integrity & Compliance. Shows the regular price, the introductory discount and the amount at signing.

https://humanadvisor-hub.com/service-agreement

MEDIA PLAN AND AUTHORIZATION (IO HAI-004)

Markets, channels, flight dates, budget by line, total spending limit, measurement and authorization for the $1,000 of media for the first 30 days, November 5 to December 4, 2026.

https://humanadvisor-hub.com/media-plan

CLIENT DASHBOARD

Onboarding, signature and build progress in one place.

https://humanadvisor-hub.com

Let's build the network.