

# The Intent Grid and the Original Set

An exploration that was set aside, and the first 26 drawings

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/](https://marketinghelix.com/principles/).

28 drawings. Each is dated and marked Current, Superseded, Archived or Exploration.  
The Marketing Helix was developed by Mike Millett. [marketinghelix.com/model-history/](https://marketinghelix.com/model-history/)  
Compiled October 10, 2026.

# The Intent Grid and the Original Set: what it was, and what became of it

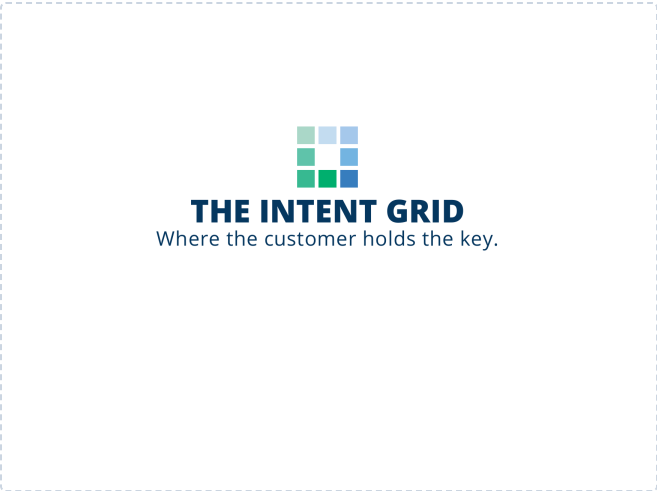
The Intent Grid survives as a design file titled "The Intent Grid: Where the customer holds the key." It is a three by three grid with a keyhole at its center and eight positions: Spark, Search, Explore, Compare, Sign, Engage, Expand, Elevate.

No written account of why it was set aside is in the record, and none is supplied here. The model as taught does not place the customer in named positions: positions belong to the company's funnel.

The original set is the first diagram library: 26 abstract drawings with no labels inside them. Most became figures that are still taught, redrawn. All 26 are here as drawn.

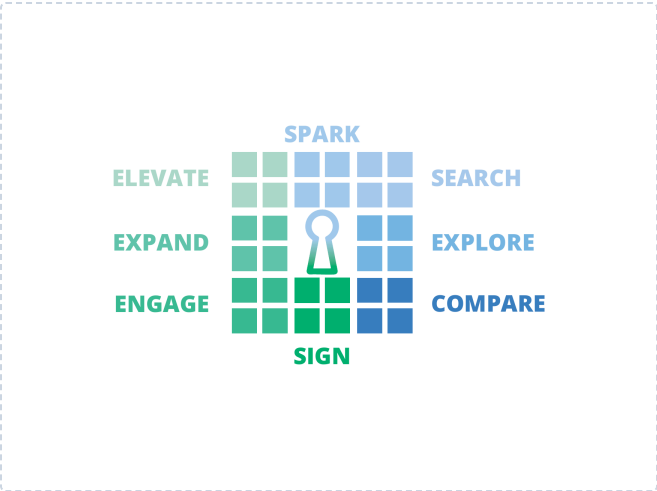
**28 DRAWINGS FOLLOW, OLDEST FIRST**

# Every drawing



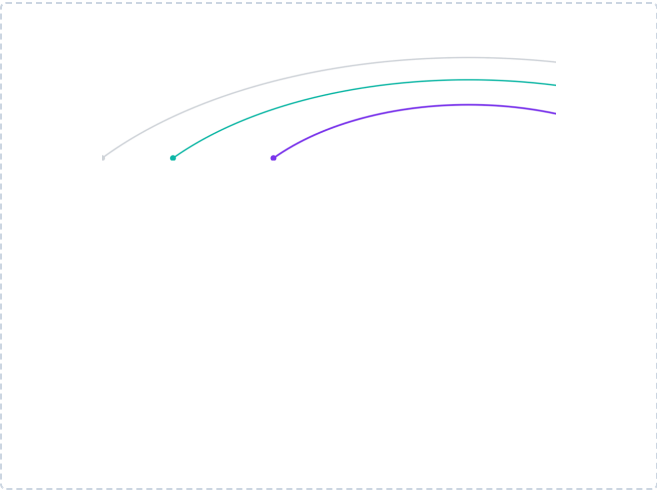
**EXPLORATION** The Intent Grid: title

From the design file



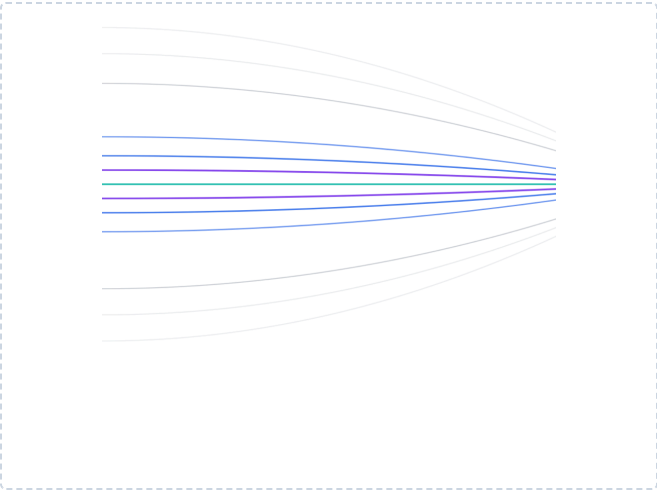
**EXPLORATION** The Intent Grid: the eight positions

From the design file



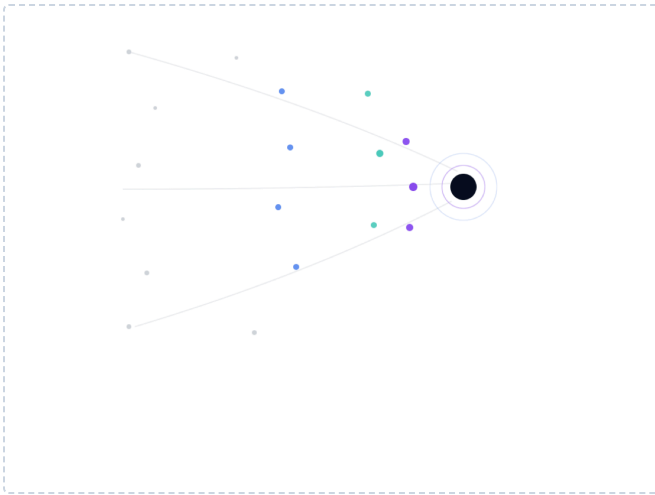
**ARCHIVED** 01. Orbit arcs

From the original diagram set

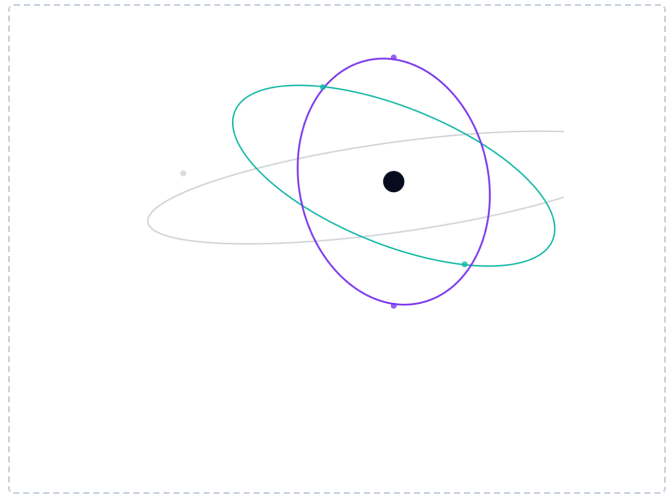


**ARCHIVED** 02. Convergence field

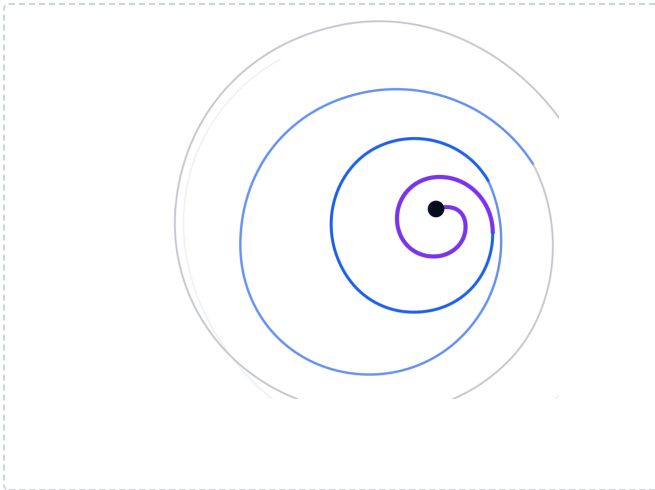
From the original diagram set



**ARCHIVED 03. Signal field**  
From the original diagram set



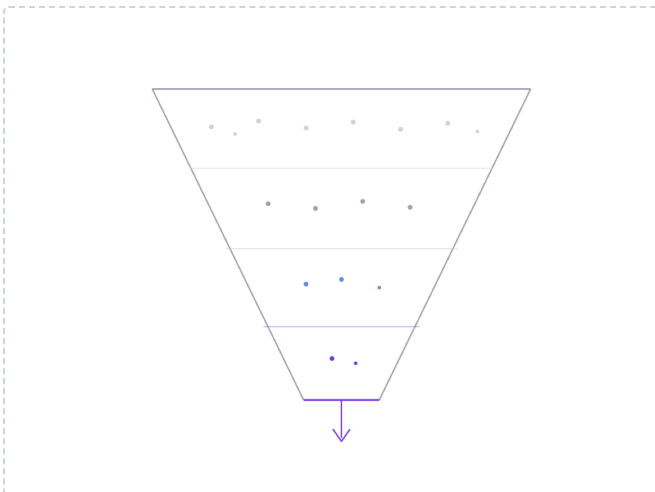
**ARCHIVED 04. Tilted ring stack**  
From the original diagram set



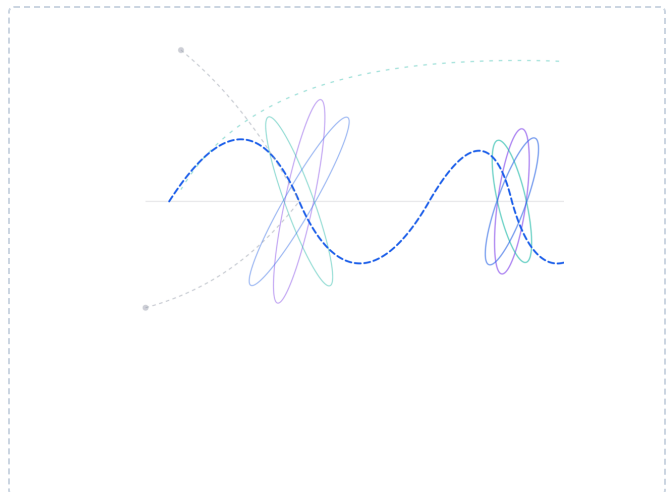
**ARCHIVED 05. Helix uncoiling**  
From the original diagram set



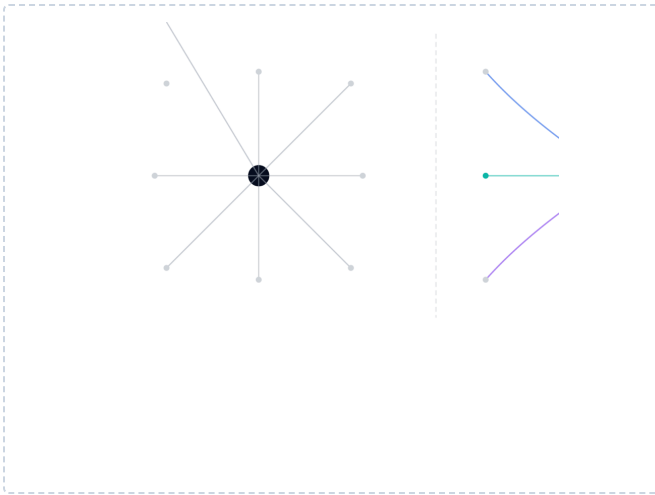
**ARCHIVED 06. Customer in motion**  
From the original diagram set



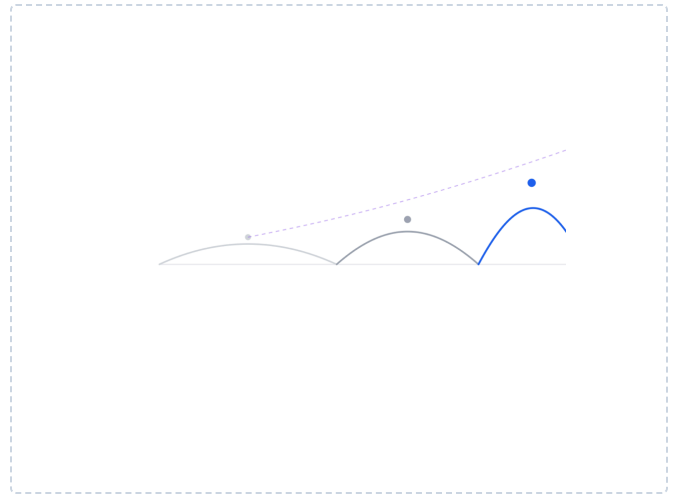
**ARCHIVED 07. The old marketing funnel**  
From the original diagram set



**ARCHIVED 08. The marketing helix complete model**  
From the original diagram set



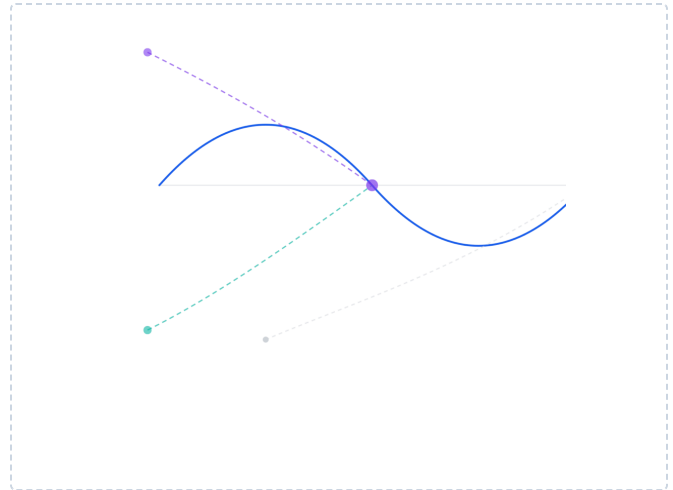
**ARCHIVED 09. Push vs pull**  
From the original diagram set



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



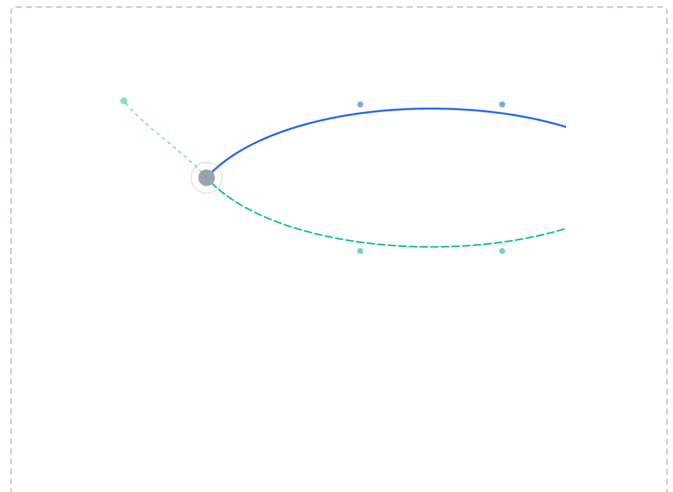
**ARCHIVED 11. Readiness window**  
From the original diagram set



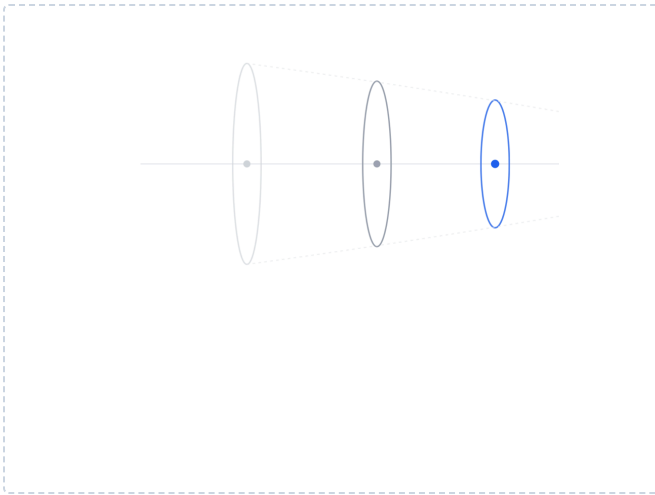
**ARCHIVED 12. Non linear entry**  
From the original diagram set



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



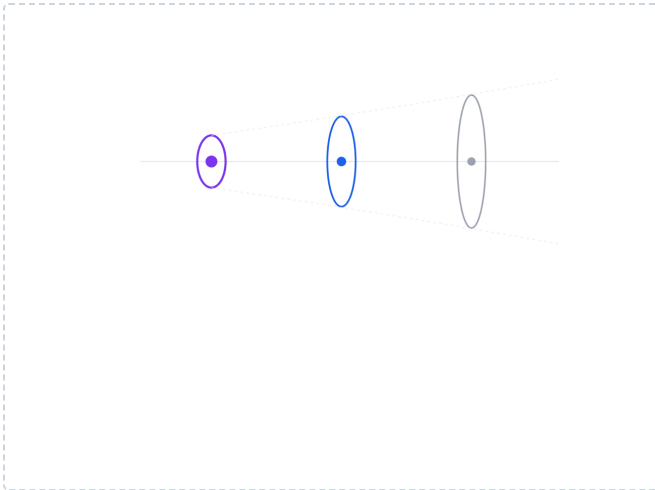
**ARCHIVED 14. Advocacy loop**  
From the original diagram set



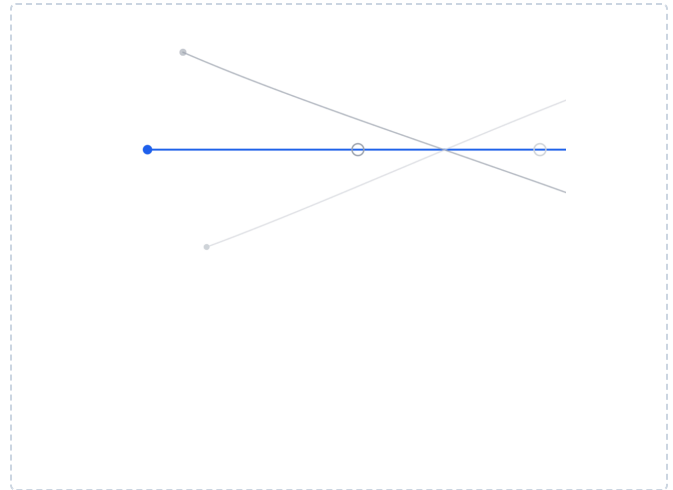
**ARCHIVED 15. Orbit tightening**  
From the original diagram set



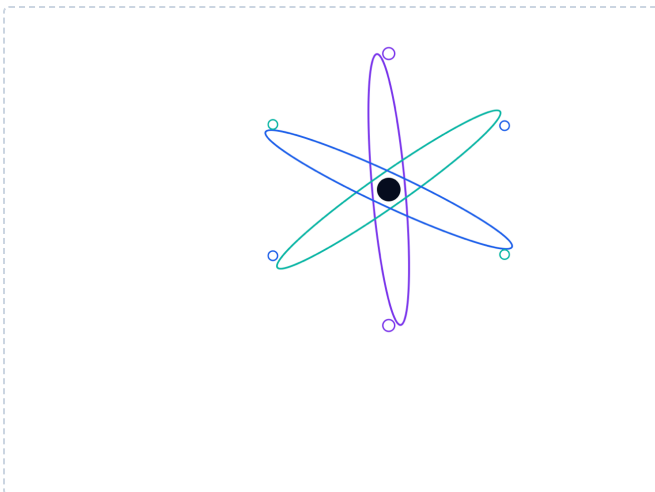
**ARCHIVED 16. Timing mismatch**  
From the original diagram set



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



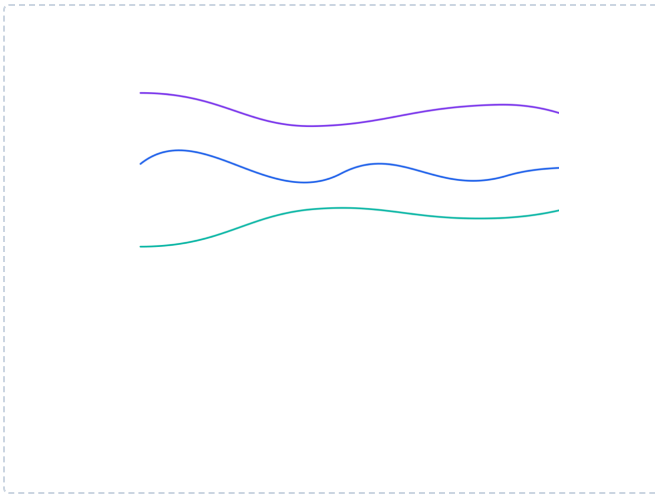
**ARCHIVED 18. Signal interference**  
From the original diagram set



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

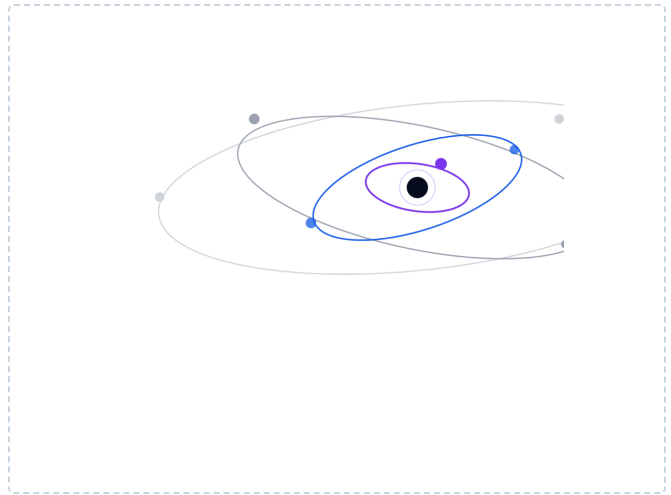


**ARCHIVED 20. Scattered vs focused**  
From the original diagram set



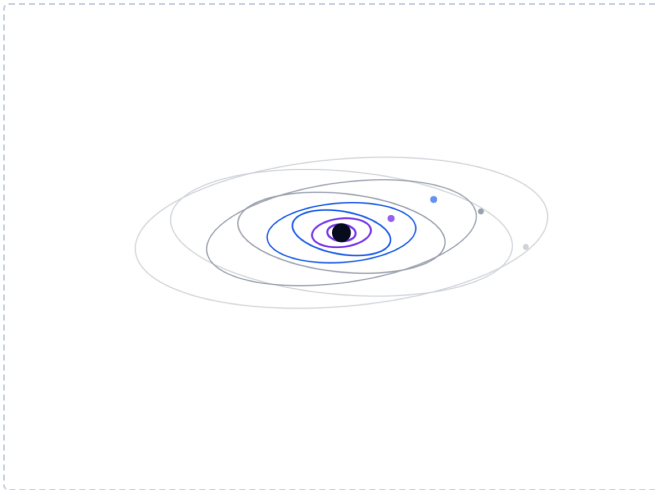
**ARCHIVED 21. Alignment moment**

From the original diagram set



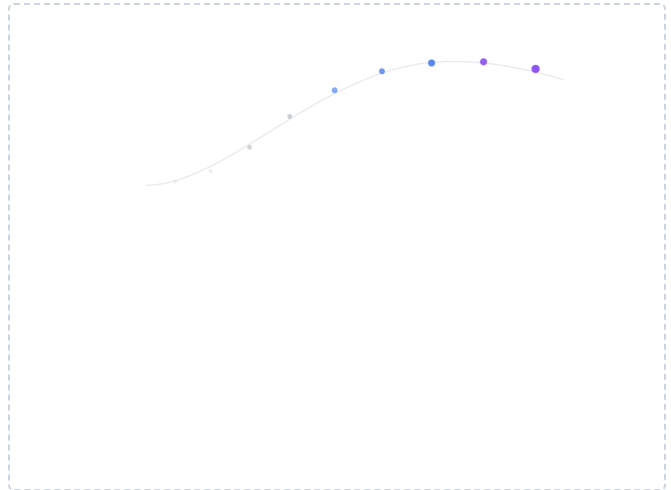
**ARCHIVED 22. Market in motion**

From the original diagram set



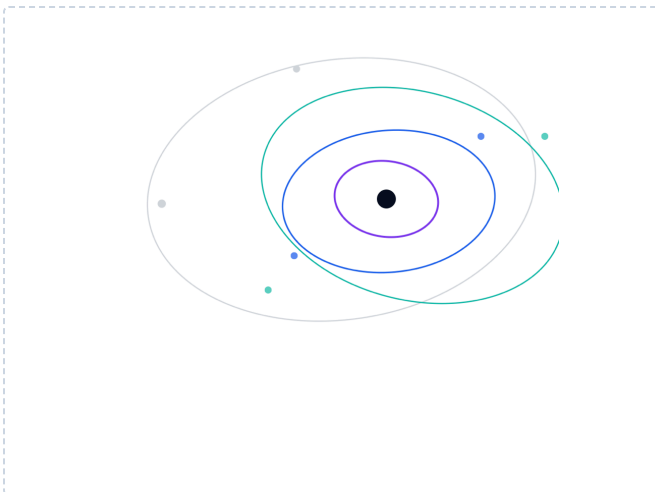
**ARCHIVED 23. Decision gravity**

From the original diagram set



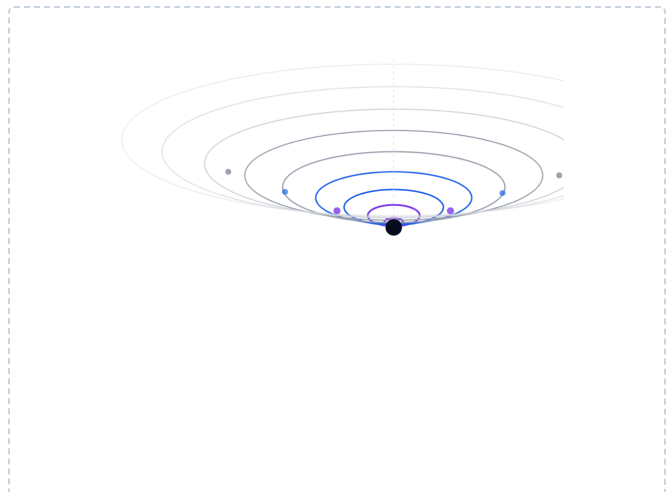
**ARCHIVED 24. Momentum trail**

From the original diagram set



**ARCHIVED 25. Context field**

From the original diagram set



**ARCHIVED 26. Gravity well**

From the original diagram set