



LinkedIn Authority Builder

Alex Fernando Mildenberger Nunes · Mil Advisory & Adiaŭ

A six-month, done-for-you system that makes you the English-speaking voice of deathcare business expansion across the Americas. Story-led, in your voice, published consistently while you run your businesses.

What it solves. Your access and expertise are invisible on LinkedIn today, and you do not have the time or the English-writing system to fix that yourself.

Where it lands. By month six: a claimed category, more than 100 assets in your voice, warm inbound to Mil and Adiaŭ, and partnerships arriving instead of chased.

EVERYTHING INCLUDED

The full list first. How to buy it comes at the end.

CORE · FOUNDATION, MONTH ONE

Built once, and everything after depends on it.

DELIVERABLE	WHY IT IS IN HERE
Project dashboard	Approvals, calendar and performance in one place, with email or WhatsApp alerts. You approve everything from your phone.
Deep research and discovery	Your businesses, your roles across Mil, Adiaŭ and Kalfrisa, your existing content, your network and the industry landscape, studied before we ever sit down.
Thought-capture interview and story bank	One 90-minute conversation, built on that research, that fuels months of posts. Your stories, the families you have served, your multi-generational roots.
Profile audit and rewrite	Headline, bio, cover, Featured section and links. Your profile is checked before every meeting; it has to sell you in five seconds.
Voice and tone guide	A documented profile of how you sound, so every post is unmistakably you as volume scales.
Positioning	Name and claim the category. "The English-speaking voice of deathcare business expansion" is an empty seat.
Content pillars	Three to five, locked to your goal. The North Star that keeps content focused instead of random.
Biographical pillar post	Pinned. New visitors get your whole story in one scroll.

DELIVERABLE	WHY IT IS IN HERE
Publishing calendar	Consistency is the algorithm's currency. A fixed cadence trains it, and your audience, to expect you.

CORE · THE CONTENT, EVERY WEEK

The engine. This is what you are paying for month after month.

DELIVERABLE	WHY IT IS IN HERE
Story-led posts	Three or four a week, plus the weekly carousel. Consistent volume is how you get seen, and how we learn what your audience actually wants.
Long-form	One a month, chosen by the data from your best-performing posts.
Branded carousel	One a week, in every option. Carousels hold attention longer than text and consistently out-reach it, and they build you a reusable visual library.
Hooks and CTAs	The first line decides whether anyone reads. The CTA points that attention toward Mil, Adiaü or a partnership.
Reactive posts	When something moves in deathcare, a deal, a regulation, a launch, we post fast while attention is high.
Event content	Tanexpo, summits, fairs. Announce before, capture on-site by WhatsApp, recap after.
WhatsApp thought capture	Voice notes, photos and ideas whenever they hit you. Under an hour a week of your time.
Story call	Weekly or monthly, your choice. Keeps content fresh as the industry moves.
Structured reviews	Drafts land in your dashboard ahead of time. Nothing publishes without your yes.
No AI slop	Everything runs from your research and your interview, so it reads like you and never like a machine.

MODULE · ANALYTICS AND INTELLIGENCE

How we know what is working, and the asset you keep at the end.

DELIVERABLE	WHY IT IS IN HERE
Weekly analytics report	Top posts per pillar, what the numbers mean, and how we adjust. You always know what is working and why.
Industry research	What goes viral in deathcare and why, so we borrow proven mechanics instead of guessing.
Evergreen library	Your best posts compiled to reuse for years. An asset that stays with you and your team.

MODULE · ENGAGEMENT AND GROWTH

Manual, hands-on work done in your name. It is the fastest route to relationships, and it is the part that can come out if you would rather keep the scope tight.

DELIVERABLE	WHY IT IS IN HERE
Network growth	Connection requests sent on your behalf, in an angle you approve, to the operators, partners and investors you want.
Strategic commenting	Thoughtful comments in your voice on the posts of people you want to reach. The fastest way to borrow other audiences.
Partnership follow-up	After a connection accepts, a natural, non-pitchy DM you approve. This is where partnerships actually start.
Engagement mining	The top comments each week tell us exactly what to write next.
Negative-comment monitoring	Deathcare is sensitive. I watch your comment sections and advise, quietly.

INVESTMENT

Monthly, six-month term. Three ways to buy it, each complete in itself.

COMPLETE

The whole system. Foundation built in month one: your dashboard, deep research across Mil, Adiaü, Kalfrisa and the industry, the thought-capture interview and story bank, a full profile rewrite, your voice guide, positioning, content pillars, the pinned biographical post and a publishing calendar.

Then the engine, every week: five story-led posts, the branded carousel, long-form every month, engineered hooks and CTAs, reactive and event content, WhatsApp thought capture, the story call and structured reviews.

Analytics and intelligence: the monthly report, industry research and your evergreen library.

And engagement and growth, done in your name: network growth toward the operators and investors you want, strategic commenting, partnership follow-up, engagement mining and quiet monitoring of your comment sections.

\$6,000 / month · 5 posts a week, everything included

THE CONTENT SYSTEM

The same Foundation, built in full: dashboard, research, the interview and story bank, profile rewrite, voice guide, positioning, pillars, biographical post and calendar.

The same weekly engine at five posts a week, with the carousel, monthly long-form, reactive and event content, WhatsApp capture, the story call and structured reviews. Full analytics: monthly report, industry research, evergreen library.

Without the engagement and growth work. You handle your own commenting and outreach; everything published still comes from me.

\$4,500 / month · 5 posts a week

THE STEADY START

Everything above at a calmer rhythm: the full Foundation, three story-led posts a week, the weekly carousel, monthly long-form, WhatsApp capture, the story call, structured reviews and full analytics.

\$3,500 / month · 3 posts a week

Your time: one interview up front, then under an hour a week, mostly async.

At five a week: around 130 posts, 26 carousels, 6 long-form pieces, a claimed category and an evergreen library by January.