JPMD

MINI MASTER CLASS 3 · FREE RESOURCE

AUTHORITY SIGNALS AND CONTENT PILLARS

Be trusted before the first conversation starts.

JoeCalliProd Marketing & Design

Marketing That Mobilizes. Design That Reigns.

Visibility is not authority

Visibility is being seen. Authority is being trusted before a conversation begins. The two are barely correlated. Plenty of highly visible brands command little trust, and plenty of trusted operators have modest reach.

Visibility	Authority
Measured in impressions and reach	Measured in trust and conversion
Built through frequency and trends	Built through depth and consistency
Produces followers	Produces clients
Can be purchased	Cannot be purchased
Decays without maintenance	Compounds over time

> *You can buy attention. You cannot buy the belief that makes attention convert.*

The six authority signals

Authority signals are not claims you make. They are evidence your market interprets on its own. Rate yourself 0 to 5 on each.

Signal	What it looks like	Score
Specificity	A narrow, precise focus. Generalists are commodities. Specialists command premiums.	
Intellectual property	Named frameworks, proprietary methods, published systems.	
Outcomes	Documented results with context. Beyond testimonials.	
Association	Stages, publications, partners, and communities that lend you their credibility.	
Consistency	An unbroken record of on-brand content and delivery.	
Investment	Your price and the clients it attracts. Premium pricing, applied with care, is itself a signal.	

Your lowest score is your first build. Do not work on the others until it moves.

The four content pillars

A pillar is not a category. A category is a bucket. A pillar is a load-bearing column that holds up your position. Every post you publish should belong to one of these four.

Pillar	What it does	Post ideas (write 3)
Point of View	Your distinct take on how the problem should be solved. The base of your authority.	
Process	Your method in action: how you work and what makes it different.	
Proof	Client outcomes and transformations that validate the other pillars.	
Problem	Deep dives into your client's real challenges. Shows you know their world.	

The five awareness stages

Write every piece for one stage. Speaking to all of them reaches none of them.

Stage	Where they are	Your content goal
Unaware	Does not know they have the problem	Name the pain. Surface the cost.
Problem aware	Knows the problem, not the fix	Frame the problem in your terms. Raise the stakes.
Solution aware	Knows fixes exist, unsure which	Show why your approach is better.
Brand aware	Knows who you are	Build trust. Remove hesitation with proof.
Fully aware	Ready to act	Make the next step easy and clear.

Your authority action list

- [ ] Write my point of view in five sentences.
- [ ] Pick my lowest authority signal and plan one move to raise it this month.
- [ ] Draft three post ideas under each of my four pillars.
- [ ] Tag my next ten posts with a pillar and an awareness stage.
- [ ] Collect one documented client outcome this month.

From The Crown Series by JoeCalliProd Marketing & Design.