



The Authority Method

A reflection document on which stage of building authority you actually run on purpose, and which one you have been skipping.

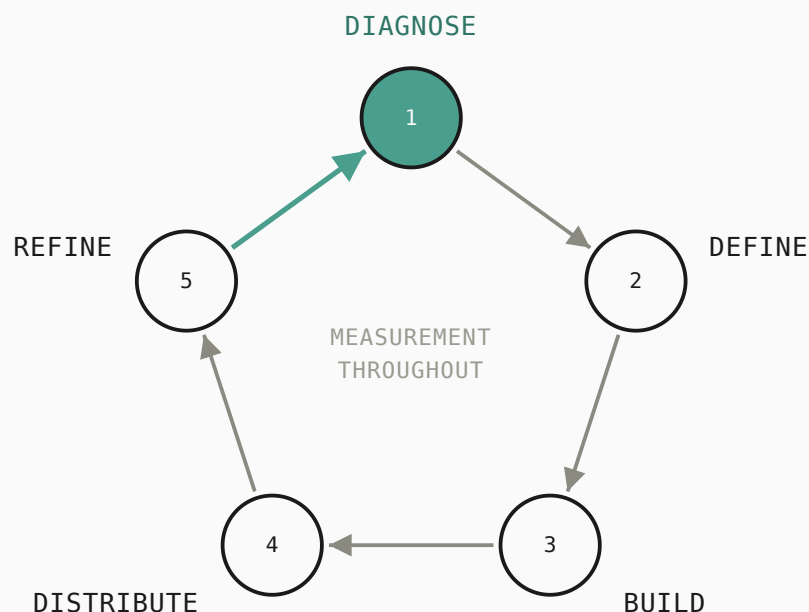
"The Authority Method is the five-stage cyclical process for building authority that machines and people both trust: Diagnose, Define, Build, Distribute, Refine."

Why it exists

Most authority-building gets treated as a checklist you complete once. It is not. Machine gatekeepers reindex, retest, and reweigh signals continually, so authority has to be built as a cycle with a return step, not a project with an end date. The Authority Method names that cycle so it can be run deliberately instead of by accident.

The mechanics

Diagnose: identify where recognition is currently failing. Define: clarify the positioning you actually want recognized. Build: create the verifiable signals that support it. Distribute: place those signals where AI systems, and the people who read them, actually operate. Refine: adapt as conditions change, then return to Diagnose. Measurement runs underneath all five stages rather than sitting as a separate step.



Five stages, run in order, then run again. The arrow back into Diagnose is the point: this is a cycle with a return step, not a checklist with an end date.

Find your skipped stage

Ten to fifteen minutes. No scoring, just an honest look at which of the five stages you actually run. Answer in your own words, on this page or wherever you keep notes.

01

Which stage of the five have you actually done on purpose in the last twelve months, and which have you skipped entirely?

02

Do you know, in plain language, what you want to be recognized for, or has that answer drifted over the last year?

03

Name three signals you have built in the last quarter that someone independent, not you, could point to as proof.

04

Where are those signals actually placed? On your own site only, or somewhere an AI system is likely to be reading from?

05

When did you last revisit and refine anything, rather than starting a new initiative from zero?

WHAT THIS DOES NOT REPLACE

This is a self-audit against five stages, not a diagnosis. The Aingworth Authority Method, run with our team, includes the measurement protocol and a prioritized build plan specific to your brand.

Related frameworks

Recognition Triangle: the three conditions each cycle through this method is actually trying to build

Recognition Economy: the shift that makes running this cycle deliberately worth the effort

Machine Gatekeeper: the system this method's Distribute stage is built to be read by

Authority Debt: what accumulates in every stage you have been skipping

Brand Hallucination: what a machine invents while you are still stuck between stages

Composite Picture: the full impression this method is deliberately building, stage by stage

- Run the free Recognition Diagnostic
- Book a Recognition Snapshot
- Read the framework in full in *Become the Answer*

Become the answer.