



The Recognition Economy

A reflection document on whether your brand is still playing the old game, being seen, or has started playing the new one, being recognized.

"The Recognition Economy is the shift from the attention economy, where brands compete to be seen, to one where they compete to be recognized and retrieved by AI systems."

Why it exists

This is the category-level frame the other six frameworks sit inside. Before you can use the Triangle or the Authority Method, it helps to see that the game itself changed, not just the channel. If you only read one of these seven documents, this is the one to start with.

The mechanics

The shift is from rented visibility, attention you pay for or chase, and stop having the moment you stop paying or publishing, to owned, compounding recognition: authority that persists and builds on itself, independent of any single channel or campaign.



The channel did not just get harder to win. The game underneath it changed. Visibility was the old goal. Recognition is the new one.

Check which game you're playing

Ten to fifteen minutes. No scoring, just an honest look at where your recognition actually comes from. Answer in your own words, on this page or wherever you keep notes.

01

If you stopped all paid and organic promotion tomorrow, would anything about how you are known to your market remain? What, specifically?

02

Where does most of your current visibility come from: channels you rent (ads, algorithms, platforms), or sources you have earned?

03

Has your team's marketing conversation shifted at all in the last year to include how AI systems describe you, or is it still entirely about search and social metrics?

04

Name one thing your brand is recognized for today that had nothing to do with a campaign. It just accumulated.

05

If a buyer asked an AI assistant to recommend your category before ever visiting your site, what do you think it would say, honestly?

WHAT THIS DOES NOT REPLACE

This is a framing exercise for where your brand sits in the shift, not a competitive benchmark. The Recognition Diagnostic places your brand against the three conditions that determine recognition specifically.

Related frameworks

Recognition Triangle: the three conditions that determine whether you actually get recognized once the game changes

Machine Gatekeeper: the system now standing between your brand and the audience you used to reach directly

Authority Debt: what accrues when you keep playing the old game after the rules have already changed

Brand Hallucination: what a machine does with your category when you have not yet built for the new game

Composite Picture: the full impression a machine assembles once recognition, not attention, is what is being measured

Authority Method: the process for building recognition deliberately, instead of waiting for it to accumulate

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

Become the answer.