



The Authority Automation Checklist

**Become the Recognized
Expert in Your Industry**

The Authority Automation Readiness Checklist

Is your expertise visible enough for today's buyer?

You have worked hard to build your experience, judgment, and credibility.

But in today's market, expertise that stays in your head does not help buyers trust you, find you, or choose you.

Modern buyers research before they reach out. They compare options quietly. They look for signs that you understand their problem. And many of the people influencing the decision may never speak with you directly.

That is why consistent, high-quality thought leadership matters. The 2025 Edelman-LinkedIn B2B Thought Leadership Impact Report found that hidden buyers use thought leadership to evaluate vendors, and 95% of hidden decision-makers said strong thought leadership makes them more receptive to sales and marketing outreach.

This checklist will help you see whether your business has the consistency, clarity, and content foundation needed to build authority online.

How to Use This Checklist

Rate each statement from 1 to 5.

1 = Strongly Disagree

2 = Disagree

3 = Neutral / Sometimes

4 = Agree

5 = Strongly Agree

Add your score at the end.

The goal is not to see whether you are "good at content."

The goal is to see whether your expertise is being turned into visible, reusable, authority-building assets.

Section 1: Expertise Visibility

- ☐ 1. My audience clearly understands what I know, what I believe, and how I think.
Score: ____ / 5
- ☐ 2. My best ideas are regularly shared online, not just in private conversations.
Score: ____ / 5
- ☐ 3. My website proves my expertise through helpful, in-depth content.
Score: ____ / 5
- ☐ 4. My LinkedIn presence reinforces my credibility at least several times per week.
Score: ____ / 5
- ☐ 5. My content reflects my actual experience, not generic marketing language.
Score: ____ / 5

Section Score: ____ / 25

Section 2: Buyer Trust Before Contact

- ☐ 6. A potential buyer can research my company or me before scheduling a call and quickly understand why I am credible.
Score: ____ / 5
- ☐ 7. My content answers the questions buyers are already asking before they contact me.
Score: ____ / 5
- ☐ 8. My content helps reduce doubt, risk, and uncertainty for potential customers.
Score: ____ / 5
- ☐ 9. My online presence supports trust before a sales conversation begins.
Score: ____ / 5
- ☐ 10. My content gives referral partners something useful to share when introducing me.
Score: ____ / 5

Section Score: ____ / 25

Section 3: Consistency and Capacity

- ☐ 11. I publish consistently enough to stay visible with my audience.

Score: ____ / 5

- ☐ 12. I have a repeatable process for turning ideas into content.

Score: ____ / 5

- ☐ 13. I do not depend on random inspiration to decide what to post.

Score: ____ / 5

- ☐ 14. I can maintain content consistency even when client work gets busy.

Score: ____ / 5

- ☐ 15. Content creation does not regularly consume evenings, weekends, or mental energy I need for the business.

Score: ____ / 5

Section Score: ____ / 25

Section 4: Authority Content Assets

- ☐ 16. My website is becoming a library of useful expertise, not just a digital brochure.

Score: ____ / 5

- ☐ 17. I publish long-form content that demonstrates depth, judgment, and practical insight.

Score: ____ / 5

- ☐ 18. My social content points back to deeper authority assets on my website.

Score: ____ / 5

- ☐ 19. My content is structured around the problems, questions, and decisions my buyers actually face.

Score: ____ / 5

- ☐ 20. My content helps me compete with larger companies by making my expertise easier to see.

Score: ____ / 5

Section Score: ____ / 25

Section 5: Voice, Message, and Differentiation

- ☐ 21. My content sounds like me, not like outsourced marketing copy.

Score: ____ / 5

- ☐ 22. My content has a consistent point of view that buyers can recognize over time.

Score: ____ / 5

- ☐ 23. I am clear about the specific problem I solve and the audience I serve.

Score: ____ / 5

- ☐ 24. My content separates me from competitors who sound similar.

Score: ____ / 5

- ☐ 25. My content communicates authority without sounding arrogant, salesy, or overproduced.

Score: ____ / 5

Section Score: ____ / 25

Section 6: Measurement and Improvement

- ☐ 26. I know which topics, posts, and articles are performing best.

Score: ____ / 5

- ☐ 27. I track website traffic, search visibility, engagement, or lead sources connected to my content.

Score: ____ / 5

- ☐ 28. I regularly improve my content based on what buyers respond to.

Score: ____ / 5

- ☐ 29. I have a way to measure whether my authority is growing over time.

Score: ____ / 5

- ☐ 30. I can connect content activity to business outcomes, even if the path is indirect.

Score: ____ / 5

Section Score: ____ / 25

Your Authority Automation Score

Add all section scores.

Total Score: ____ / 150

125–150: Strong Authority Foundation

You already have many of the habits and assets needed to build authority online.

Your opportunity is scale.

A managed Authority Automation System could help you multiply what is already working by turning your expertise into consistent LinkedIn posts, long-form website content, and other channel-specific assets without adding more workload.

95–124: Authority Gap

You have expertise, but it is not being converted into enough visible proof.

This is where many business owners, consultants, and professional service firms get stuck. They have strong experience, but their online presence does not fully reflect it.

Your biggest opportunity is to build a system that captures your thinking, organizes your message, and publishes consistently.

65–94: Visibility Problem

Your expertise may be clear in conversations, but it is not visible enough online.

That means buyers, referral partners, and hidden decision-makers may not see enough evidence of your credibility before they decide whether to reach out.

This is a strong fit for Authority Automation because the issue is likely not a lack of knowledge. It is a lack of capacity, structure, and consistency.

Below 65: Authority Bottleneck

Your business may be relying too heavily on referrals, one-to-one conversations, or sporadic marketing activity.

You likely have valuable expertise, but it is not being turned into durable content assets that support search visibility, buyer trust, and sales conversations.

The good news is that this gives you the most room for improvement.

What Your Score Really Means

Your score is not a judgment of your expertise.

It is a measure of how well your expertise is being converted into visible authority.

That distinction matters.

Before the internet, experts often became known through books, trade publications, associations, conferences, and professional networks. Today, the gatekeepers have changed. Search algorithms, social platforms, audience engagement, and digital consistency now shape who gets discovered and trusted. The newer challenge is not access. It is attention and consistency.

Most experienced business owners do not have a knowledge problem.

They have a capacity problem.

They know what they believe.

They know their industry.

They know their customers.

They have years of practical insight.

But they do not have the time or energy to turn that expertise into steady LinkedIn posts, long-form blog articles, website content, newsletters, and other assets buyers can evaluate.

That is where Authority Automation becomes valuable.

Why Authority Automation Matters

A strong authority system does more than help you “post more.”

It helps you:

- Turn your experience into content that buyers can evaluate.
- Build trust before the first conversation.
- Create long-form website assets that support search and AI discovery.
- Stay visible without constantly starting from scratch.
- Maintain your voice, values, and point of view.
- Support referral partners with content they can share.
- Build a content library that compounds over time.

This aligns with the broader SuperThought strategy: use AI to surface experience, not replace it, and position the owner as a steady, credible leader.

The Authority Automation System

SuperThought builds managed AI content systems for business owners, consultants, professional service firms, and expertise-led companies that need to become more visible without adding more content work to the owner’s schedule.

The system is designed to turn your expertise into consistent, high-quality content across your website, LinkedIn, and other selected channels.

You provide the expertise.

SuperThought handles the system, structure, automation, and publishing workflow.

Your role is to review, approve, and stay focused on serving your clients.