

Authority First, in full

The method behind your Blueprint, and how to get the most from it.

Built for people who sell through trust

Why not the usual funnel

Why the mark points inward

70 / 15 / 15

Authority: earn the expert seat

Brand: show the human

Offer: ask once trust is earned

Pick a posture and hold it

The method, applied to you

Get your profile call-ready

Your voice interview

After the Blueprint

Built for people who sell through trust

Founders, consultants, coaches, fractional execs, agency owners, and sales reps building inbound. One thing connects all of them: the right buyers finding them on LinkedIn moves real revenue.

Founders and operators

Building authority so the business grows without a cold outreach grind.

Consultants and coaches

Turning expertise into inbound leads from buyers who already trust the thinking.

Agency owners and sales reps

Replacing cold volume with warm pipelines built on consistent positioning.

THE PROBLEM

Why not the usual funnel

The standard advice is broad to narrow. Post a lot of wide-net content at the top of the funnel, then slowly narrow toward the offer. The idea is reach first, conversion later.

In practice, it spreads you thin. You end up creating content for everyone and building authority with no one. The volume is high but the signal is weak, and real authority rarely follows.

The usual funnel

Wide net, slow narrowing, thin authority, scattered positioning.

Authority First

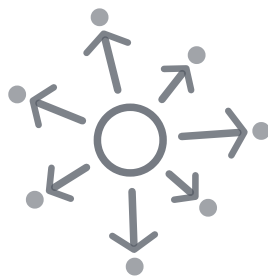
Expert seat first, trust earned, offer lands on warm ground.

Authority First is more direct. It starts with the expert seat, earns trust through genuine insight, and only then moves toward the offer. The sequence changes everything.

Why the mark points inward

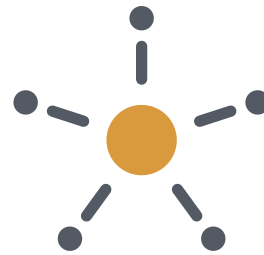
Renomo's mark is five quiet satellites turned toward one lit center. It is not decoration. It is the outcome of the method, drawn.

Chasing spends effort outward: more outreach, more posts, more rooms, all of it pushing away from you and most of it landing nowhere. Authority inverts the direction. You stop chasing, and they come to you.



CHASING

Effort spent outward, in every direction, to nobody in particular.



PULLED

Attention turned toward one place, because it is worth turning toward.

The lit center is the standing you have built. Everything else orients on it.

That inversion is what the rest of this document is about. The seventy-fifteen-fifteen split, the expert seat, the profile that reads as an authority: each one is a way of earning the turn, so the work stops being volume and starts being gravity.

THE FRAMEWORK

70 / 15 / 15

This is the content split that drives the Authority First method. The proportions are deliberate. Each layer has a job, and the order is the whole point.

70 percent: Authority

Earns the right to be heard.

15 percent: Brand

Makes you human and relatable.

15 percent: Offer

Converts the trust you built.

Authority earns attention. Brand builds connection. Offer closes on trust that already exists. Skip the first two and the offer lands cold.

LAYER ONE

Authority: earn the expert seat

This is the bulk of what you post, roughly seventy percent of your content output. It is what signals to buyers that you know what you are talking about before they ever reach out.

Industry trends

Your read on what is shifting in the market, with a clear point of view attached.

Honest opinions

Push back on the facts everyone repeats. Disagreement signals confidence and earns respect.

Real how-tos

Practical guides drawn from actual client work, not generic advice repackaged.

Data and systems

The workflows and tools you actually use. Specificity is what separates authority from noise.

LAYER TWO

Brand: show the human

Brand content makes you more than a source of insight. It lets people connect with who you are, not just what you know.

This is where your backstory lives. The mission and values behind the work. The honest account of what you are building and why. Decisions you made, things that did not go as planned, lessons that actually cost something.

Your backstory

Where you came from and what shaped how you work.

Mission and values

The reason behind the work, stated plainly and specifically.

Building in public

Honest updates on what you are working on and how it is going.

Brand posts land best after you have authority. People connect with someone they already respect. Published too early, the same story reads as noise.

LAYER THREE

Offer: ask once trust is earned

Offer content is small in volume and high in effect. By the time a buyer sees an offer post, the authority and brand content have already done the convincing. You are not persuading from cold.

1

The clear offer post

A direct, specific statement of what you do, who it is for, and what happens next.

2

The case study

A real example of the work in practice, with honest context around the outcome.

3

The launch

A focused moment around a new product, service, or opening, kept specific and time-bound.

POSTURE

Pick a posture and hold it

The Authority First method puts you in one of two postures: expert or builder. Both work. What does not work is being a commentator, someone who only reacts to what others are saying.

People follow those who are building something or who hold a clear, developed point of view. Commentary without a foundation does not build authority over time. It fills a feed but earns no seat.

Expert posture

You have a developed body of knowledge. You lead with frameworks, opinions, and the depth that comes from doing the work for years.

Builder posture

You are creating something. You lead with the journey, the lessons, and the honest account of what is being built and why.

Your Blueprint points you to the posture that fits your voice and your work, so you are not guessing at your angle every time you sit down to post.

YOUR BLUEPRINT

The method, applied to you

Authority First is a framework. Your Authority Blueprint is what makes it yours.

1

Read

It reads your public LinkedIn profile and the voice interview you just gave.

2

Score

It scores your positioning against Authority First: what is measured is computed from your profile, and what is judged is graded against a printed rubric that travels with the score.

3

Deliver

It hands back the diagnosis, the rewrites, and your first moves, as a document and in the app.

The rewrites arrive on the Rewrites tab, element by element, ready to copy straight into your profile. Beside them sits your Stage Plan: what to do in the first thirty days, at a posting pace derived from how you actually post today and the capacity you described in the interview, with that basis printed next to it. It turns a general method into your specific next moves, no interpretation required.

PREPARATION

Get your profile call-ready

The clearer your starting profile, the sharper and more specific your Blueprint will be. Before your session, take a few minutes to review three things.

1

Headline

Does it reflect what you do now, for whom, and what changes for them? If it still describes a role you held two years ago, update it first.

2

About and experience

Check that these sections reflect your current focus and the kind of work you want to attract, not just a history of what you have done.

3

A recent win

Have one or two concrete examples of recent work in mind. Specifics give the Blueprint something real to work with and point toward.

Your voice interview

Maya, your AI interviewer, will ask about your positioning, your goals, and how you talk about your work. The conversation is designed to surface your real voice, not a polished version of it.

Speak naturally

Do not script your answers. Maya is listening for the real voice, not the polished one.

Use your language

Whatever language you think in most clearly is the right one to use. It is chosen per interview and is independent of the language your Blueprint is written in.

Bring a story

A specific example from recent work gives the Blueprint something concrete to anchor to.

Speak in whatever language you are most comfortable using. If English is not your first language, use the one where you think most clearly. The goal is to hear how you actually explain what you do, and a moment from a recent project reveals the voice that a scripted answer will hide.

WHAT COMES NEXT

After the Blueprint

The Blueprint is a starting point, not a one-time document. Here is how to get the most from it over time.

1

Work the Stage Plan

The plan is built around your specific positioning and posture, at your derived pace. Follow it consistently before evaluating what to change.

2

Re-run when positioning shifts

If your offer, audience, or focus changes, your Blueprint should too. The method stays the same. The application updates, and the new read compares against the one it replaces.

3

Ongoing content in your voice

A writer that turns this strategy into posts in your voice is in build. It is not included in the Blueprint, and the Blueprint lays the foundation it will read from.