

*Micro-Mastery*  
THE COMPANION WORKSHEETS

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CHAPTER  
**07**

# The Marketing Pillar

*Broadcasting Authority Instead of Chasing Leads*



THE EXERCISE

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## Four Forms of Authority Content Inventory

*Market by teaching, not by chasing. Authority is not built by being seen — it is built by being remembered, trusted, and chosen long before the buying moment ever arrives.*

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# The Authority Content Audit

*Pull your last ten pieces of published content. Do not curate. Tag each piece below. If it is a generic holiday greeting, announcement, or repost, mark it as Other.*

| POST      | PROBLEM DEFINITION    | POINT OF VIEW         | PROOF                 | EDUCATION             | OTHER (NOISE)         |
|-----------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| <b>01</b> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| <b>02</b> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| <b>03</b> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| <b>04</b> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| <b>05</b> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| <b>06</b> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| <b>07</b> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| <b>08</b> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| <b>09</b> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| <b>10</b> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

TOTAL \_\_\_\_\_

THE SIGNATURE QUESTION

Read these ten pieces as if you were a prospective client encountering your firm for the first time.  
**Could you describe, in one sentence, what this firm is the authority on?**

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# The Content Trap Check

*Before publishing, three traps to clear. For each, name what your last month of content would reveal if a stranger had to describe what you are the authority on.*

## THE LOUD GENERALIST TRAP

*Volume without focus. Topics jump. No single category accumulates.*

What single category did my last ten pieces deepen?

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## THE PERSONAL BRAND PERFORMANCE TRAP

*Personality without substance. Lifestyle replaces expertise.*

Which pieces taught a specific lesson — and which were performance?

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## THE AI NOISE TRAP

*Fluent, well-formatted content with no original thinking, no lived experience, no point of view.*

Could a reader say of my last piece, 'only this author could have written that'?

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*Market by teaching, not by chasing. If you cannot look at a published piece and say, 'only I could have written that,' it is not authority content. It is filler.*

— from Micro-Mastery