

# The Authority Gap

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**Why LinkedIn outreach works for some firms—  
and fails for others.**

Same effort, same tools—completely different results. Here's why.

# Same Outreach. Completely Different Results.

Company A

2,500

Connections



**No Leads**

High activity. Low conversion.

Company B

300

Connections



**75 Leads**

Lower activity. High conversion.

*The difference isn't activity. It's interpretation.*

# Why Activity Alone Doesn't Win

Research shows LinkedIn visibility and reach come from **accumulated authority signals**—not just individual posts.



## What is a LinkedIn Impression?

An impression is the number of times your content is shown on someone's screen in their LinkedIn feed.

More impressions = more visibility and opportunity.



## Post performance is the daily lever.

It's the only signal you can influence consistently in the short term (plus building connections).



## Those signals compound over time.

Engagement, relevance, and consistency build your long-term authority baseline.



## Authority drives future reach.

Your baseline influences how LinkedIn ranks your content—and how buyers interpret you.



*Today's signals shape tomorrow's visibility. Focus on the long game, not just the next post.*



Source: [Richard van der Blom](#)  
LinkedIn Algorithm Research 2026

# WHAT DRIVES LINKEDIN VISIBILITY IN 2026 (Not Just Individual Posts)

**50.1%**  
PROFILE  
BASELINE

The **compounding authority** that influences how LinkedIn ranks and how buyers interpret you.

- Network & Followers
- History & Consistency
- Past Engagement
- Profile Strength
- Topic Relevance

Built over time.  
Harder to change quickly.

**29.5%**  
POST  
PERFORMANCE

The **daily lever** you can control—drives short-term distribution.

- Reactions
- Comments
- Reposts
- Impressions
- Click-throughs

Most creators focus here.  
Fastest feedback loop.

**20.5%**  
OUTSIDE YOUR  
CONTROL

External factors that impact distribution.

- Competition in Feed
- Timing
- Trending Topics
- Platform Changes
- Outside Noise

You can't control these,  
but you can adapt.



Daily actions build long-term authority. Authority compounds results. Focus on what you control every day—but play the **long game**.

# They See You. They Don't Choose You.

The invisible reason your outreach gets attention—but not decisions.



## Seen

Your message gets seen.  
You get attention.



## Not Trusted

They don't feel confident  
you're the right choice.



The gap isn't in your outreach. It's in how you're perceived.

# Why Most Outreach Falls Flat

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It's not your offer. It's what's missing **before** the first conversation.



## Too Much Noise

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Everyone is reaching out.  
Most messages get ignored.



## Unknown = Risk

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No prior evidence.  
No reason to trust you.



## No Context

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Your message isn't tied to  
their world or challenges.



## Wrong Timing

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Even good messages fall flat  
when the timing is off.

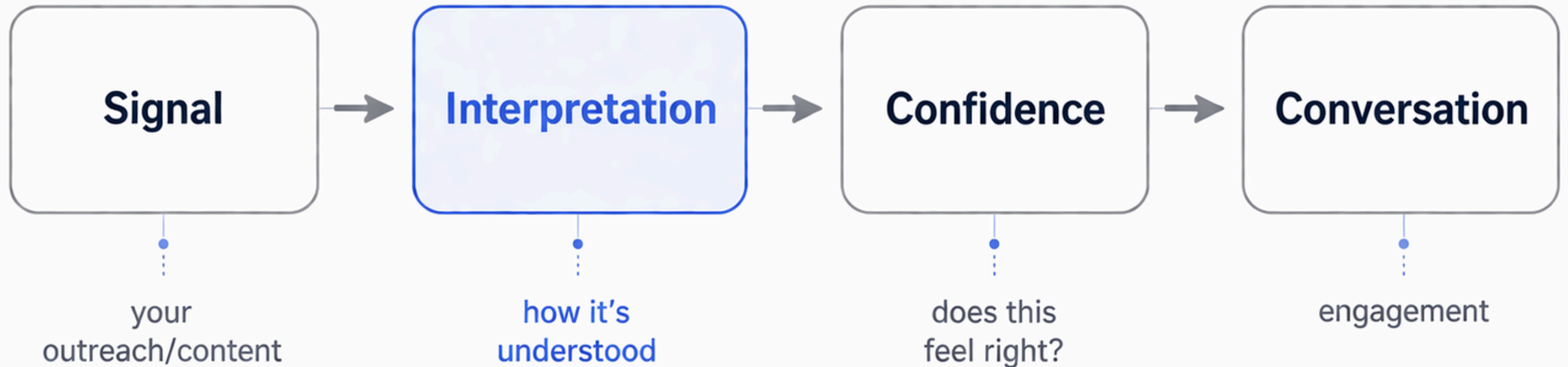


**Outreach that converts **earns attention** before it asks for it.**

That's the job of authority.

# Core Model

The path from outreach to **meaningful conversations**



# The 4 Authority Signals

The signals smart prospects look for—**before** they decide to engage.



**Clarity**

They understand what you do and who you help.



**Relevance**

They see you understand their world and their challenges.



**Credibility**

They believe you have the expertise and experience to deliver.



**Trust**

They feel confident you'll do what's best for them—not just sell to them.



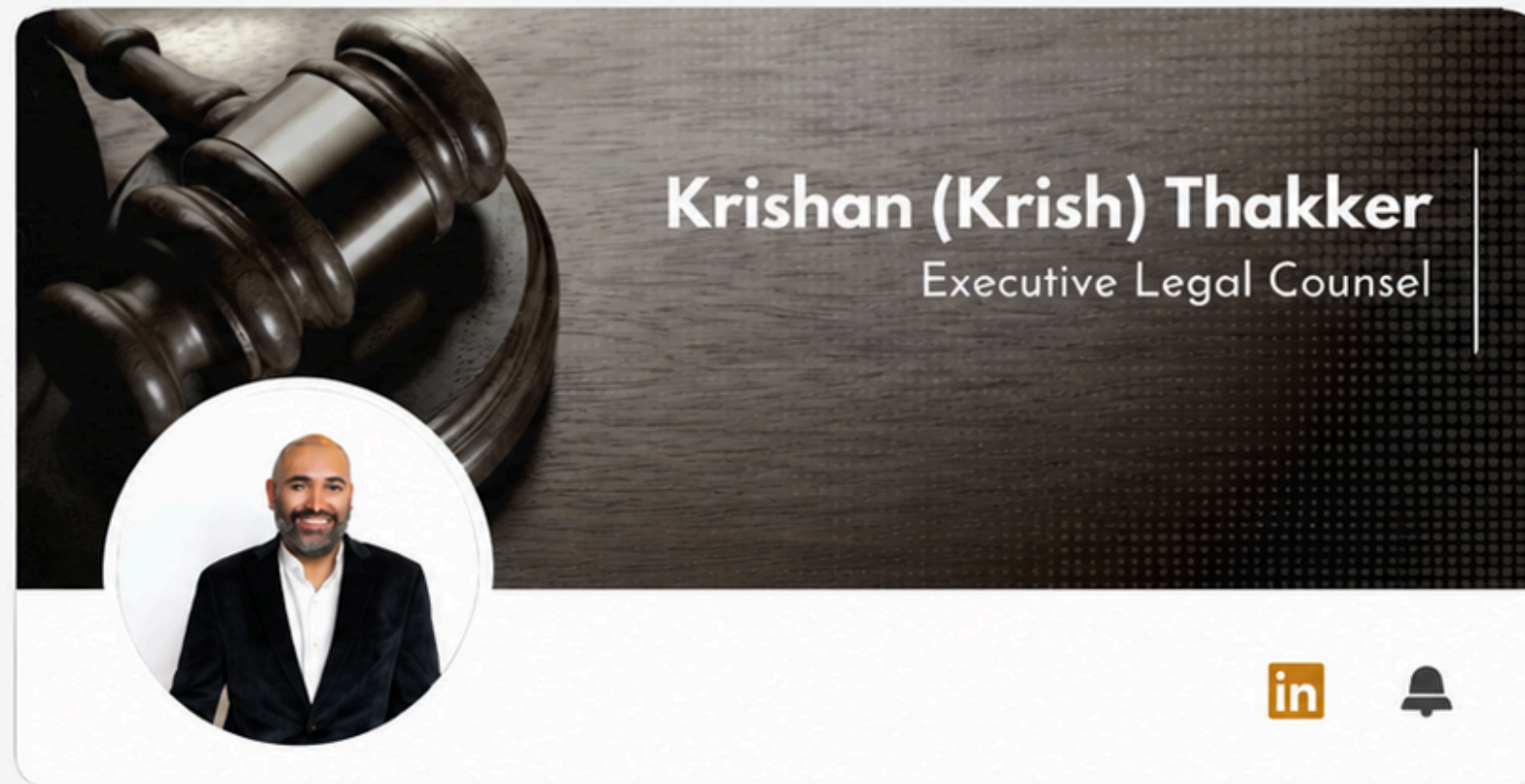
**When all four signals are strong, conversations happen.**

Missing even one, and you're **just another message** in the noise.

# Weak vs. Strong Positioning

The difference between getting attention—and getting chosen.

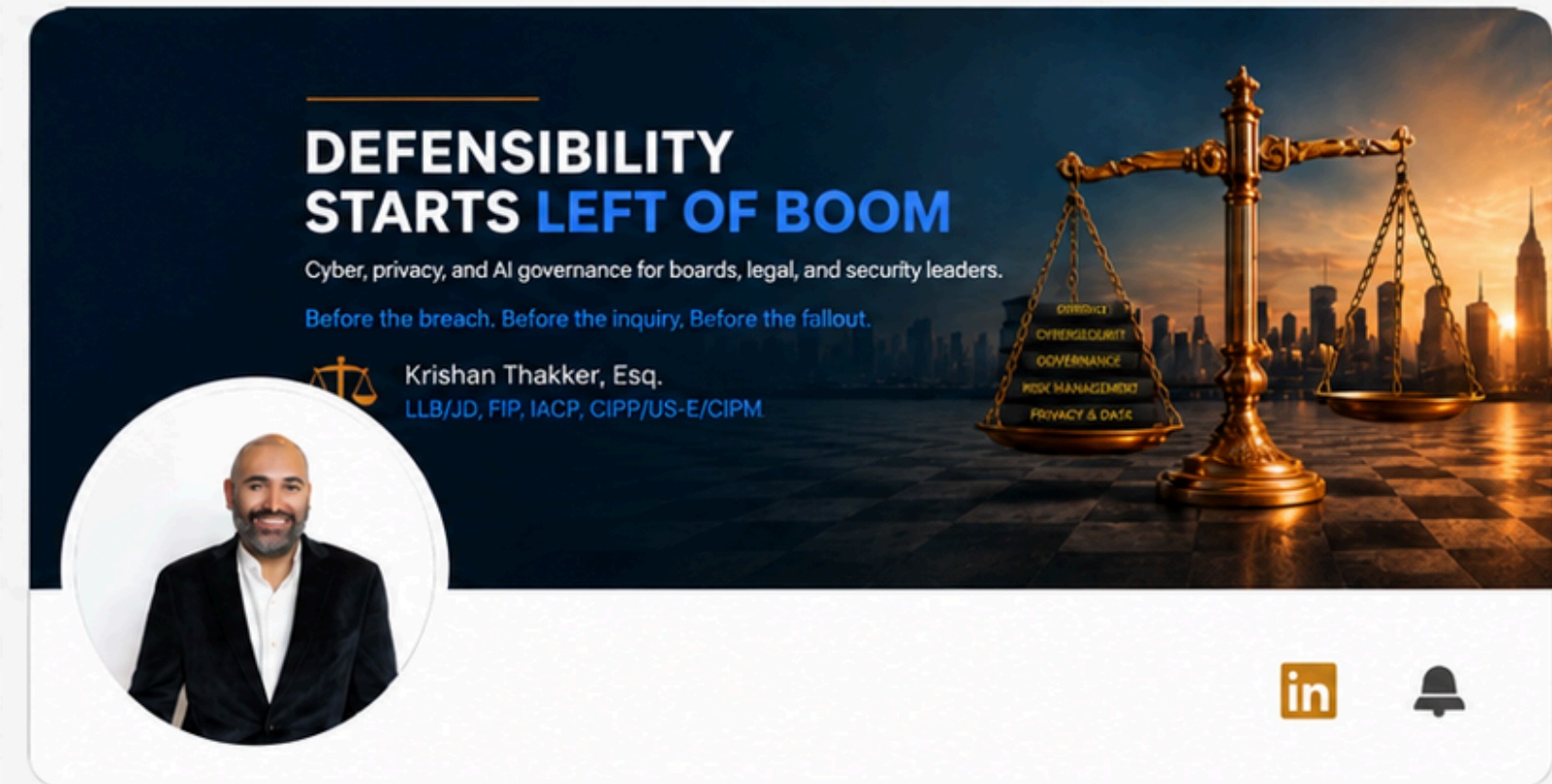
WEAK BANNER (Before)



## ⊗ Weak

- ⊗ Focuses on tactics and activities, not outcomes
- ⊗ Looks generic and hard to differentiate
- ⊗ Too much going on—unclear main message
- ⊗ Requires effort to understand the value
- ⊗ Doesn't create urgency or curiosity

STRONG BANNER (After)



## ✔ Strong

- ✔ Leads with a clear, outcome-driven statement
- ✔ Instantly communicates who it's for and why it matters
- ✔ Focused, simple, and easy to understand in seconds
- ✔ Builds credibility and curiosity
- ✔ Positions you as the guide to a better result

# The Shift That Changes Everything

Stop sending messages. Start **building authority**.



FROM  
Sending Messages

TO  
**Earning Attention**

Lead with value that makes people want to engage.



FROM  
Generic Outreach

TO  
**Relevant Context**

Connect your expertise to their world and challenges.



FROM  
Talking About You

TO  
**Proving Your Value**

Show evidence of your expertise before the first conversation.



FROM  
Wrong Timing

TO  
**Right Timing**

Create visibility and demand before you reach out.



FROM  
Seeking Trust

TO  
**Being Trusted**

Build credibility that makes you the obvious choice instead of an option.

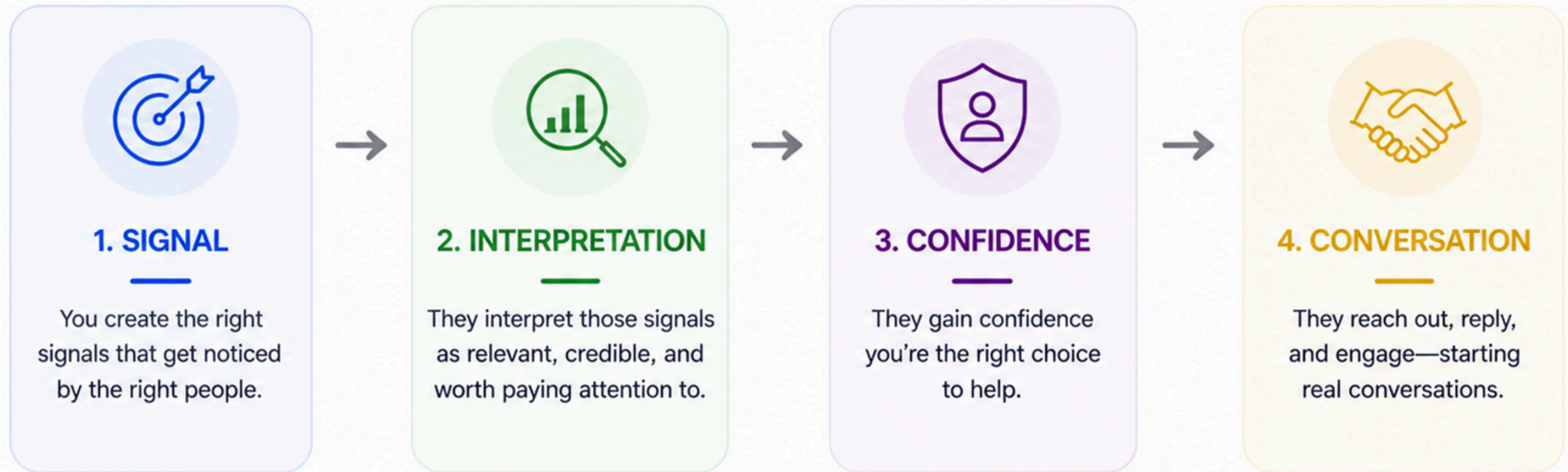


**Authority isn't built in the pitch. It's built before the pitch.**

That's how you turn outreach into conversations—and **conversations into clients**.

# The Core Model in Action

How authority turns **outreach** into conversations—and **conversations** into clients.



**When every stage is strong, outreach becomes predictable—and growth becomes inevitable.**

This is how top consultants, coaches, and service firms **win more of the right clients**.

# Key Takeaways

What to remember—and what to do next.



1

**Attention Is Earned,  
Not Asked For**

If you don't earn attention first, your message gets ignored.



2

**Interpretation Drives  
Every Outcome**

People act on what they believe—not what you intend.



3

**Authority Creates  
Confidence**

Build credibility before you ask—so they feel safe saying yes.



4

**Timing and Context  
Multiply Results**

The right message at the wrong time rarely gets a reply.



5

**Conversations  
Create Clients**

Great outreach starts conversations. Great conversations win clients.



**Do less noise. Build more authority. Win more of the right clients.**

Focus on what happens before the first conversation—**everything depends on it.**

→ **Next Step:** Let's apply the Core Model to real-world examples.



# Questions & Answers

Let's open it up. **Ask anything.**

**Want to know what to fix first?**



**Take the [Authority Gap Workbook Diagnostic](#).**

Identify the top 2 changes most likely to improve your outreach and buyer confidence.



**Take the Diagnostic**  
[trailblazermastery.com/diagnostic](https://trailblazermastery.com/diagnostic)

*Quick. Free.  
Takes less  
than 3 minutes.  
Get your  
top priorities.*