

The 90-Day Authority Roadmap

A week-by-week plan for expert founders with small teams — from invisible to referenced in one quarter, at roughly two hours a week.

WEEKS 1-2 — DOCTRINE

Write the one argument you will defend all quarter. Do not publish yet.

- ☐ Draft your doctrine paragraph (see the Editorial Doctrine Workbook).
 - ☐ Name three content pillars that ladder to it.
 - ☐ List ten stories from your own work you have never written down.
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WEEKS 3-4 — VOICE CAPTURE

Build the raw material once so the rest of the quarter is assembly, not invention.

- ☐ Record three 20-minute voice notes explaining your pillars out loud.
 - ☐ Transcribe them. Highlight the sentences that sound unmistakably like you.
 - ☐ Rewrite your bio: who you help, what changes, what you argue.
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WEEKS 5-8 — PUBLISH THE SPINE

Four flagship pieces. One per week. Nothing else matters this month.

- ☐ Week 5: the category essay — what your industry gets wrong.
 - ☐ Week 6: the case piece — one engagement, told with real numbers.
 - ☐ Week 7: the contrarian take — the position that costs you the wrong clients.
 - ☐ Week 8: the practical guide — the thing you explain in every sales call.
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WEEKS 9-10 — OWN THE CHANNEL

Move readers off rented platforms and onto a list you control.

- ☐ Stand up a simple email list and a one-line reason to join.
 - ☐ Turn your best flagship piece into a five-lesson email course.
 - ☐ Add one clear next step to every published piece.
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WEEKS 11-12 — COMPOUND

Stop creating. Start circulating and converting.

- ☐ Repurpose each flagship into five short posts and one talk outline.
 - ☐ Send three personal notes to people who engaged but never replied.
 - ☐ Review: which piece drove conversations, not applause? Next quarter doubles down on it.
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What success looks like at day 90

Four pieces you would be happy to have quoted. A list you own. At least one inbound conversation that opened with "I've been reading your work." That is the whole bar for quarter one — depth over volume, every time.