TITANXPLORER

FRAMEWORK 04

Three-Moat Authority System

Why authority can't be faked, and the 60/30/10 distribution I use to tell engineered positioning from performance.

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Markets reward authority. *But expertise alone isn't enough.*

You can work harder, deliver better results, and still watch a weaker competitor close the deal.

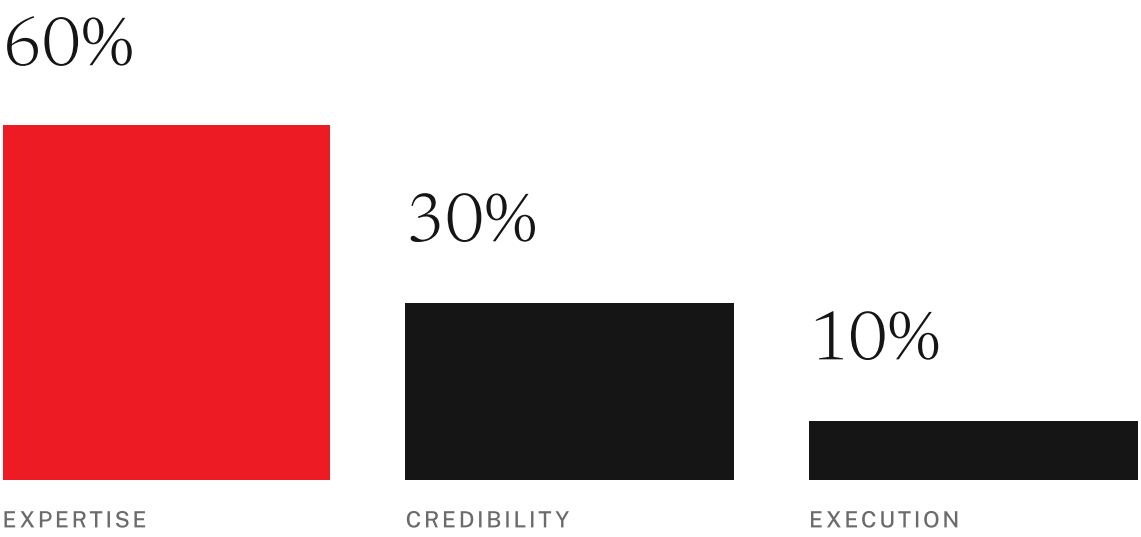
That isn't a performance problem. It's an architecture problem.

In my experience authority decides the outcome, and it isn't one thing. It is three moats, each a barrier a competitor can't simply copy: Expertise, Credibility and Execution.

Each moat needs different evidence, does a different job, and fails in a different way when the balance is wrong.

THE DISTRIBUTION

Sixty, thirty, ten.



This is the distribution I've found compounds authority over time. Inverted distributions collapse under scrutiny.

EXPERTISE MOAT · 60%

"They can't do *what I do.*"

Built through content so specific, hard-won and deeply applied that nobody who hasn't lived it can claim it. It separates you from generalists, from people who know the theory but haven't executed it, and from people who can describe the surface but not the mechanism underneath.

What builds it. Knowledge others can't copy. Insight that surface-level operators can't reach. Frameworks built from real experience. Analysis others in your space can't produce.

Why 60%. It's the main differentiator. Without it you compete on price and polish. With it you compete on something no one else has.

CREDIBILITY MOAT · 30%

"They can trust *what I say.*"

Built through content that earns trust by being accurate and honest, not by sounding confident. Readers become comfortable acting on what you say because they've learned you don't overstate, don't chase consensus and don't trade accuracy for impact.

What builds it. Evidence that holds up when attacked. Honest framing over flattering framing. Research-backed insight. Nuance that resists simplification and hype.

Why 30%. Credibility multiplies expertise. Expertise without credibility is impressive but not trustworthy. Credibility without expertise is trustworthy but not distinctive.

EXECUTION MOAT · 10%

"They do it better *than anyone.*"

Built through the quality of the work itself, over time: the visible standard your content holds across hundreds of pieces.

What builds it. Quality you can see in the work. Consistent excellence. Evidence of standards across the whole body of content. A process audiences can observe and judge.

Why only 10%. It's necessary, not sufficient. A beautiful piece with no expertise is empty. Perfect execution of weak thinking is polished mediocrity.

Execution amplifies the other moats. It doesn't replace them.

TWO DISTRIBUTIONS

Same effort. *Opposite result.*

The generic ghostwriter, inverted

Expertise 20% Surface knowledge anyone could pick up by reading competitors.

Credibility 10% No research depth. Claims without evidence.

Execution 70% Beautiful formatting, polished delivery, no substance.

It looks professional and reads impressively but produces no authority. Clients go quiet after reading because there's nothing behind it.

Authority-engineered positioning

Expertise 60% Frameworks from lived experience. Cross-domain insight. Mechanisms readers recognise but have never seen named.

Credibility 30% Research-backed. Honest about uncertainty. Holds up under sophisticated readers.

Execution 10% Clean, readable, not decorated. Quietly excellent.

Prospects stop asking "can you write?" and start asking "can we work together?"

Authority is felt before it's stated.

THE INVERSION I SEE MOST

Eighty percent execution. *Eight percent expertise.*

In the audits I run, the most common inversion is 80% execution, 8% expertise and 12% credibility. Clients usually describe their content as expertise-heavy. The audit shows otherwise.

Execution content is what they can produce consistently, without risk. Expertise content requires taking a position.

That gap between how easy something is to produce and how much authority it earns explains why most content underperforms. It isn't quality and it isn't volume.

It's avoiding a position.

FOUR STEPS

01 **Audit your distribution.** Read your last 10 published pieces. For each, estimate how much shows expertise others can't copy, how much builds credibility through evidence and honesty, and how much is execution quality. Average the 10.

02 **Find the gap.** Compare it to 60/30/10. Most people are heavy on execution (looking impressive) and light on expertise (being impressive).

03 **Plan your next 10 pieces around it.** Six on expertise: frameworks, knowledge others can't copy, cross-domain insight. Three on credibility: research, honesty, nuanced positions. One on execution: quality shown through the work.

04 **Measure over 90 days.** Watch the questions prospects ask. "Can you write?" is a commodity question. "Can we work together?" is an authority signal.

Expertise shows capability. Credibility earns trust. *Execution amplifies both.*

When the distribution runs inverted, the execution moat is carrying weight it was never built to carry, and the market responds accordingly.

FROM THE FRAMEWORK TO YOUR OWN POSITION

If your positioning feels stronger from the inside than it looks from the outside, that is the gap.

The same problem shows up closer to home. Most positioning fails not because of the content but because of the moats: effort goes into the one that's easiest to produce, not the one that builds authority. That mismatch is what I diagnose. The framework is the lens. The next step is applying it to your situation.

Executive Communication Review, $1,500. Or start with a private conversation.