

THE CREDIBILITY GAP TEST

WOULD ANYONE BELIEVE THIS?

AI can make almost anyone sound authoritative. Before you publish, make sure you've earned the authority.

EXACTLY WHERE
YOU
WANT TO BE

1 AUTHORITY

WHY YOU?

- ☐ We can explain why this person or organization has authority on the subject.
- ☐ The content draws on genuine expertise or experience.
- ☐ We add knowledge - not simply repackage information.

If you can't answer 'Why you?', don't publish yet.

2 EVIDENCE

PROVE IT.

- ☐ Important claims are supported by data, research, results or examples.
- ☐ We include customer, independent or real-world evidence.
- ☐ We show rather than simply tell.

Evidence turns assertion into credibility.

3 SPECIFICITY

WHAT DO YOU KNOW THAT AI DOESN'T?

- ☐ We include specific observations, experiences or examples.
- ☐ The content reflects our actual customers, market or situation.
- ☐ A generic AI prompt couldn't easily produce the same thing.

AI knows the subject. You know the situation.

4 POINT OF VIEW

WHAT DO YOU ACTUALLY BELIEVE?

- ☐ There's a recognizable opinion, judgment or conclusion.
- ☐ A reasonable person could disagree.
- ☐ We're saying more than what everyone in our industry already says.

If nobody could disagree, you may not be saying much.

THE COMPETITOR TEST

Remove your name, executive, company, and logo. Replace them with your closest competitor's.

Could they publish it?

YES → YOU HAVE A CREDIBILITY GAP.

It sounds authoritative, but it may not give people a reason to believe it came from you.

NO → GOOD. THERE'S SOMETHING HERE THAT BELONGS TO YOU.

Now use AI to improve the expression - not erase the expertise.

YOUR SCORE

Give yourself one point for every box you can genuinely tick.

10-12 STRONG CREDIBILITY

Keep the expertise. Let AI improve the expression.

7-9 CREDIBILITY GAP

Strengthen the weakest of the four tests.

0-6 DON'T FIX THE WRITING YET

Fix the thinking, evidence and authority first.

WHEN EVERYONE CAN SOUND GOOD, BE WORTH BELIEVING.

The Credibility Gap Test™ | Nick Leighton | Influential Writing in the Age of AI

TAKE IT ONLINE

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