

Entrepreneurs Turn to Authorship and Authority Signals as AI Drives Trust Challenges Online

Philadelphia Event Bringing Together 130+ Co-Authors Highlights a Growing Shift Toward Collective Visibility in an Oversaturated Content Environment

PHILADELPHIA, PA, UNITED STATES, March 31, 2026 /EINPresswire.com/ -- As artificial intelligence



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Engels J. Valenzuela

rapidly expands the volume of online content, new research indicates a growing trust gap: 68% of consumers report frequently questioning whether the information they encounter is real, according to Gartner. In response, entrepreneurs, business owners and subject-matter experts are increasingly turning to verifiable authority signals including authorship, media presence and structured visibility to establish credibility in a more uncertain information environment.

Against this backdrop, a [May 30 event in Philadelphia](#) will

bring together more than 130 co-authors for a coordinated anthology book signing, representing a large-scale collaborative publishing initiative of its kind. The initiative is intentionally aligned with the 250th anniversary of U.S. independence and highlights a growing shift toward collective visibility as a strategy for standing out.

Recent data underscores a broader shift in how professionals establish credibility in an increasingly saturated content environment. As content volume continues to rise, individual efforts often struggle to stand out, leading to greater adoption of coordinated initiatives, such as multi-author publications and large-scale collaborations, that create shared visibility and stronger authority signals.

Industry observers suggest these trends are connected.

"This initiative helps people get seen and recognized faster than trying to do it alone," said Engels J. Valenzuela, Customer Acquisition Strategist and Official Marketing Advisor to the initiative.

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build credibility and become the obvious choice in their market.”

Additional research supports this shift in how credibility is evaluated. LinkedIn reports that a majority of B2B buyers use thought leadership content as part of vendor evaluation, while Edelman’s Trust Barometer indicates that trust is becoming more selective across audiences.

Alongside this shift, [new structured approaches are emerging](#) to help professionals become the trusted source when potential clients search: showing up consistently across top results, trusted platforms and AI-generated answers.



Engels J Valenzuela

The Philadelphia initiative reflects one visible application of this shift, bringing together a large number of contributors in a coordinated effort that extends visibility beyond individual publishing efforts. Organizers indicate the record attempt will be submitted to a globally recognized record-verification authority following the event.

More information about the initiative and participation details can be found at: <https://www.authoritybuildingsystem.com/record-attempt>

[About Engels J. Valenzuela](#)

Engels J. Valenzuela helps profitable entrepreneurs, coaches and consultants turn more of their traffic and attention into clients by replacing scattered marketing with one clear path from first click to paying customer. He’s a customer acquisition strategist who designs and builds simple systems that bring in leads, booked calls and sales every week, drawing on experience at Fortune 50 companies.

Engels J. Valenzuela
Smart Easy Media, LLC
+1 408-520-3876

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