

LINKEDIN AUTHORITY · ROOTED GROWTH CONSULTING

INTERNAL USE ONLY · DO NOT SHARE WITH CLIENTS

# LinkedIn Authority Engine Master Operating System

Complete Internal SOP — All Phases, All Clients

Rooted Growth Consulting · Jonathan Maydwell · learnwithmaydwell.com

Document Type: Internal Master SOP

## Master Operating System (MOS)

---

### PURPOSE

---

The LinkedIn Authority Engine is the master operating system used by Rooted Growth Consulting to deliver scalable LinkedIn strategy, positioning, and content production for clients.

This system integrates:

- client discovery and onboarding • industry intelligence research • content strategy development • monthly LinkedIn content production • visual reinforcement • scheduling and engagement optimization • monthly performance learning loops

The objective is to create a predictable, repeatable system that allows one operator to manage 7–10 LinkedIn clients simultaneously without sacrificing strategic quality.

### SYSTEM OVERVIEW

---

The LinkedIn Authority Engine operates through the following phases:

Client Intake & Activation

NotebookLM Industry Intelligence Build

Content Strategy Development

Monthly Content Engine Production

LinkedIn Post Optimization

Visual Content Production

Scheduling & Distribution

Monthly Performance Intelligence Loop

Each phase is governed by structured prompts, templates, and defined decision gates.

## SECTION 1 — CLIENT INTAKE & ACTIVATION

---

The intake process determines whether LinkedIn is the correct growth channel for the client and establishes the strategic direction of the engagement.

The intake call should not exceed 30 minutes.

Key objectives:

- understand the client's visibility goals • determine operational constraints • identify industry positioning • clarify timeline expectations • determine the appropriate service tier

Key intake questions include:

Objective clarity What do you want LinkedIn to generate in the next 6–12 months?

Current state How would you describe your current LinkedIn presence?

Industry positioning What makes your company different from competitors?

Operational constraints Are there branding restrictions such as company-only voice?

Growth timeline Are you testing visibility, building consistency, or scaling authority?

Budget framing Are you seeking structured monthly support or light testing?

Following the intake call, the transcript must be exported and analyzed.

## SECTION 2 — TRANSCRIPT ANALYSIS

---

Paste the intake transcript into ChatGPT and run the following prompt.

TRANSCRIPT ANALYSIS PROMPT

Analyze this client meeting transcript and provide:

Primary business goals Short-term LinkedIn objective Long-term positioning objective Pain points Constraints including legal, brand, or time limitations Buying signals Hesitations Recommended service tier with rationale Content bucket suggestions Tone recommendation Risk areas to monitor Suggested follow-up email tone Next action steps

Save the result as:

Clients → Prospect → Strategic Summary

This becomes the strategic foundation for the engagement.

## SECTION 3 — NOTEBOOKLM CLIENT INTELLIGENCE BUILD

---

NotebookLM serves as the research and industry intelligence engine for the client.

Create a new notebook titled:

ClientName\_LinkedIn\_Research

Upload the following source files:

Client website copy Intake notes Transcript summary Three to five recent industry articles Three to five competitor LinkedIn posts

For existing clients, also upload:

Previous month LinkedIn posts Previous month engagement data Previous month content calendar

## SECTION 4 — NOTEBOOKLM INDUSTRY INTELLIGENCE PROMPTS

---

Highlight the following sources inside NotebookLM:

Client website Intake notes Transcript summary Industry articles

Run the following prompts.

**COMPANY POSITIONING PROMPT**

Using the highlighted sources:

Summarize the company's positioning in plain language.

Identify the core problems the company solves.

Identify differentiators from competitors.

Identify primary audience segments.

Recommend the appropriate tone for LinkedIn publishing.

Save output as:

Research → Positioning Summary

**INDUSTRY TREND PROMPT**

Analyze the highlighted industry articles and competitor content.

Identify:

Major workforce trends Hiring shifts affecting this industry Legislation or economic pressures Emerging technology changes Talent shortages or hiring surges

Return six to eight insights that could become LinkedIn posts.

Save output as:

Research → Industry Trends

### CONTENT BUCKET PROMPT

Using the positioning summary and industry trends:

Create six LinkedIn content buckets.

For each bucket include:

Topic description Example LinkedIn angle Why the topic matters to the audience

Typical buckets include:

Industry Trends Hiring Shifts Educational Insight Market Commentary Job Spotlight Leadership Strategy

Save output as:

Research → Content Buckets

## SECTION 5 — MONTHLY CONTENT CALENDAR CREATION

---

The content calendar determines the themes for the next month.

Each month contains:

Two posts per week Eight posts per month

Post structure follows a repeating pattern:

Market Insight Job Spotlight

This format mirrors the BTC calendar structure used in the content engine model.

Highlight the following sources in NotebookLM:

Positioning Summary Industry Trends Previous Month Posts

Run the following prompt.

### CONTENT CALENDAR PROMPT

Using the highlighted materials:

Analyze last month's posts.

Identify topics that should be expanded.

Identify topics that should be replaced.

Identify emerging industry trends.

Generate a four-week LinkedIn content calendar with two posts per week.

For each post include:

Post type Narrative theme Strategic interpretation Advisory call to action

Save as:

Month X Content Calendar

## SECTION 6 — BULK LINKEDIN POST GENERATION

---

Posts are generated using a structured transformation process.

Copy the entire content calendar.

Open ChatGPT and run the following prompt.

### BULK LINKEDIN POST PROMPT

You are acting as a market intelligence advisor writing LinkedIn posts for a workforce consulting firm.

Transform the following content calendar into LinkedIn posts.

Each post must follow this structure:

Declarative Hook Market Context Data Evidence Strategic Interpretation Advisory Perspective Call to Action

Requirements:

120–180 words One to two sentence paragraphs Professional tone Educational before promotional No em dashes

For each post also provide:

Discussion question Five to eight hashtags Suggested first comment Supporting visual concept

Paste the calendar beneath the prompt.

ChatGPT will generate all eight posts simultaneously.

Paste the results into the master content document.

## SECTION 7 — MASTER CONTENT DOCUMENT STRUCTURE

---

Create a Google document titled:

ClientName\_LinkedIn\_Content\_Master

Sections should include:

Brand Foundation

Mission Audience Tone Content Buckets

Month Drafts

Post Title Final Draft Discussion Question Hashtags First Comment Visual Concept

Posting Calendar

Revision Log

Archive

Once a month is complete, move posts into the archive.

## SECTION 8 — VISUAL CONTENT PRODUCTION

---

Visuals reinforce authority but should remain simple.

Recommended formats include:

Industry statistic graphics Trend charts Insight quote cards Market observation visuals

Not every post requires a visual.

Create visuals for approximately three to four posts each month.

Use consistent brand colors and minimal text.

## SECTION 9 — LINKEDIN SCHEDULING

---

Use the LinkedIn native scheduler.

Never log into a client account directly.

Use admin access only.

Recommended cadence:

Week 1 Tuesday — 9:00 AM Thursday — 12:00 PM

Week 2 Monday — 9:00 AM Wednesday — 12:00 PM

Week 3 Tuesday — 9:00 AM Thursday — 4:30 PM

Week 4 Wednesday — 12:00 PM Friday — 9:00 AM

This schedule maintains consistent engagement opportunities.

## SECTION 10 — DECISION GATES

---

The system includes strict operational gates.

No contract No production

No payment No drafting

No consolidated feedback No revision

No LinkedIn admin access No scheduling

These rules prevent scope creep and maintain operational discipline.

## SECTION 11 — MONTHLY PERFORMANCE LOOP (GET THE STATS FROM THE PAGE)

---

At the end of each month, upload the following into NotebookLM:

Published LinkedIn posts Engagement metrics Comment highlights New industry articles

Run the following prompt.

#### PERFORMANCE ANALYSIS PROMPT

Analyze the LinkedIn posts and engagement signals.

Identify:

Highest performing topics Themes generating discussion Content angles worth expanding Topics losing relevance

Return recommendations for the next month's content calendar.

Save as:

Month X Performance Review

## THE AUTHORITY ENGINE LOOP

---

The LinkedIn Authority Engine operates as a continuous cycle:

Client Intake → Industry Intelligence → Content Strategy → Post Production → Visual Reinforcement → Scheduling → Performance Analysis → Strategy Refinement

This cycle ensures that LinkedIn authority compounds over time.

## SECTION 8 — MONTHLY LEARNING LOOP

---

At the end of the month:

Upload to NotebookLM:

- all published posts • engagement data • comments

Run this prompt.

## MONTHLY ANALYSIS PROMPT

---

Analyze the uploaded LinkedIn posts and engagement signals.

Identify:

- highest performing themes
- posts that generated discussion
- topics that should be expanded
- topics that should be retired
- new industry conversations worth addressing

Return recommendations for next month's calendar.

Save as:

## Month X Performance Review

–TAKE THE OUTPUT ("Strategic Market Intelligence and Content Optimization Roadmap") AND RUN IT AGAINST the following prompt

"Taking the last output ("Strategic Market Intelligence and Content Optimization Roadmap"), create a fully formed and updated (for April) version of the "BTC Resources Monthly Content Calendar and Strategy Guide." Reference that file for formatting and content and create the post framework for April. Include an updated calendar, with updated dates, based on the dates listed in March. The first posting date for this calendar will be on Tuesday, April 14th."

## SECTION 9 - Monthly Filter After New Monthly Drafts are Created

---

FORMAT THAT OUTPUT INTO THE NEW CALENDAR FOR THE NEXT MONTH-WITH THE CONTEXT AND METRICS OF THE PREVIOUS MONTH, THREE-MONTHS, SIX MONTHS.(Add as many calendars as it takes)

Run that file OR those collective files against the following prompt.

## The AI Content Engine Prompt

---

**Role:** Act as a Market Intelligence Advisor for BTC Resources. Your objective is to provide market education and foundational visibility to B2B tech leaders by interpreting complex workforce data into actionable hiring strategies.

**The Writing Framework:** Every post MUST follow the Market Intelligence Pivot: Hard Market Data + The "Why" Behind the Number = Consultative Strategic Solution.

**Structure Requirements:**

**Declarative Hook** A short opening statement, 10 to 15 words, identifying a market trend or paradox.

**Market Context** Explain the macro workforce trend driving the insight.

**Data Evidence** Cite a specific statistic from the CompTIA 2025 State of the Tech Workforce Report, such as 9.9 million projected workers, 43 percent turnover, or 352,000 annual replacements.

**Strategic Interpretation** Explain why this matters for headcount planning or digital transformation. Focus on capability over placement.

**BTC Perspective** Position BTC Resources' services, including Staff Augmentation, Contract-to-Hire, and Contract Solutions, as the strategic response to the market challenge.

**Advisory Call to Action** Use an empowering CTA with the formula: Action Verb + The "Why" Goal + Direct Invitation.

**Voice and Linguistic Constraints:**

**Tone:** Data-informed authority, warm professionalism, and purposeful precision.

**Punctuation:** Do not use em-dashes. Use periods and commas only.

Identity: Use "We" and "BTC Resources." Maintain company-only branding. Do not include personal bios or team references.

Vocabulary: Integrate terms such as macro-hiring trends, AI fluency, digital tool belt, sustainable replacement strategy, and long-term workforce capability.

Month 2 Strategic Direction:

Focus on granular, sector-specific analysis. Content themes should include:

Operationalizing AI Fluency Moving from what AI is to how it is integrated into tools for productivity.

The GovCon Technical Engine Highlight that 60 percent of tech professionals work outside traditional tech firms, especially in government and defense sectors.

The Sustainability Audit Address the replacement challenge beyond time-to-fill metrics.

Domain Spotlights Data Science with 414 percent growth Cybersecurity with 367 percent growth IT Management with 164 percent growth

Instruction for the AI:

Using the parameters above, draft a LinkedIn post.

Post Type: Insight or Spotlight Week Number: Specify the week Focus Topic: Define the specific narrative based on the content roadmap

## Strategic Rationale for This Prompt

---

Consistency Prevents generic recruiter language by enforcing the Market Intelligence Pivot and structured thinking.

Authority Requires the use of real workforce data and aligns with BTC Resources' positioning as a market-informed advisor within the technology hiring ecosystem .

Engagement Centers on explaining the why behind workforce trends and uses advisory calls to action to build trust and sustained audience growth .

MASTER PROMPT FOR POST ADJUSTMENTS.

## SYSTEM CAPACITY

---

With standardized prompts and batching, the system supports:

Seven to ten clients simultaneously

while maintaining consistent strategic quality and predictable production time.