LINKEDIN AUTHORITY · ROOTED GROWTH CONSULTING

INTERNAL USE ONLY · DO NOT SHARE WITH CLIENTS

LinkedIn Authority Engine NotebookLM Build Protocol

Phase 2 Onboarding — Intelligence Build Process

Rooted Growth Consulting · Jonathan Maydwell · learnwithmaydwell.com

Document Type: Internal SOP

NotebookLM Build Protocol

Cross-Industry Intelligence Setup Guide

LinkedIn Authority Engine · Rooted Growth Consulting

The NotebookLM is the intelligence layer behind every content calendar. It knows the client's market, their competitors, their audience, and their voice. You build it once at onboarding and refresh it quarterly. This protocol works for any industry.

What NotebookLM Does in This System

NotebookLM is your research assistant and writing collaborator for each client. You train it on their world, then use it to generate content angles, validate posts against their voice, and research their market without starting from scratch every month.

Every client gets their own NotebookLM. Never mix clients in a single instance.

The build takes 60–90 minutes the first time. After that, maintenance is 15–20 minutes per month.

Phase 1 — Gather Source Material

Before opening NotebookLM, gather the documents you'll feed it. Quality of the build depends entirely on quality of the sources. Weak sources produce generic output.

Tier 1 Sources — Always Include

The completed pre-call intake form (both sections)

Your notes from the strategy call — market paradox, brand voice, growth constraints

The company website — full homepage, About page, Services pages

The client's LinkedIn profile (export as PDF or copy-paste the full text)

Any existing marketing materials they shared — one-pagers, pitch decks, case studies

2–3 LinkedIn profiles of their direct competitors (copy-paste text into a doc)

Tier 2 Sources — Include When Available

Industry reports or trade publications relevant to their market (PDF or URL)

Their existing blog posts or published articles

Sales email templates or pitch scripts (with client permission)

Customer testimonials or case study language

Any previous LinkedIn posts that performed well (copy-paste text)

Analyst reports for their industry (Gartner, Forrester, McKinsey as applicable)

Tier 3 Sources — Optional but High-Value

Podcast transcripts where company leadership has spoken

Conference presentation slides or notes

Reddit, LinkedIn, or forum threads where their ICP is asking questions

Job postings from competitors (reveals strategy and priorities)

Glassdoor reviews of competitors (reveals culture and positioning gaps)

Always create a source log — a simple Google Doc listing every source you added, the date, and why. You'll use this to run the quarterly refresh.

Phase 2 — Build the Notebook

Open NotebookLM at notebooklm.google.com. Create a new notebook. Title it: [Client Name] — LinkedIn Authority Engine.

Upload or paste sources in this order: client intake form first, strategy call notes second, website content third, everything else after. Order matters — NotebookLM weights sources roughly by sequence at time of indexing.

Step-by-Step Build

Phase 3 — Calibration Prompts

After loading sources, run these prompts to confirm the notebook is working correctly. If answers are vague or generic, your sources are weak — add more specific material before proceeding.

Diagnostic Prompts

1. Audience Test

Who is this company's primary buyer? Describe them specifically — title, industry, company size, and what problem brings them to this company.

If the answer is generic ('business professionals who want to grow'), your intake form didn't get specific enough. Go back to the client with follow-up questions.

2. Market Paradox Test

What's the biggest misconception that this company's audience holds about their industry? What does this company believe that most of their peers wouldn't say publicly?

If the answer is empty or shallow, your strategy call notes didn't capture the real opinion. This is the most important signal — get a real answer before building the content calendar.

3. Voice Test

Write a 150-word LinkedIn post in this company's voice. The topic is: a lesson they learned from a recent client engagement. Do not use the words 'leverage,' 'innovative,' or 'game-changing.'

Read this post carefully. Does it sound like the client or like a template? If it sounds generic, add more raw voice material — call transcripts, emails, or quotes from the client.

4. Competitor Test

How does this company position itself differently from [competitor name]? What do they do that competitors don't, and vice versa?

If it can't answer this, you haven't added enough competitor material. Add at least 2–3 competitor profiles or website pages.

5. Content Angle Test

Give me 10 LinkedIn post ideas for this company. Each idea should address a specific pain point their audience has, a misconception in their industry, or a result they've achieved for clients.

You want at least 7 of the 10 to be specific enough to actually write. If they're all generic ('post about leadership'), the notebook isn't calibrated yet.

Phase 4 — Monthly Usage

After the initial build, the notebook runs in the background every month. Here's how to use it in production:

Monthly Content Calendar — Prompt Template

We're building the content calendar for [Month]. The monthly theme is [THEME]. Generate 8 post angles that align with this theme and the following constraints: 1. At least 3 posts should address a specific audience pain point 2. At least 2 posts should reference a data point, client result, or industry trend 3. At least 1 post should take a clear position on a contested topic in this space 4. Avoid any mention of [any client-specific restrictions] 5. Each angle should include a suggested hook (first sentence) and the key point the post makes

Voice Check — Prompt Template

I've written the following LinkedIn post. Review it against what you know about this company's voice, audience, and positioning. Flag anything that sounds off-brand, too generic, or that misses an opportunity to be more specific or take a stronger position. [PASTE POST HERE]

Research Prompt — Prompt Template

I'm writing a post about [TOPIC]. What does this company's audience already believe about this topic, and what's the counterintuitive or non-obvious angle this company could take that would differentiate their perspective?

Quarterly Refresh

At the quarterly waypoints (Months 3, 6, 9, 12), spend 15–20 minutes updating the notebook:

Remove sources that are more than 12 months old and have been superseded

Add any new marketing materials, case studies, or blog posts

Update competitor profiles if their positioning has shifted

Add any industry reports published in the past quarter

Re-run the calibration prompts to confirm voice and audience accuracy

Log every refresh in the source log. Date it. This becomes part of the quarterly performance conversation with the client.

Cross-Industry Adaptation Notes

This protocol is designed to work across industries. A few notes on adaptation:

For B2B Services (consulting, staffing, professional services)

Market paradox is usually about outcomes vs. deliverables — clients think they're buying a service when they're actually buying a result

Brand voice is often more formal — adjust calibration prompts to reflect that

Competitor profiles are essential — this space is crowded and differentiation is narrow

For B2B SaaS or Technology

Industry reports carry more weight — include Gartner or Forrester excerpts when available

The audience test should specify the buyer vs. user distinction — they're often different people

Feature-focused language is a trap — calibration prompts should push toward outcome language

For Founders and Personal Brands

The voice test matters more than any other calibration — personal brand content lives or dies by authenticity

Add personal content: recorded talks, interview transcripts, written reflections

Market paradox is personal here — what does this person believe that surprises people?