

LINKEDIN AUTHORITY · ROOTED GROWTH CONSULTING

LinkedIn Authority Engine Phase 1 Deliverables Package

Client Deliverable — Profile, Strategy, and Month 1 Calendar

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Document Type: Client Deliverable

Phase 1 Deliverables Package

LinkedIn Authority Engine — Client Overview

Prepared for: [CLIENT NAME] | [COMPANY NAME]

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This document covers everything that was built for you in Phase 1 of the LinkedIn Authority Engine. It includes your profile optimization, your content strategy, and the foundation for everything we produce together going forward.

What Was Built

Phase 1 covers the foundation: the profile, the strategy, and the first content calendar. Here's exactly what you're receiving:

Your LinkedIn Profile — Optimized

The Standard You're Starting From

Before we started, your LinkedIn profile was doing one job: proving you exist. After Phase 1, it does a different job: it tells the right people why they should reach out.

The changes we made are not cosmetic. They're structural. The headline, the About section, and the Experience entries now work together to describe your value in terms your audience recognizes and responds to.

Profile Optimization Summary

Headline: See the profile optimization document for the full before/after and rationale.

About Section: Restructured using the Problem → Agitation → Solution framework. The reader sees their situation described before they see your pitch.

Experience Entries: Rewritten to lead with outcomes, not duties. Each entry now includes a result and a scale.

Implementation: Copy the revised text from the Profile Optimization document into your LinkedIn profile. If you want us to review the live profile before you post, share the link and we'll confirm it matches the spec.

Your Content Strategy

The Monthly Theme Model

Each month has a single strategic theme. The theme is not a topic — it's a lens. Every post that month looks at the business through that lens: from different angles, for different audiences, in different formats.

This keeps the content cohesive without being repetitive. Your audience sees a point of view developing, not a list of disconnected posts.

Month 1 Theme

Content Directions for Months 2–3

Based on your market and your goals, here are the strategic directions for the next two months. Final themes will be confirmed with you before production begins.

Your Content Calendar — Month 1

How to Read the Calendar

Each post entry includes: the theme, the hook (first sentence), the key point the post makes, the CTA, the discussion question, and the hashtags. The full post copy is in the Content Calendar document.

The calendar is built around your posting tier. Each post has a recommended day and time based on when your audience is most active on LinkedIn.

Posting Schedule Overview

What You Need to Do

Your one action this month:

How the Engine Works — Quick Reference

The Monthly Cycle

Contact and Scheduling

Email: jonathan@learnwithmaydwell.com — response within 24–48 hours

Monthly check-ins: book via Calendly [link]

Monthly retainer: invoiced via Novo

Add-ons and supplemental resources: Stripe payment link sent with invoice

This document is a template. Before sending to a client, replace all [PLACEHOLDER] sections with client-specific content from the intake process and first content calendar build.