

LINKEDIN AUTHORITY · ROOTED GROWTH CONSULTING

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LinkedIn Authority Engine Monthly Content Engine — Scalable SOP

7–10 Client Model — Full Production Workflow with NotebookLM

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Document Type: Internal SOP

Scalable SOP (7–10 Client Model)

WITH NOTEBOOKLM PRODUCTION WORKFLOW

SECTION 1 — PURPOSE OF THIS SYSTEM

This SOP defines the repeatable system for producing LinkedIn content for clients on a monthly batch production model.

The system combines:

- NotebookLM research intelligence • Structured content calendars • Prompt-driven post development • Visual reinforcement • Monthly learning loops

The objective is to ensure:

- consistent strategic positioning • scalable production for 7–10 clients • minimal drafting time • compounding content quality month over month.

SECTION 2 — NOTEBOOKLM CLIENT INTELLIGENCE SETUP

This step occurs once per client during activation.

STEP 1 — CREATE NOTEBOOK

Open NotebookLM.

Click:

New Notebook Name it:

ClientName_LinkedIn_Research

STEP 2 — UPLOAD SOURCE FILES

Upload the following files into the Notebook:

Required Sources

- Client website copy • Client LinkedIn page copy • Intake notes • Industry articles (3–5) • Competitor LinkedIn posts (5–10)

If client is already active:

Also upload

- Previous month posts • Previous month engagement data • Previous month content calendar

STEP 3 — HIGHLIGHT CORE SOURCES

Inside NotebookLM, highlight these files for research prompts:

Always Highlight

Client Website

Intake Notes

Previous Month Posts

Industry Articles

Optional Highlight

- Competitor LinkedIn examples

These highlighted files become the core intelligence layer for content generation.

SECTION 3 — NOTEBOOKLM INDUSTRY INTELLIGENCE PROMPTS

Run the following prompts once per month before drafting begins.

PROMPT 1 — COMPANY POSITIONING

Paste into NotebookLM:

Using the highlighted sources, summarize:

1. The company's positioning in simple language
2. The core problems this company solves
3. Key differentiators from competitors
4. Primary audience segments
5. Strategic tone that should be used for LinkedIn publishing

Return the results in clear bullet points.

Save result as:

Research → Positioning Summary

PROMPT 2 — INDUSTRY TREND EXTRACTION

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 the results as 6–8 workforce insights that could become LinkedIn posts.

Save as:

Research → Industry Trends

PROMPT 3 — CONTENT BUCKET CREATION

Using the research sources and trends identified:

Create 6 LinkedIn content buckets this company should consistently publish around.

For each bucket include:

- topic description
- example LinkedIn angle
- why the topic matters to the audience

Typical buckets:

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

Save as:

Research → Content Buckets

SECTION 4 — MONTHLY CONTENT CALENDAR GENERATION

This step creates the next month's post structure.

The format mirrors the BTC Resources content calendar structure .

STEP 1 — RUN CALENDAR GENERATION PROMPT

Highlight in NotebookLM:

- Positioning Summary • Industry Trends • Previous Month Posts

Paste the following prompt.

CALENDAR GENERATION PROMPT

Using the highlighted materials:

1. Analyze last month's posts
2. Identify topics that should be expanded
3. Identify topics that should be replaced
4. Identify emerging industry trends

Create a 4-week LinkedIn content calendar with:

- 2 posts per week
- one "Market Insight" post
- one "Job Spotlight" post

For each post include:

- Post type
- Narrative focus
- Strategic interpretation
- Advisory call to action

Save as:

Month X Content Calendar

SECTION 5 — POST CREATION PROCESS

Each post is created using the Post Adjustment Master Prompt system .

STEP-BY-STEP POST CREATION

Repeat the following for each post concept.

STEP 1 — COPY CALENDAR DRAFT

From the calendar document copy:

Narrative Consultative take Call to action

STEP 2 — OPEN CHATGPT

Start a new chat.

Paste the MASTER POST DEVELOPMENT PROMPT.

Then paste the draft post concept.

PROMPT — LINKEDIN POST TRANSFORMATION

You are acting as a market intelligence advisor writing for a technology staffing firm.

Rewrite the following draft using the structure below:

1. Declarative Hook (10–15 words)
2. Market Context
3. Data Evidence
4. Strategic Interpretation
5. BTC Perspective
6. Advisory Call to Action

Requirements:

- 120–180 words
- 1–2 sentence paragraphs
- professional tone
- no em dashes
- educational first, sales second

Also provide:

- discussion question
- 5–8 hashtags
- suggested first comment
- suggested supporting visual

STEP 3 — SAVE OUTPUT

Paste into the master document under:

Month X Drafts

Structure:

Post Title Final Post Discussion Question Hashtags First Comment Visual Concept

SECTION 6 — VISUAL CREATION WORKFLOW

Each post should include optional supporting visuals.

VISUAL CREATION PROCESS

Open Canva.

Create:

- stat graphic • trend chart • insight card • workforce statistic visual

Design rules:

- brand colors only • minimal text • clear headline

Save file name format:

WeekX_PostY_Graphic

SECTION 7 — SCHEDULING SYSTEM

Use the LinkedIn native scheduler.

Standard cadence based on the BTC model .

Example:

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

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.

Here is your clean, copy-ready prompt with all formatting simplified, no reference markers, and consistent structure:

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 .

FINAL CONTENT ENGINE LOOP

Research → Calendar → Draft → Optimize → Visualize → Schedule → Analyze → Refine

This loop ensures content authority compounds month over month.