The Agency Content Operating System

A complete Claude-powered content system for agency owners

Produce a full month of LinkedIn posts in a single sitting.
Sound like yourself. Not like a bot.

By SalesRobot

salesrobot.co

Note: To make this your own working document, click File > Make a Copy. Fill in the bracketed sections with your own details, run the prompts, and you will have a functioning content system within a week.

Executive Summary

You run outreach for a dozen clients. You hop between calls all morning. You close deals for other people's businesses five days a week.

And your own LinkedIn has three posts from six months ago.

It is not that you do not know content works. You literally sell the results of it. You just do not have five hours a week to sit down and write for yourself. And when you have tried speeding things up with AI, the output reads like a LinkedIn bot wrote it. Your audience can tell. Your clients can tell. You can tell.

The problem is not effort. It is the tool and the method.

This operating system is built around Claude, the AI model developed by Anthropic. We use Claude specifically because it produces writing that sounds like a human being actually wrote it. Not a content generator. Not a template engine. A person. It also holds long context within a single conversation, which means you can feed it your actual voice, your niche, your client results, and the output reflects you instead of sounding like everyone else.

This system was built by the content team at SalesRobot. We work with agency owners every single day. We know the pace you operate at and we built this for that pace.

In 7 days, you will have a working set of prompts built for your niche and your agency's voice.

In 14 days, you will have Claude calibrated to sound like you, with a library of reusable frameworks.

In 30 days, you will have a full content system producing a month of posts in a single sitting.

Let's get into it.

Section 1: Why Claude Is the Right Tool for Agency Content

Before we get into frameworks and prompts, it helps to understand what makes Claude different and why that distinction matters specifically for agency owners building a personal brand alongside a client-facing business.

Claude was built with a different emphasis than most AI tools. Anthropic designed it to communicate in a way that reads naturally, with nuance and consideration. When you compare the same prompt run through Claude versus other tools, the gap is visible immediately. The writing flows without the mechanical transitions and recycled phrasing that most AI models default to. The tone sits closer to how an experienced person would explain something over a conversation rather than how a content generator would approximate it.

For agency owners, that distinction is everything. Your prospects can spot AI-generated content instantly. They see it flooding their feeds every day. The moment your content sounds like it came off a template, you lose the credibility that separates you from the agencies competing on price alone.

There is also a practical advantage worth naming. Claude handles long context exceptionally well. That means you can have a single working conversation where you share your best posts, explain your target market in detail, describe your agency's positioning, outline a brief, and Claude holds all of that when it writes. You do not start from scratch with each prompt. You build a session that gets sharper as it goes.

For agency owners who batch their content in a single sitting between client work, this is the difference between usable output and another hour wasted editing AI-generated text that sounds nothing like them.

Section 2: Building Your Agency’s Content Voice in Claude

This section is the foundation everything else rests on. Skip it and every prompt you run will produce generic output. Do it properly and Claude will sound like you from the first draft.

Step 1: Gather Your Source Material (5 minutes)

Pull together 15 to 20 pieces of your existing writing. LinkedIn posts, emails to clients, Slack messages to your team, proposals, even voice notes you have transcribed. Prioritise pieces where you were writing fast and not overthinking the tone. That is where your real voice shows up.

If you have not started posting yet, use emails you have sent to prospects or clients. The ones where you were explaining what you do without performing. Those are gold.

Step 2: Run the Voice Analysis Prompt (5 minutes)

Paste all your source material into a fresh Claude conversation and use this prompt:

> *Analyse the following pieces of content I have written. [Paste all your source material here.]*
>
> *Produce a detailed voice profile covering:*
>
> *Sentence structure patterns: the balance between shorter and longer sentences and how they tend to be sequenced.*
> *Vocabulary choices: level of formality, degree of technical language, and any words or phrases that appear consistently.*
> *Tone characteristics: where does the voice sit on the spectrum from casual to authoritative?*
> *Opening patterns: how do I tend to start pieces?*
> *Closing patterns: how do I tend to end?*
> *Use of examples, stories, or data.*
> *Words or phrases I appear to avoid.*
>
> *Also note anything specific to this writing that distinguishes it from generic professional content in the B2B lead generation space.*

Step 3: Formalise Your Voice Guidelines (5 minutes)

Take the voice profile Claude just produced and run this follow-up prompt immediately:

> *Based on the voice profile you just produced, write a set of voice guidelines I can use to brief you at the start of any future writing session.*
>
> *Format it as a practical reference document covering: tone, sentence structure, vocabulary, openings, closings, patterns to replicate, and patterns to avoid.*
>
> *Write it in the second person, as if you are briefing a new writer on how to sound like me.*

Step 4: Test It (5 minutes)

Now test the voice guidelines by asking Claude to write something short with them applied:

> *Here are my voice guidelines: [paste the voice document Claude just created].*
>
> *Write a 100-word LinkedIn post about why agency owners should stop competing on price. Use these guidelines to match my voice exactly.*

Read the output out loud. If it sounds like something you would actually say between calls, the voice is calibrated. If something feels off, tell Claude specifically what needs adjusting and run it again.

Save that voice guidelines document somewhere you can find it. You will paste it at the start of every content session from here on out.

Section 3: The Audience Research System

You know your clients. You talk to them every day. But there is a difference between knowing your audience and knowing the exact language they use when they describe their problems privately.

That language is what separates content that gets scrolled past from content that makes someone stop and think “this person is inside my head.”

The Pain Point Mining Prompt

Use this in a fresh Claude conversation to build a deep picture of the prospects you want your content to attract.

> *You are a market research specialist with ten years of experience analysing B2B service buyers. My target audience is [describe your ideal client: their industry, company size, role, current situation, and what they are trying to achieve].*
>
> *Produce a detailed analysis covering:*
>
> *The ten most significant problems this audience faces when it comes to [your service area, e.g. lead generation, outbound sales, LinkedIn presence].*
> *The specific language they use to describe those problems, including informal phrases they would use with a colleague.*
> *The solutions they are currently trying.*
> *What is not working about those solutions.*
> *The emotional experience of being stuck in this situation: what does it cost them in time, revenue, confidence, and energy?*
>
> *Be specific throughout. Focus on what is true for this particular audience, not business owners in general.*

The Language Library Prompt

Run this immediately after the pain point analysis, in the same conversation:

> *Based on your analysis, create a language library for this audience. Group it into three categories:*
>
> *1. Pain vocabulary: the specific words and phrases they reach for when describing what is not working.*
> *2. Aspirational language: how they describe success and the outcomes they want.*

> *3. Expertise framing: how they position themselves and what they want to be known for.*
>
> *Keep the library as specific as possible. Use phrases that would only apply to this audience and not to a generic business audience.*

Keep this output accessible. It becomes the reference point for every piece of content you produce. When you write a hook that uses the exact phrase your prospect would use to describe their Monday morning, that is when content stops being background noise and starts generating inbound conversations.

The Proxy Client Prompt

This prompt turns Claude into a proxy version of your ideal client. Use it to pressure-test content ideas before committing time to writing them out.

> *Act as my ideal client. Here is who they are: [paste your audience description and a few representative pain points from your language library].*
>
> *I am going to share content ideas with you and your job is to respond as this person genuinely would. Cover:*
>
> *Whether the idea would catch their attention and why.*
> *What questions it would raise for them.*
> *What would make them want to share it with a peer.*
> *What feels missing or generic.*
>
> *Be honest. If an idea is unlikely to land, say so and explain why.*

Section 4: The Briefing Framework

Most people prompt AI by describing the output they want. This framework goes further by giving Claude the full context it needs to make good decisions about tone, angle, and emphasis. The difference in output quality is immediately noticeable.

We use a five-part briefing structure adapted specifically for agency owners. Each letter covers one dimension of context that Claude needs.

S — Situation

The context Claude needs to produce something relevant. Who you are, what your agency does, what stage you are at, what your audience currently knows about you, and where this piece of content sits within your broader strategy.

O — Objective

What the content needs to achieve. Attract new followers who match your ideal client profile. Build credibility around a specific area of expertise. Generate direct enquiries. Nurture people who already follow you but have not reached out yet.

L — Limitations

The constraints Claude needs to respect. Word count. Formatting requirements. Topics to avoid. Tone boundaries. Specific phrases or patterns you want excluded.

V — Vision

The picture of success. What the content should feel like to read. The response you want from your audience. How this piece contributes to the positioning you are building over time.

E — Execution

The specific instruction for how Claude should approach the task. The format, the structure, the length, the opening strategy, and any particular elements you want included.

Worked Example for an Agency Owner

> *Situation: I run a B2B lead generation agency working with SaaS companies in the 10 to 50 employee range. My LinkedIn audience is around 2,000 followers, mostly founders and heads of sales in my target market. I post twice a week and I am building credibility around LinkedIn outreach specifically.*

> *Objective: This post should establish my authority on LinkedIn outreach strategy and attract engagement from SaaS founders who are currently relying on cold email alone.*
>
> *Limitations: No bullet points. No rhetorical questions. Keep the tone conversational and direct, as if talking to a peer at a conference. Between 150 and 200 words. Do not use the words 'unlock', 'leverage', or 'game-changer'.*
>
> *Vision: The post should feel like something a respected peer would DM to a founder friend. The ideal response is someone tagging a colleague and saying 'this is what I was telling you.'*
>
> *Execution: Write a single LinkedIn post. Open with a specific observation grounded in client experience. Build to a single clear point. Close with a line that invites reflection without asking a direct question.*

When you use this framework consistently, you stop getting generic output and start getting content that fits your agency's brand, your specific audience, and your objectives without extensive reworking afterwards.

Section 5: The 6-Step Prompt Engineering Method

Think of this as a structured way to brief Claude the same way you would brief a senior copywriter. You are not just telling it what you want. You are giving it everything it would need to produce it well.

Step 1: Persona

Direct Claude to adopt a specific role. The role you assign shapes how Claude interprets your brief and what expertise it draws on.

Step 2: Task

A clear statement of what you need. Be specific about the format, the topic, and the platform. Vague tasks produce vague output.

Step 3: Structure

The structural requirements of the output. The more precisely you describe the structure, the less Claude has to guess.

Step 4: Context and Constraints

This is where you include your voice guidelines, topics or phrases to avoid, tone requirements, and audience context. Paste your voice document here every time.

Step 5: Goal

The ultimate objective. What you want the reader to feel, believe, or do after reading this content.

Step 6: Output Format

The specific presentation format. Paragraph structure, character limits, whether to use line breaks, and so on.

Copy-Paste Template

> *Step 1: Act as [specific expert role, e.g. a B2B content strategist who has built personal brands for 50+ agency founders].*
>
> *Step 2: Help me [specific task, e.g. write a LinkedIn post about why cold*

> *email reply rates are declining and what agency owners should do instead].*
>
> *Step 3: Include [structural requirements, e.g. an opening observation from real experience, two supporting points, and a closing that invites conversation].*
>
> *Step 4: Follow these context and limitations: [paste your voice guidelines]. Additional constraints: [e.g. no jargon, no bullet points, stay under 200 words, do not use the phrase ‘at the end of the day’].*
>
> *Step 5: The goal is to [state the objective, e.g. position me as someone who understands the shift from email to LinkedIn outreach before most agencies have caught on].*
>
> *Step 6: Format the output as [describe format, e.g. a single text post with short paragraphs, each on its own line, no emojis, no hashtags].*

When you use this template consistently, your prompts become proper briefs. The output Claude returns from a proper brief is in a completely different category from what you get when you type “write me a LinkedIn post about lead gen.”

Section 6: Content Pillar Architecture for Agencies

If idea generation is the tactical layer of your content system, content pillars are the strategic layer. They determine what your audience comes to associate with your name over time, and they shape every content decision you make without you having to think about it each time.

Most agency owners pick three or four broad topics and assume that posting across those topics will build authority. What actually happens is you build familiarity without depth. Your audience vaguely recognises your name but cannot tell anyone what you specifically stand for.

Content pillars work when each one is anchored to a specific belief, a recurring observation, or a genuine area of hard-won expertise. The pillar is not "lead generation." It is your particular view on why most outreach fails and the specific approach that fixes it.

The Pillar Development Prompt

> *Act as a positioning strategist. Here is my professional background: [describe your career, what you have built, the results your agency has achieved, and the types of clients you have worked with].*
>
> *Here is my target audience: [describe them].*
>
> *Here are the topics I currently post about or want to post about: [list them].*
>
> *Help me develop 3 to 5 content pillars that meet all of the following criteria:*
>
> *Each pillar must be anchored to a specific belief or perspective rather than a broad topic area.*
> *Each pillar must be distinct enough that content from one could not sit within another.*
> *Each pillar must be directly relevant to the business outcomes my audience cares about.*
>
> *For each pillar, write a one-paragraph positioning statement that makes the perspective clear.*

Example Pillars for a Lead Gen Agency Owner

Pillar 1: "Outreach that sounds like outreach gets ignored." Your view that personalisation is not about inserting a first name into a template. It is about understanding the prospect's actual situation before you write a single word.

Pillar 2: "LinkedIn is the last channel where B2B conversations actually happen." Your case for why LinkedIn outreach is outperforming email for service-based businesses, supported by what you have seen across your client accounts.

Pillar 3: "You do not need a bigger team. You need a better system." Your belief that agencies plateau not because they lack talent but because they lack repeatable processes.

Pillar 4: "The best agencies sell results, not activities." Your perspective on pricing and positioning: agencies that charge for meetings booked rather than messages sent build more durable client relationships.

Building Out Your Pillars

Once your pillars are defined, use this prompt to generate ideas within each one:

> *For this content pillar: [paste the pillar and its positioning statement].*
>
> *Generate 15 specific content ideas. Distribute them across educational posts, personal experience posts, contrarian posts, and client result posts.*
>
> *For each idea, write one sentence describing the specific argument or observation the post would make.*
>
> *Prioritise ideas where the angle is specific enough that only someone running an agency with direct client experience could write it convincingly.*

That last constraint matters. Content that only you could write is content that builds authority. Content that any agency owner could write adds to the noise.

Section 7: The Content Idea Generation System

The briefing framework tells Claude how to execute. This section gives you the system for generating the briefs themselves, so you always have more ideas than you can use and never sit down to a content session thinking “what do I even post about.”

The Content Matrix

This works by combining four variables: content category, audience stage, format, and angle.

Five categories: educational, inspirational, contrarian, process-oriented, and social proof.

Three audience stages: awareness (never heard of you), consideration (following you, not yet a lead), and decision (ready to buy if you give them a reason).

Four formats: text posts, carousels, single-image posts, and document shares.

Three angles: personal experience, industry observation, and client results.

Five categories, three stages, four formats, and three angles produce a matrix of 180 distinct content positions. You will not use every combination, but having the full matrix means you can always find a fresh angle without repeating yourself.

The Batch Idea Generation Prompt

> *You are a senior content strategist working with the founder of a B2B lead generation agency. Here is their target audience: [paste your audience description].*
>
> *Here is their current positioning: [describe your expertise and what you want to be known for].*
>
> *Here are the content pillars they are working within this month: [paste your pillar statements].*
>
> *Generate 30 content ideas distributed across educational, contrarian, process, and social proof categories. For each idea, state: the category, the audience stage it targets, the suggested format, and a one-line description of the specific angle.*
>
> *Prioritise ideas specific enough to be written from genuine agency experience. Avoid anything a freelancer with a blog could write.*

The Brief Expansion Prompt

When an idea catches your eye, expand it into a full brief:

> *Take this content idea: [paste the idea].*
>
> *Expand it into a full brief using the S-O-L-V-E structure. My situation is [your situation]. My usual audience is [your audience]. My content voice is [paste voice guidelines].*
>
> *Use the objective, limitations, vision, and execution sections to build a complete brief I can use to generate the actual post.*

Section 8: The Complete Prompt Library by Post Type

These are copy-paste prompt frameworks organised by content type. Replace the bracketed sections with your specific details. Always paste your voice guidelines at the end of each prompt.

Educational Post

> *I want to teach [specific target audience, e.g. SaaS founders with no outbound process] how to [achieve a specific outcome, e.g. get their first 10 qualified leads from LinkedIn this month].*
>
> *My perspective on this topic comes from [describe the relevant experience: number of clients, campaigns run, results achieved].*
>
> *Write a LinkedIn post that opens with a specific observation from my agency experience rather than a general statement about the topic. Build through two or three concrete steps or principles. Include a brief example that makes the advice tangible. Close with a line that invites the reader to take one immediate action.*
>
> *Keep the total length between 150 and 200 words. Here are my voice guidelines: [paste them].*

Client Result / Case Study Post

> *Here is a client result I want to share: their starting situation was [describe it], the specific problem they needed solved was [describe it], the approach we took was [describe it], and the outcome was [describe it with specific numbers: reply rates, meetings booked, pipeline generated, time saved].*
>
> *Write a LinkedIn post structured as a concise case study. Open with the result rather than the context. Include one specific insight from the process that other agency owners or founders could apply. Close with a line that connects this result to what is possible for people in a similar starting position.*
>
> *Here are my voice guidelines: [paste them].*

Contrarian Post

> *I want to challenge this widely held belief in my industry: [state the belief, e.g. 'personalisation at scale is impossible' or 'cold outreach is dead'].*

> *My actual view is [explain your perspective and what you have observed across your client accounts that contradicts the conventional position].*
>
> *Write a LinkedIn post that states the challenge directly in the opening without being inflammatory. Build a specific case using evidence from my direct experience. Acknowledge where the conventional belief comes from without dismissing it entirely. Close with a clear statement of what works instead.*
>
> *Here are my voice guidelines: [paste them].*

Personal Story Post

> *I want to share a story about [describe the situation: a mistake with a client, a turning point in your agency, a lesson you learned the hard way].*
>
> *The reason this is relevant to my audience is [explain the connection to their current situation].*
>
> *Write a LinkedIn post that opens with the moment of tension or decision rather than the backstory. Build the context in as the story develops. Arrive at the specific observation or lesson. Close with a single line that connects that lesson to something my audience is facing right now.*
>
> *Keep it under 200 words. Here are my voice guidelines: [paste them].*

Lead Generation Post

> *I want to generate direct enquiries from [describe the specific situation your best clients are in when they first reach out, e.g. SaaS founders doing 500K ARR who know they need outbound but do not have the team or process to run it].*
>
> *Write a LinkedIn post that opens by describing that situation in enough detail that someone living it feels specifically recognised. Build through two or three observations that demonstrate deep familiarity with the problem. Offer a perspective on what most people in that situation are missing. Close with a natural invitation to start a conversation.*
>
> *Here are my voice guidelines: [paste them].*

Framework Introduction Post

> *I want to introduce my [framework name] to my LinkedIn audience for the first time. Here is how the framework works: [describe each component].*
>
> *Here is the result someone can expect from applying it: [describe the outcome].*
>
> *Write a LinkedIn post that positions this as something developed from direct client work rather than theory. Break down the framework clearly enough to be immediately useful. Include one specific example of how applying it produced a result. End with an offer to share more detail with anyone who wants it.*
>
> *Keep it between 200 and 250 words. Here are my voice guidelines: [paste them].*

Process / Behind-the-Scenes Post

> *I want to share the exact process my agency uses for [specific process, e.g. onboarding a new client's LinkedIn outreach in under 48 hours, or building a prospect list that actually converts].*
>
> *Walk through the process in a way that is specific enough to be useful but still leaves room for the reader to see the value in working with an expert. Open with why this process matters and what it replaces. Describe each step with enough detail that someone could attempt it themselves. Close with an observation about what separates doing this well from doing it badly.*
>
> *Here are my voice guidelines: [paste them].*

Section 9: Turning One Client Win into 5 Pieces of Content

This is probably the highest-leverage section in the entire system. Agency owners are sitting on a content goldmine and most of them are not using it at all.

Every client result contains multiple pieces of content. The trick is knowing how to extract them without repeating yourself.

The 5-Piece Extraction Method

Take any single client win. Here is how to pull five distinct posts from it:

Piece 1 — The Result Post: Lead with the outcome. "We booked 34 qualified calls for a SaaS client in 60 days. Here is what we did differently." This is your social proof post.

Piece 2 — The Process Post: Walk through the method behind the result. What was the targeting strategy? What did the messaging sequence look like? What did the follow-up cadence look like? This is your educational post.

Piece 3 — The Mistake Post: What did you try first that did not work? What did you change and why? This is your personal experience post and it often outperforms the result post because vulnerability builds trust faster than success stories.

Piece 4 — The Contrarian Post: What conventional wisdom did this result disprove? Maybe everyone says you need 1,000 prospects in a campaign and you got better results from 200 highly targeted ones. This is your opinion post.

Piece 5 — The Template Post: Share one specific element from the campaign as a template. The exact message sequence, the targeting criteria, the follow-up schedule. Give it away. The people who can execute it themselves were never going to hire you anyway. The people who see the quality will.

The Extraction Prompt

> *Here is a client result from my agency: [describe the client's starting situation, the problem, your approach, and the outcome with specific numbers].*
>
> *Extract five distinct content pieces from this single result:*
>
> *1. A result post that leads with the outcome.*
> *2. A process post that walks through the method.*
> *3. A mistake post about what you tried first that did not work.*
> *4. A contrarian post about what conventional wisdom this result disproved.*

> *5. A template post that shares one specific element as a giveaway.*
>
> *For each post, write the full draft. Here are my voice guidelines: [paste them].*

If you land two new clients a month, that is ten pieces of content from real results alone. Add your pillar-based ideas on top and you have more material than you can post.

Section 10: Building Original Frameworks from Your Expertise

Content that builds real authority over time is not just well-written. It is built around frameworks and methodologies that your audience comes to associate with your name specifically.

Most agency owners have more intellectual property than they realise. You have processes you have developed over years that you run without thinking about them. You have observations you have made repeatedly across dozens of client accounts. You have perspectives on how outreach should work that differ from the generic advice flooding LinkedIn every day.

The challenge is usually surfacing and articulating it, not creating it from scratch.

The IP Discovery Prompt

> *Based on my professional background and experience: [describe your career, the agency you have built, the problems you solve, the clients you have worked with, and the results you have achieved].*
>
> *And my target audience: [describe them].*
>
> *Identify five potential areas where I could develop a proprietary framework or methodology. For each area, describe:*
>
> *What makes my perspective on it potentially distinctive.*
> *What gap exists in the existing content on this topic.*
> *What a framework in this area might look like.*
> *How it could be positioned within my content strategy to build authority over time.*

The Framework Development Prompt

> *Here is the area I want to develop a framework around: [describe it].*
>
> *Here is what I know about it from direct experience: [share your thinking, observations, and key principles as you would explain them to a peer].*
>
> *Help me structure this into a clear, memorable framework. It should have a logical flow where each stage builds on the previous one. It should be simple enough to explain in a single LinkedIn post but deep enough to support multiple posts expanding on individual components.*
>
> *Present two or three possible structures and explain the logic behind each.*

What a Single Framework Gives You

A five-component framework generates at minimum: an overview post, a deep-dive post for each component, a post on the most common mistake people make at each stage, a post sharing a client result from applying it, and a template post. That is over 20 pieces of content from a single framework.

Worked Example

A lead gen agency owner develops a framework for LinkedIn outreach campaigns:

T is for Targeting: defining your ICP with enough specificity that your prospect list is under 500 people, not 5,000.

O is for Opening: the first message that earns a reply by demonstrating you understand their situation before you pitch anything.

U is for Understanding: the conversation where you qualify the prospect and identify the actual problem they need solved.

C is for Conversion: the transition from LinkedIn conversation to a booked call, done without pressure or gimmicks.

H is for Handoff: the process of turning a booked call into a signed client, including the follow-up cadence and objection handling.

The T-O-U-C-H framework. Five letters, five stages, twenty-plus pieces of content.

Section 11: The Quality Control System

The single biggest failure mode when using AI for content is publishing output that reads like AI wrote it. This section gives you the system for catching and fixing that before it reaches your audience.

The Jargon Audit Prompt

> *Review this content and identify any phrases or patterns that are likely to feel generic or AI-generated to a reader who sees 50 LinkedIn posts a day: [paste content].*
>
> *Look specifically for:*
>
> *Overused transitions like 'furthermore,' 'moreover,' or 'in conclusion.'*
> *Abstract adjectives that gesture at significance without being specific.*
> *Sentences that claim something is important without demonstrating why.*
> *Any language that could appear in a piece on this topic by any writer in this space rather than only by someone with my specific background and client experience.*
> *Formulaic phrases like 'at the end of the day,' 'it goes without saying,' 'the bottom line is,' or any phrase that sounds like a filler.*
>
> *For each element you flag, suggest a specific revision.*

The Specificity Test

> *Assess this content against the following standard: every claim must be grounded in something specific. [Paste content.]*
>
> *For each sentence, tell me whether it passes or fails. A sentence passes if it includes a specific number, a named situation, a concrete observation, or a direct experience. It fails if it makes a general claim that could apply to anyone.*
>
> *For every sentence that fails, either suggest how to make it specific or flag it for removal.*

The Voice Alignment Prompt

> *This content covers the right ground but does not feel enough like me: [paste content].*

> *Here are my voice guidelines: [paste them].*
>
> *Here are two or three examples of content I have written that I am happy with: [paste examples].*
>
> *Revise the content so it carries the personality of those examples. Add specificity where there are general statements. Adjust the rhythm of the sentences where they feel too uniform. Bring the opening closer to how I would actually start a conversation on this topic.*

Pre-Publish Checklist

Before you publish any piece of content, ask yourself:

- Does every sentence contain something specific? A number, a situation, an observation?
- Does the opening sound like something you would actually say to a prospect on a call?
- Have you removed every word or phrase you would never use in conversation?
- Does the closing land on a clear idea rather than wrapping up what came before?
- Would you send this as a DM to a prospect you respect? If it is too polished or too stiff for that, loosen it up.

If the answer to any of those is no, spend another five minutes on the piece. Five minutes of editing separates content that builds your reputation from content that erodes it.

Section 12: Advanced Claude Techniques for Agency Owners

The Conversation Stack Method

Claude holds context across a full conversation. Use this to build up a rich working brief over multiple exchanges before asking for the actual content.

Start the conversation by introducing yourself and your agency in detail, as if briefing a new team member on their first day. Then share your voice guidelines. Then describe your content pillars. Then provide the specific brief for the post you need. Only then ask Claude to write.

By the time you make that final request, Claude has a layered understanding of who you are, what you are building, who you are writing for, and how you want to sound. The output from a session built this way is consistently stronger than the output from a single prompt, regardless of how well that single prompt is written.

The Batch Content Session

This is the workflow for producing a full month of content in a single sitting:

1. Open a fresh Claude conversation.
2. Paste your agency intro, voice guidelines, content pillars, and audience research.
3. Run the batch idea generation prompt (30 ideas).
4. Select 12 to 16 ideas (3 to 4 per week).
5. Brief each one using the S-O-L-V-E framework.
6. Generate all the posts.
7. Run each one through the quality control prompts.
8. Schedule them.

This entire process takes between 60 and 90 minutes once your voice and audience research are set up. That is a month of content from one session between client calls.

The Refinement Loop

When a first draft needs adjustment without starting over:

> *Here is the brief I gave you: [paste it].*
>
> *Here is what you produced: [paste the output].*
>
> *Here are the specific changes I want: [list them precisely, e.g. 'the opening*

> *feels too formal' or 'the closing needs to invite conversation instead of making a statement'].*
>
> *Revise the content with those changes applied. Keep everything else as close to the original as possible.*

The Pillar Alignment Check

Run this at the end of any content session to make sure everything you produced is pulling in the same strategic direction:

> *Here are the posts I just created: [paste them].*
>
> *Here are my content pillars and their positioning statements: [paste them].*
>
> *Review each post and tell me whether it reinforces my positioning, is neutral, or dilutes it. For any post you flag as neutral or problematic, suggest a specific revision that strengthens its connection to my positioning without changing the core idea.*

Section 13: Implementation Roadmap

The system you have just read through is comprehensive. The temptation is to try everything at once. That approach usually produces confusion, so follow this sequence instead.

Week 1: Build the Foundations

- Run the voice analysis (Section 2). Create and save your voice guidelines document.
- Run the audience research prompts (Section 3). Build your language library.
- Define your content pillars (Section 6). Write the positioning statements.
- Run the batch idea generation prompt (Section 7). Generate your first 30 ideas.

Week 2: Produce Your First Batch

- Select 8 to 12 ideas from your first batch that fit your pillars.
- Brief each one using the S-O-L-V-E framework (Section 4).
- Produce your first two weeks of content using the prompt library (Section 8).
- Run every post through the quality control system (Section 11) before publishing.

Week 3: Refine and Expand

- Review what you published in week 2. Note what resonated and what did not.
- Adjust your voice guidelines or pillar statements based on what you observed.
- Run your first full batch content session using the conversation stack method (Section 12).
- Extract content from your two best recent client results (Section 9).

Week 4 and Beyond

- Develop your first proprietary framework using the IP development prompts (Section 10).
- Build a library of the prompt variations that work best for your specific content style.
- Update your language library monthly as you hear new phrases from prospects and clients.
- Track which content types generate the most inbound conversations, not just likes.

The most important thing about this roadmap is the sequence. Agency owners who try to develop frameworks and build prompt libraries before they have a working voice profile and a clear picture of their audience consistently produce weaker output than those who build in order.

Section 14: What Comes Next

You now have a complete content system built on Claude, specifically adapted for agency owners.

The agency owners who generate the most from their LinkedIn presence share a few characteristics. They post consistently over months rather than intensely for two weeks. They are specific in their content rather than trying to cover everything. And they treat their LinkedIn as a client acquisition channel that they measure in conversations and pipeline, not follower counts.

This system gives you the content infrastructure. What it pairs well with is a client acquisition system that turns the attention your content generates into booked calls and signed clients.

That is what SalesRobot is built for.

SalesRobot automates your LinkedIn outreach at scale — managing multiple client accounts from a single dashboard, running personalised sequences, and handling follow-ups automatically. The content system you just built creates inbound attention. SalesRobot turns that attention (and outbound prospecting) into pipeline.

If you are ready to pair your new content system with automated outreach, start a free trial at **salesrobot.co**.

This resource was created by the content team at SalesRobot. We work with agency owners every day and built this system from what we have seen actually work. If you have questions, feedback, or results to share, reach out — we read everything.