

Claude Code for LinkedIn

Turn one idea, call, or customer proof into a 7-day content system: posts, visual briefs, lead magnets, DMs, and a feedback loop.

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Keyword

CONTENT

Best for

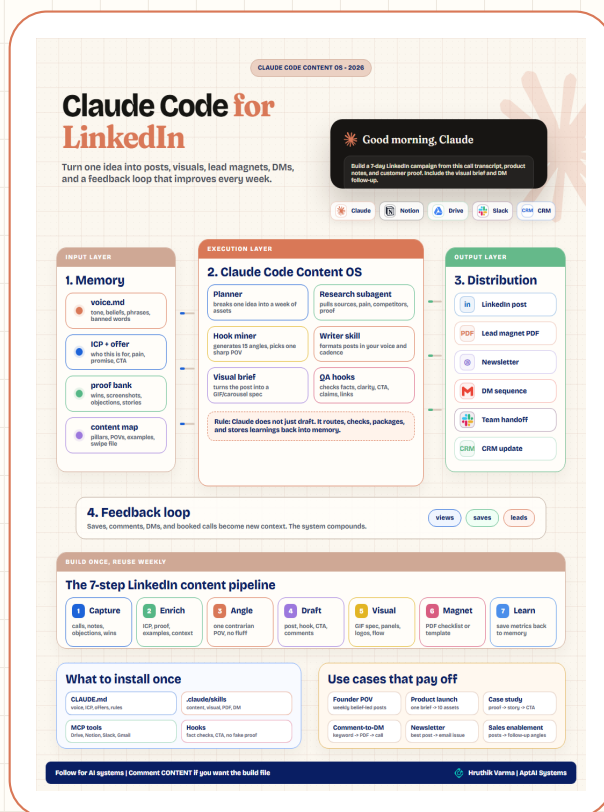
founders, creators, agencies, GTM teams

Output

7 days of posts + visual + PDF + DM

Setup

one folder, four context files, three skills

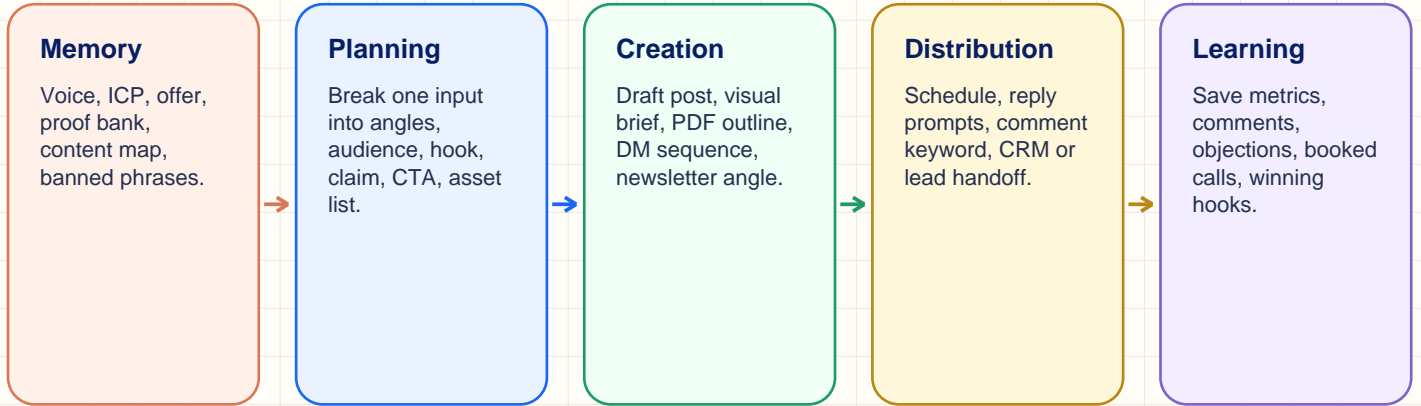


The real unlock: stop asking Claude for a post. Build a content operating system that remembers your market, voice, proof, and winners.

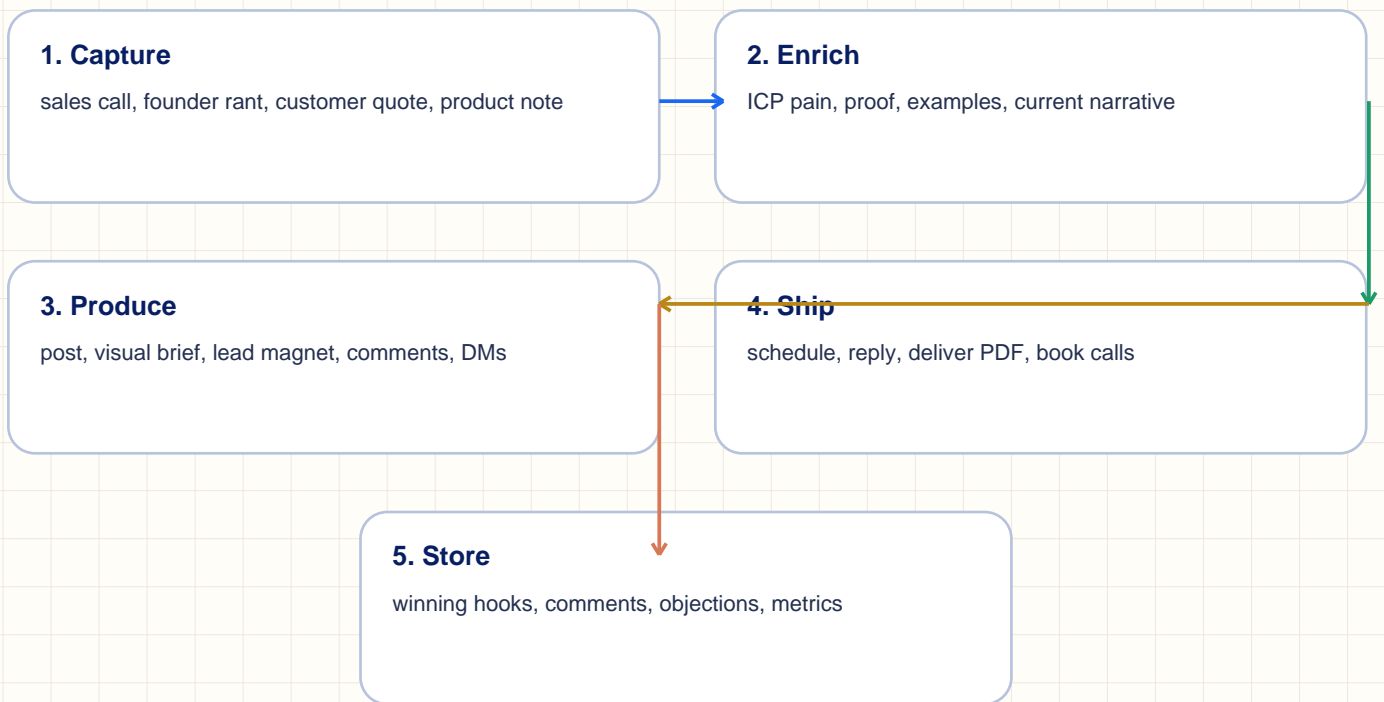


The 5-layer Content OS

What Claude Code should actually orchestrate.



The weekly loop



Design rule: every output should either publish, sell, or improve memory. If it does none of those, it is content theater.



Install the folder once

A tiny project structure beats a giant prompt.

FOLDER TREE

```
linkedin-content-os/  
  CLAUDE.md  
  context/  
    voice.md  
    icp-offer.md  
    proof-bank.md  
    content-pillars.md  
    banned-phrases.md  
  skills/  
    linkedin-campaign/Skill.md  
    visual-brief/Skill.md  
    lead-magnet/Skill.md  
    dm-followup/Skill.md  
  templates/  
    post.md  
    gif-brief.md  
    pdf-outline.md  
    dm-sequence.md  
  memory/  
    winning-hooks.md  
    objections.md  
    metrics-log.csv
```

CLAUDE.md

The constitution. Tell Claude your voice, ICP, offers, boundaries, content quality bar, and how to use each skill.

Skills

Small repeatable workflows. Each skill owns one job: campaign, visual, lead magnet, DM, QA.

Memory

The compounding layer. Store high-performing hooks, audience objections, proof, and lessons after each post.

Templates

Strict output formats so Claude returns useful assets instead of vague drafts.

File	What to store	Why it matters
voice.md	tone, beliefs, examples, banned phrases	prevents generic AI writing
proof-bank.md	screenshots, wins, customer quotes	makes claims credible
content-pillars.md	3-5 recurring POVs	keeps authority focused
winning-hooks.md	posts that earned saves/comments	builds a feedback flywheel



The master campaign prompt

Use this after the folder is installed.

MASTER PROMPT

You are operating inside my LinkedIn Content OS.

Read these before writing:

- context/voice.md
- context/icp-offer.md
- context/proof-bank.md
- context/content-pillars.md
- memory/winning-hooks.md

Task:

Turn the source material below into a 7-day LinkedIn campaign.

Source material:

[paste call transcript, founder note, product notes, customer proof]

Output exactly:

1. 10 hook options ranked by save/comment potential
2. 7 LinkedIn posts, each with hook, body, CTA, and first comment
3. 1 dense visual/GIF brief with layout, logos, labels, and motion paths
4. 1 lead magnet PDF outline tied to a comment keyword
5. 1 DM delivery sequence
6. 1 QA checklist for claims, clarity, proof, and tone

Rules:

- Write in my voice, not generic AI voice.
- Use specific examples, not abstract advice.
- No fake numbers, fake case studies, or unsupported claims.
- Make every post useful even if the reader never books a call.
- Ask questions before executing if context is missing.

Use when

You have one source asset and want a full week of content.

Do not use when

You have no proof, no POV, and no audience clarity yet.

Best input

A real call transcript, Loom, customer story, or product teardown.



7-day LinkedIn campaign engine

One idea should become a system, not one lonely post.

Day	Post angle	Asset	Goal
1	The contrarian belief	text post	trigger comments from the right audience
2	Step-by-step teardown	dense GIF/infographic	earn saves and reposts
3	Mistakes list	checklist post	surface pain and objections
4	Before/after workflow	diagram	show the transformation
5	Case study or proof	story post	build trust without bragging
6	Lead magnet post	PDF + keyword	start qualified DM conversations
7	Lessons learned	reflection post	feed memory for next week

The asset factory



A good content system does not just publish. It creates assets that make the next post easier, sharper, and more proven.



Comment-to-DM without sounding spammy

Give value first, then qualify naturally.

Keyword

Use CONTENT. It matches the post and tells people exactly what they get: the build file.

PDF promise

A working setup, prompt pack, folder tree, QA checklist, and DM sequence.

Soft CTA

After delivery, ask what they are trying to build. Do not pitch before context.

FIRST DM SEQUENCE

DM 1 - delivery:

Hey [Name] - appreciate you commenting CONTENT.
Here is the Claude Code for LinkedIn Content OS PDF:
[DRIVE LINK]

The fastest way to use it:

1. Copy the folder structure.
2. Fill voice.md, icp-offer.md, and proof-bank.md.
3. Run the master campaign prompt on one real call/transcript.

Curious - are you trying to build this for your own content, or for client/company content?

DM 2 - if they reply:

Nice. If you want, send me the topic or offer and I can suggest the first 3 content pillars I would put into the system.

DM 3 - 24-48h later if no reply:

Bumping this in case LinkedIn buried it. The key page is the master prompt - that is the part that turns one note into a full content week. Hope it helps.

DM 4 - soft call CTA:

If you want us to build the actual AI content workflow for your team, happy to map it out on a quick call. No pressure either way.



Before you post, run this checklist

This is what keeps viral content from becoming low-trust content.

Hook

- Does it create curiosity in 1 line?
- Is the pain specific?
- Would your ICP stop scrolling?

Value

- Can a reader use one idea immediately?
- Is there a real workflow or template?
- Does it avoid vague AI hype?

Proof

- Are claims supported?
- Are examples concrete?
- No fake stats or fake logos?

Visual

- Is the diagram readable at phone size?
- Do paths avoid text and logos?
- Is the CTA/watermark clean?

Conversion

- Keyword is clear.
- PDF matches the promise.
- DM starts with value, not a pitch.

Memory

- Save winning hooks.
- Log objections/comments.
- Update proof bank weekly.

If a post gets saves but no comments, sharpen the opinion. If it gets comments but no leads, sharpen the offer and lead magnet. If it gets neither, rebuild the hook.



Paste these into your system

Three small templates that remove repeat prompting.

VOICE

```
# voice.md
I write for: [audience]
My tone: direct, useful, specific, no hype
Beliefs:
- [belief 1]
- [belief 2]
Banned:
- vague AI hype
- fake certainty
- generic productivity advice
```

VISUAL BRIEF

```
# visual-brief.md
Canvas: 1080x1350
Goal: high save rate, readable on mobile
Include:
- title with clear stakes
- dense diagram or table
- logos only where relevant
- motion dots only on clean paths
- watermark: Hruthik Varma | AptAI Systems
```

METRICS

```
# metrics-log.csv
date,topic,hook,format,keyword,views,saves,clicks
2026-05-24,content os,Claude Code for linked
```

Build once. Reuse weekly. Improve every post.

Use this PDF as the starter pack. Replace the placeholders with your real voice, market, proof, and examples. Then run the master prompt on a real source asset.