EPISODE 13 · BLUEPRINT

The Outreach Brief Pack

The three briefs to write once before you hand outreach to an agent, from **Taylor Logue**'s LinkedIn workflow · The AI Social Playbook

> **What this is, and what it isn't.** Taylor runs this workflow inside Grok Bot, a computer-use agent that drives her screen, with Claude holding her voice and ideal-client definitions. The daily automation request in System Prompt 1 is reproduced from what she said on the recording. The two Skill templates are reconstructions: she described what her Skills contain but did not read them out, so the wording here is built from her description rather than copied from her files. Anything the episode did not specify is marked rather than guessed.

01 Technical Stack

TOOL	ROLE IN THE WORKFLOW	NOTES
Grok Bot	Computer-use agent. Runs the scheduled daily automation, sources the prospects, drafts the connection note, and outputs the CSV.	Taylor cites $30 a month for the plan she runs, and notes it uses little cloud storage so there is no overage. She names Muse as the other computer-use agent she knows of.
Claude	Holds the Skills that define brand voice and ideal client, so the messaging has something to be written against.	claude.ai. Two Skills in her own business: one for voice and positioning, one for ideal client and services.
Google Sheets	Receives the daily CSV. This is the working surface where the list gets reviewed before anything sends.	sheets.google.com. Six columns, listed in stage 4 below.
LinkedIn	Delivery. Connection requests are sent by hand from the profile URLs in the CSV.	Deliberately manual. See Configuration, and check 3.
A contact database	Not used. Apollo sat under the earlier Claude and n8n build and came out of this one.	Listed here because its absence is the point. Taylor: "with this, you don't even have to have an Apollo,

ZoomInfo, or whatever database you wanna use."

02 Configuration

Write all three briefs before you schedule a single run.

Voice brief

Who you are as a business owner, how you want to be portrayed, and what you represent. In Taylor's setup this lives as a Claude Skill so it is loaded automatically rather than pasted each time. If your tool has no Skills equivalent, keep it as one document you attach at the start of every session.

Ideal-client brief

Who you want to reach, who you already work with, and what services you offer. For client campaigns Taylor keeps the same information in a sheet instead: ideal target audience, ideal content creator, and five named personas to match against.

Daily cap and send method DECISION TO MAKE

Taylor asks the agent for 30 messages a day in her own business and runs 20 a day on a client campaign, and she has it stop at a CSV rather than send. The agent will send on its own if asked. She does not use that, in her words, to avoid risking her LinkedIn account or a client's. Decide your number and your send method before the first scheduled run, not after.

Schedule ADDED STEP

Set the automation to run early, back to back with your other scheduled runs, so the list is sitting in Sheets before your working day starts. This is how Taylor arranges hers, and it is what turns the workflow into a ten-minute morning task rather than something you have to remember to trigger.

03 Flowchart Map

1. **Write the voice brief** SYSTEM PROMPT 2
   IN How you describe your own business → OUT A reusable voice definition the agent writes against
2. **Write the ideal-client brief** SYSTEM PROMPT 3
   IN Your current clients and the ones you want → OUT Qualifying criteria and personas the agent matches against
3. **Schedule the daily sourcing run** SYSTEM PROMPT 1
   IN Both briefs plus your daily cap → OUT A recurring morning automation inside the agent
4. **Receive the CSV and open it in Sheets**
   IN The agent's overnight run → OUT Name, title, company, niche signal, suggested note, profile URL
5. **Review the batch against the three checks**

IN The day's rows → OUT Approved rows, edited notes, and anything you strike out

6 **Send by hand from the profile URLs**

IN Approved rows → OUT Connection requests sent at your chosen daily cap

7 **Ask the agent who responded**

IN The sent batch → OUT Replies, form fills and list sign-ups attributed back to the outreach

04 System Prompts

Copy each panel whole. Replace every highlighted variable before running.

SYSTEM PROMPT 1

Daily Sourcing Automation

COPY WHOLE

```
Create a scheduled automation that runs every weekday morning.

Each run, find [DAILY CAP] people on LinkedIn who match the
ideal-client brief I have given you, and write each of them an
initial connection note.

Use my voice brief for how the note should sound.
Use my ideal-client brief for who qualifies.

Put the results in a CSV with these columns, in this order:
1. Name
2. Title
3. Company
4. Niche signal - the specific reason you are recommending
   this person, in one sentence
5. Suggested connection note
6. LinkedIn profile URL

Before writing each note, read that person's profile and open
with something real and recent from it: a post they published,
an announcement, or a change at the business. Do not open with
a generic line about a shared industry.

Do not send anything. I will send manually from the CSV.
```

Taylor's own wording on the recording was: "Hey, can you create an automation where you are sending out 30 messages basically on a daily basis in the morning, and, can you put them in a CSV so that I can do it manually?" The panel above

keeps that request and adds the column set and the personalization instruction she described separately, so one prompt carries the whole brief.

SYSTEM PROMPT 2

Voice Brief (reconstructed)

COPY WHOLE

```
This is my voice brief. Load it before writing anything in my name.

Business: [YOUR BUSINESS NAME]
What I do: [ONE SENTENCE ON WHAT YOU ACTUALLY DELIVER]
How I want to come across: [THREE OR FOUR ADJECTIVES]
What I stand for: [THE POSITION YOU TAKE THAT OTHERS DO NOT]
Phrases I use: [WORDS AND PHRASES THAT SOUND LIKE YOU]
Phrases I never use: [JARGON AND CLICHES TO AVOID]

Rules for any message written in my voice:
1. Short sentences. No corporate abstraction.
2. Never claim a result I have not given you.
3. Never open with flattery or a compliment about their
   content in general terms.
4. One ask at most, and only when it fits.
```

SYSTEM PROMPT 3

Ideal-Client Brief (reconstructed)

COPY WHOLE

```
This is my ideal-client brief. Use it to decide who qualifies.

Who I currently work with: [THREE REAL CLIENT TYPES]
Services I offer them: [YOUR SERVICE LIST]
Who I want more of: [THE SEGMENT YOU ARE TARGETING NOW]
Company size and stage: [HEADCOUNT, REVENUE OR FUNDING STAGE]
Titles worth reaching: [THE ROLES THAT CAN SAY YES]
Signals that someone qualifies: [HIRING, LAUNCHING, FUNDING, POSTING ABOUT X]
Who to exclude: [INDUSTRIES, SIZES OR ROLES TO SKIP]

Personas to match against:
[PERSONA 1 - NAME, ROLE, WHAT THEY ARE TRYING TO FIX]
[PERSONA 2]
[PERSONA 3]
[PERSONA 4]
[PERSONA 5]

If a person matches no persona, do not include them and do not
substitute someone adjacent to fill the daily count.
```

05 Variable Callouts

VARIABLE	WHAT IT IS	WORKED EXAMPLE
[DAILY CAP]	How many connection requests the run should produce each day	

		20, the number Taylor runs on a client campaign; she asks for 30 in her own business
`[YOUR BUSINESS NAME]`	The business the messages come from	Northbound Studio
`[ONE SENTENCE ON WHAT YOU ACTUALLY DELIVER]`	Plain description of the work, not the positioning line	We run organic social and outbound for founder-led B2B services firms
`[THREE OR FOUR ADJECTIVES]`	How the writing should land on a stranger	Direct, warm, specific, never salesy
`[THE POSITION YOU TAKE THAT OTHERS DO NOT]`	The thing you argue that your competitors do not	Content without outreach is a brand exercise, not a pipeline
`[THE SEGMENT YOU ARE TARGETING NOW]`	The slice you want more of this quarter	Consultancies of five to twenty people that have just hired their first marketer
`[HIRING, LAUNCHING, FUNDING, POSTING ABOUT X]`	The observable events that make someone worth reaching this week	Posted about a new service line, or announced a first marketing hire
`[PERSONA 1 - NAME, ROLE, WHAT THEY ARE TRYING TO FIX]`	One named persona with the problem that brings them to you	Dana, founder of a 12-person agency, posts weekly and still has no inbound pipeline

06 Human Quality Control

Three checks on the day's CSV before you send. Each catches a failure this workflow actually produces.

Check 1. Read the niche signal column before the message column. If the stated reason for recommending this person does not match your ideal-client brief, strike the row rather than fixing the note.

CATCHES The agent filling the daily count with adjacent people when the exact match runs thin. Taylor's brief tells it not to substitute, and this is the column where you find out whether it listened.

Check 2. Open two or three profiles from the batch and confirm the opening line refers to something that is actually on the profile and actually recent.

CATCHES Personalization that reads well and is not true. The signal Taylor looks for is a note that could only have been written after reading that profile: a launch, a funding announcement, a post from that week. A congratulation on something that did not happen is worse than no personalization at all.

Check 3. Check the day's count against your cap and against how old and how active the account is, before anything leaves. New or dormant accounts send fewer.

CATCHES Account restriction. This is the reason Taylor has the agent produce a CSV instead of sending: "I'd rather not risk my LinkedIn account or my client's to have it done automatically." The manual send is the cap enforcement.