
THE PROFESSOR-AI

Cowork Content Producer

Build a complete AI content producer that drafts your LinkedIn, X and Facebook posts in your voice. Once. Use it forever.

INSTRUCTION PACK

Professor Paul Noon
theprofessor.info/resources

CHAPTER 01

Welcome and what to expect

Thank you for downloading this pack. What you have here is the complete blueprint for the Cowork Content Producer I showed in the video, plus everything I have learned running it in production for my own business.

Three platforms, three tones, three audiences, and the same finite amount of you. Most people solve that by buying a scheduler. There is a better way: build a single Cowork project that drafts and logs content for all three platforms, in your voice, using your rules. Build it once, run it for years.

This is the same setup I use every Sunday afternoon to produce a full week of content, plus video ideas, blog drafts, and the newsletter. Two hours, done.

What this pack contains

- This branded PDF guide (you are reading it)
- A complete Cowork project folder, ready to point your Cowork at
- Seven template files: master instructions, voice guide, three platform skills, post log, and folder READMEs
- A README and Quick Start at the top of the pack for impatient readers

Who this is for

Founders, Non-Executive Directors, senior managers and consultants who post regularly on LinkedIn, X or Facebook and want their AI to write in their actual voice, not in generic AI prose. Especially useful if you are juggling multiple platforms and tired of the copy-paste-rewrite cycle.

How to use this pack

1. Read this guide once, end to end, to understand the design.
2. Unzip the pack and move the Content-Producer folder into OneDrive, Dropbox or Google Drive.
3. Open Cowork and create a new project pointing at that folder.
4. Personalise the master instructions and voice guide.
5. Test it with a real prompt.
6. Refine the rules over a week of real use.

If you want the fast route, open Quick-Start.md in the pack. Ten minutes from zip to your first draft.

CHAPTER 02

Why Claude Cowork

Quick orientation if you are new to it. Cowork is Anthropic's desktop app that lets Claude work with files on your machine. Not just chat. Actual files, in actual folders, that you can come back to next week and pick up where you left off.

Get it from claude.ai/download. There are versions for Mac and Windows. It was the biggest upgrade to my business in 2025. I use it every day, all day.

A word on pricing

Cowork is available on every Claude subscription tier. However, after a few days of heavy use on the Pro plan, I was burning through credits fast. There is a credit boost at weekends, but I quickly moved to the Max plan because the value was already there. Try the Pro plan first, see how you use it, then move up if you need to. If you find yourself using Cowork half as much as I do, the Max plan pays for itself.

What about models

Inside Cowork you can choose between Sonnet and Opus. I use Sonnet for most content work because it is fast and capable, and Opus for the heavier analytical tasks. If you are on the Pro plan, stick with Sonnet to preserve credits. The output quality difference for content drafting is marginal.

Cowork has three modes: Chat, Cowork (projects), and Code. Today we are focused on Cowork projects. Code is for developers; I may cover it in a future video.

Why projects change everything

A content producer is not a one-off prompt. It is a project. It needs a voice guide, a posting log, draft folders, scheduling rules, and a memory of what has already gone out.

Try doing that in a regular chat and you will be copy-pasting your style guide into every conversation for the rest of your life.

Projects let you:

- Give Claude a persistent folder it can read from and write to
- Set instructions that apply across every conversation in that project
- Build up a working memory of what has been done before
- Come back next week, next month, and pick up exactly where you left off

Build it once. Use it forever. That is the model.

This is not just about content

The content producer is one worked example. The same project structure works for any reusable workflow where you have rules, a voice and a record to maintain. A few projects I run myself:

- **My website project.** I built theprofessor.info from a blank sheet using Cowork. Claude acted as the developer; we set up a Sanity CMS, Vercel backend, and Next.js front-end. Now I prompt my website to make changes.
- **My prompt builder.** A tool that produces prompts for Claude, ChatGPT, image generation and video. Available on the website. I updated it recently inside Cowork.
- **Board paper production.** Same pattern, different rules.
- **Competitor monitoring.** Same pattern, different inputs.
- **Regulatory tracking.** Same pattern, different sources.

Pick the workflow you spend the most time on. Build it once. Use it forever.

CHAPTER 03

The folder structure

Before you do anything in Cowork, build the folder structure. A messy project becomes an unusable project within a fortnight. I have watched it happen. Do this step.

Where to put it

I keep mine in OneDrive so it is backed up and available on every machine I use. Dropbox, Google Drive or iCloud Drive work just as well. The point is that your project should not live only on the laptop you are sitting at.

The folders

```
Content-Producer/  
■■■ 00_Instructions/  
■■■ 01_Voice-and-Brand/  
■■■ 02_Skills/  
■■■ 03_Drafts/  
■■■ 04_Scheduled/  
■■■ 05_Archive/  
■■■ 06_Post-Log/
```

Why the numbers matter

Folders sort alphabetically by default. The numbers force them into workflow order: instructions first, voice second, skills third, then the content flow from draft to scheduled to archived. Post log at the end because you only open it for reporting.

Skip this step and within six weeks you will have files scattered everywhere and no idea where anything lives.

A tip if you are not sure what folders you need

If you are adapting this pattern for a different project, ask Claude:

I'm setting up a Cowork project for [purpose]. Suggest a folder structure that keeps it tidy as it grows. Number the folders to enforce workflow order.

Claude will give you a tailored layout. The structure here is one good starting point, not the only one.

CHAPTER 04

Create the project in Cowork

Open Cowork. Click New Project. Choose a project location and point it at the Content-Producer folder you just created.

Give it a name

Something specific. "Content Producer Live" rather than "Project 1". When your project list grows past five entries, names matter.

Add a one-line description

Mine reads: "Drafts and logs social posts across LinkedIn, X and Facebook in my brand voice." When you scan your project list, the description tells future-you what each one does.

That is it. The project exists. It does nothing yet. The next four chapters are about teaching it to do something.

CHAPTER 05

The master instructions

This is the most important file in the whole project. The master instruction document. Everything else hangs off it.

Create the file inside 00_Instructions and call it PROJECT-INSTRUCTIONS.md. The pack includes a complete template; this chapter walks you through what each section does and why.

A note on building this with Claude's help

You can copy and paste the template in this pack and adapt it. You can also open Claude and say:

I want to build a Cowork project for [purpose]. Help me write the master instructions file. Use this structure: [paste the headings from the template]. Ask me questions where my needs are unclear.

Claude will interview you and produce a draft specific to your project. Both approaches work.

Section 1: Purpose

One paragraph explaining what this project does. Claude reads this first on every request, so be precise. Mine reads:

This project drafts, formats and logs social media posts for LinkedIn, X and Facebook. All output must follow the voice guide in 01_Voice-and-Brand and use the platform skill in 02_Skills appropriate to the target channel. Claude never publishes or schedules posts.

Section 2: Workflow

A numbered list of the steps Claude should follow when you ask for a post. In order:

1. Read the voice guide.
2. Identify the target platform.
3. Load the matching skill.
4. Draft the post.

5. Save the draft to 03_Drafts/.
6. Update the post log.
7. Return the draft with confidence note.

Section 3: File locations

Tell Claude exactly where things live. Voice guide path. Drafts path. Post log path. Be specific. Vague paths produce vague behaviour.

Section 4: Naming conventions

Date format. File naming format. This is the bit people skip. Don't. ISO dates (YYYY-MM-DD), lowercase hyphenated topic slugs, platform in the filename. Consistency here makes the post log usable months later.

Section 5: Hard rules

Things Claude must never do. Mine includes:

- Never use em dashes anywhere
- Never use banned words from the voice guide
- British English spellings throughout
- Never publish or schedule externally
- Always save drafts before returning
- Always update the post log
- Stop and ask if any step is unclear

Honest warning: even with the em dash rule set hard, Claude will sometimes slip them in. Catch them on review. The rule reduces the editing burden, it does not eliminate it.

Section 6: Confidence and review

Every draft must end with a one-line confidence note: Low, Medium or High, with a reason. Anything Low, ditch and start again. If Claude is not sure, it is usually because something is off.

Section 7: Weekly review

Once a week, ask Claude to read the post log and summarise: number of posts by platform, topic clusters, stale drafts, and three angle suggestions for the coming week.

Section 8: Change log

Add a line here whenever you change the project rules. Over months, this becomes your record of how the system evolved.

This document is your contract with Claude. Treat it that way. Update it when you learn something new about how you want the system to behave.

CHAPTER 06

The voice and brand guide

This file teaches Claude how to sound like you. Not what to say. How to say it. It is the single biggest lever for output quality. Spend 30 minutes on it.

Create voice-guide.md inside 01_Voice-and-Brand. The template in this pack has all the headings filled in with prompts; replace them with your own values.

The fastest way to build it

Open Claude. Paste in three or four of your existing posts, articles or emails that sound right to you. Then ask:

Analyse this writing for tone, sentence structure, recurring word choices and what makes it distinctive. Help me build a voice guide. Ask me questions where my style is unclear.

Claude will interview you and produce a first draft. Refine over a week of real use.

The five essential blocks

Tone

Two or three adjectives. Mine: direct, practical, slightly contrarian. Then one line on what you are not. Mine: not upbeat, not corporate, not preachy.

Sentence rules

Length, rhythm, contractions, fragments. Tell Claude what you actually do. Short punchy sentences alongside longer analytical ones. Fragments are fine. Hedging is not.

Spelling and punctuation

British English. No em dashes ever. En dashes for ranges. Metric units. Decide your house style and write it down.

Banned words

This is the killer list. Words that make AI writing sound like AI writing. Mine: ensure, crucial, vital, journey, embark, unleash, dive, delve, landscape, navigate, daunting, tapestry, unlock, unveil. Paste your own list in. Add to it whenever you spot a word Claude uses that makes you wince.

Brand positioning

One paragraph on who you are and who you write for. Mine names the audience explicitly: mid-career managers, founders, Non-Executive Directors. Yours will be different.

*This file lifts your output across every AI tool you use. Claude, ChatGPT, Gemini.
A voice guide stops AI writing sounding like AI writing. That is the whole game.*

CHAPTER 07

The three platform skills

This is where it gets clever. Three small skill files, one per platform, and Claude picks the right one based on what you ask for. The pack includes all three; this chapter explains the structure.

What a skill file is

A skill is just a markdown file with clear rules. It tells Claude: when to use this, what format the output takes, what tone to apply, what to return. Inside 02_Skills you will find one file per platform.

The four blocks every skill needs

Block 1: Trigger

When should Claude use this skill? Word triggers: "LinkedIn post", "LI post", "tweet", "X thread", "Facebook post". If the platform is unclear, the skill tells Claude to ask one question.

Block 2: Format rules

Character limits, structure, hashtags, emoji policy, line breaks. Platform-specific mechanics.

Block 3: Tone overlay

How the voice shifts on this platform. The voice guide is the base layer. The skill adjusts the register. LinkedIn is more formal than X. Facebook is warmer than LinkedIn. Same voice, different settings.

Block 4: Output structure

Exactly what Claude returns. The draft, plus alternative hooks for LinkedIn, plus a character count, plus a confidence note. Spell out the format so every response is consistent.

LinkedIn skill highlights

- Hook in the first line, above the fold
- Maximum 1,300 characters (engagement drops past this)
- White space between paragraphs
- End with a question or clear call to action
- No hashtags or emoji by default
- Three alternative hooks returned with every draft

X skill highlights

- 280 character single posts, or 5 to 9 post threads
- First post must hook hard, no soft openers
- Threads numbered 1/, 2/, 3/ for clarity
- Final post drives action
- Sharper tone than LinkedIn, more opinion, less qualification

Facebook skill highlights

- Conversational opening, story-led where possible
- 200 to 400 words
- Warmer tone than LinkedIn
- Includes a one-line image brief for every draft
- No hashtags

Three skills. One file each. Tiny. Specific. Claude now writes for each platform without you re-explaining the rules every time.

Adding a fourth platform

Newsletters. Threads. Bluesky. Whatever you post to that is not in this pack. Copy one of the existing skill files, change the trigger, change the rules, save it in 02_Skills. The system picks it up automatically.

CHAPTER 08

The post log

The bit most people forget. The log.

Every time Claude drafts a post, the workflow says it must add a row to this log. The log fills itself. Three months in, this becomes the most useful file in the project.

Start with the markdown version

The pack includes a simple markdown table. Columns: Date, Platform, Topic, Hook, Status, Link, Notes. Status values: Draft, Scheduled, Posted, Archived, Killed.

Move to a spreadsheet when you have data

After 10 to 20 entries, the markdown table gets unwieldy. Ask Claude:

Convert this post log to a proper Excel spreadsheet, keep it in the same folder, and update the project instructions so all future entries go to the spreadsheet.

Claude will produce a .xlsx file and update the master instructions to point to it. From then on, every new entry lands in the spreadsheet.

What the log unlocks

You can ask Claude things like:

- Show me everything I posted about AI governance on LinkedIn in October
- What was my best-performing hook style last quarter
- Which topics have I posted twice and which only once
- Flag any drafts older than seven days still sitting in 03_Drafts

The data is all there because the system was forced to log it from day one. This is why you do not skip this step.

CHAPTER 09

Test run

The moment of truth. Open Cowork with the project loaded, and type:

Draft a LinkedIn post about why most boards still don't have an AI policy.

What should happen

Watch the workflow:

1. Claude reads the project instructions.
2. It loads the voice guide.
3. It loads the LinkedIn skill because you asked for a LinkedIn post.
4. It drafts the post.
5. It saves the draft to 03_Drafts/ with the correct filename.
6. It updates the post log with a new row, status Draft.
7. It returns the draft in chat with three alternative hooks and a confidence note.

That is the loop. One sentence in. A formatted, on-brand, logged draft out.

If it skips steps

It will happen, especially on the first few runs. Tell it off:

Have you read the instructions carefully? All drafts should be in 03_Drafts and the log should be updated. Why are you not following the project instructions?

Claude will apologise, re-read the instructions, and do it properly. After two or three corrections, the pattern sticks.

Then test X and Facebook

Same topic, different platforms. Try:

- Now do an X post on the same topic
- Now do a Facebook post on the same topic

Each request hits the matching skill and produces a different output. Same voice. Different platform. The post log fills with three entries.

CHAPTER 10

What to do next

The project is built. It works. Now the real value comes from running it daily for a week and refining the rules as you go.

Week one: run it daily

Use it every day for ten days. Every draft will surface a rule you did not think of. Add those rules to PROJECT-INSTRUCTIONS.md as you find them. The system gets sharper as you use it.

Convert the post log to a spreadsheet

Once you have 10 to 20 entries in the markdown log, ask Claude to convert it. The spreadsheet version is more useful at scale.

Add a fourth skill

Whatever platform you are missing. Newsletter, Threads, Bluesky, even blog drafts. Same structure: trigger, format rules, tone overlay, output format.

Add a weekly review prompt

Once a week, ask Claude:

Read the post log and tell me what topics, hooks and platforms I have posted to most over the last week. Flag any drafts more than seven days old still in 03_Drafts. Suggest three topic angles for the coming week.

You will not have engagement data unless you paste it in, but you will spot patterns in what you are choosing to post about. That is its own signal.

Back it up

OneDrive, Dropbox, Google Drive, whatever. This project is now an asset. Treat it like one. If your laptop dies tomorrow, you want to be able to point a new Cowork install at the cloud folder and carry on.

Extend the pattern to other workflows

I run Cowork projects for my website, my prompt builder, my blog, my newsletter, my board paper work and my competitor monitoring. Same folder structure, different instructions, different skills, different logs.

Generally on a Sunday afternoon I produce a full week of content, video ideas, blog drafts and the newsletter in a couple of hours. All of it through Cowork projects. The first one you build is the hardest. Every subsequent project takes half as long because the pattern is familiar.

Build it once. Use it forever. The model scales because the rules are the structure.

CHAPTER 11

Resources and next steps

Stay in touch

- Website and full resource library: theprofessor.info/resources
- Weekly AI briefing: theprofessor.info/newsletter
- AI Confident course waitlist: theprofessor.info/ai-confident
- YouTube channel: The Professor-AI

Tools mentioned in this pack

- Claude Cowork (Mac and Windows): claude.ai/download
- Free Prompt Builder: theprofessor.info/resources/prompt-builder

Quality checklist before you call this done

- Folder structure created with numbered prefixes
- Folder in OneDrive, Dropbox or Google Drive (not local-only)
- Cowork project created and pointed at the folder
- PROJECT-INSTRUCTIONS.md personalised (name, date)
- voice-guide.md filled in with your own values
- All three skill files reviewed and customised if needed
- Tested with a real prompt and the draft appeared in 03_Drafts/
- Post log updated automatically when the draft was saved
- Confidence note appeared at the end of the output

What to do if it does not work

First, check that the file paths in PROJECT-INSTRUCTIONS.md match your actual folder structure. Typos here cause silent failures.

Second, tell Claude off. "You have skipped the workflow. Please read PROJECT-INSTRUCTIONS.md and follow it step by step." The pattern locks in after two or three corrections.

Third, if you are still stuck, drop me a line through the website. I read every message.

Thank you for downloading this pack. If it saves you an hour a week of social posting, it has done its job. If it saves you a day a week, even better.

Tell me what you build with it. I read every message.

Professor Paul Noon

The Professor-AI