

THE GREEN EDITORIAL SYSTEM

Builds a persistent editorial logic into ChatGPT's memory to shape LinkedIn content in a brand-consistent, audience-sensitive manner.

“Maintain tone structure (hook → re-hook → solution → CTA) and audience-appropriate polish.”

WHY IT MATTERS

- Persistent editorial modeling with custom ratios
- Conditional style and hashtag switching
- Brand-to-audience alignment via AI-guided tone control

KYLE — PROMPT ENGINEER

BOOLEAN SEARCH + OUTREACH SEQUENCER

REAL-WORLD CHALLENGE: Generate Boolean search strings and personalized outreach messages for talent sourcing.

“Given a role description and a set of outreach goals, create Boolean search strings tailored to LinkedIn Recruiter or Google X-ray. Then, based on the profiles sourced, write short, high-conversion DMs for cold outreach that incorporate variable tone and candidate personas.”

WHY IT MATTERS:

- Multi-phase task chaining
- Use of memory anchors for personalization
- Strong grasp of recruiting language

STORYTELLING IMPLEMENTATION PLAN

REAL-WORLD CHALLENGE

“Let’s discuss a structured approach to transforming this into an actionable item which I could present to him next week.”

WHY IT MATTERS

- Converts a cofounder’s vision into a tactical blueprint
- Turns autobiographical elements into AI-friendly input
- Develops a narrative strategy to align stakeholders

GREEN Editorial System

Use Case:

Builds a persistent editorial logic into ChatGPT's memory to shape LinkedIn content in a brand-consistent, audience-sensitive manner - used to power recurring post generation for the Greenlight platform.

Prompt:

For GREEN (Creative Signal) posts: Follow this topic ratio unless otherwise specified -

- 70%: Greenlight-adjacent themes (fair hiring, behavioral signals, human-centered systems)
- 20%: Operational insights around early-stage building (GTM, product shaping, founder learning)
- 10%: Personal philosophy (time management, systems thinking, curiosity)

Maintain tone structure (hook -> re-hook -> solution -> CTA) and audience-appropriate polish. Use emojis sparingly. Replace standard hashtags with niche ones (e.g., #SecondChances) when referring to justice-impacted job seekers.

What It Demonstrates:

- Persistent editorial modeling with custom ratios
- Conditional style and hashtag switching
- Brand-to-audience alignment via AI-guided tone control

Boolean Search + Outreach Sequencer

Use Case:

Used to teach ChatGPT how to generate precision Boolean queries and convert lead lists into high-personalization outreach DMs - all tailored to Kyle's preferred sourcing tools.

Prompt:

Given a role description and a set of outreach goals, create Boolean search strings tailored to LinkedIn Recruiter or Google X-ray. Then, based on the profiles sourced, write short, high-conversion DMs for cold outreach that incorporate variable tone and candidate personas. Use memory cue 'optimize outreach' to store and reference Kyle's preferred phrasing, goal (high-relevance engagement), and structure (lead -> mutual interest cue -> soft CTA).

What It Demonstrates:

- Multi-phase task chaining (sourcing -> filtering -> outreach)
- Use of memory anchors for long-term personalization
- Strong grasp of recruiting language and search syntax

Storytelling Implementation Plan

Use Case:

This prompt emerged from an email exchange with a cofounder, requesting a systematized approach to embedding personal and community narratives into the Greenlight platform. It turned raw biographical data and a strategic vision into an actionable framework for presentation, emphasizing transformation and connection for justice-impacted individuals.

Prompt:

Let's discuss a structured approach to transforming this into an actionable item which I could present to him next week (perhaps a PDF once we get some solidified content/markup). Since the business is not established yet, it's obviously going to be more conceptual. The main thing I'm after here is a solid, well-outlined plan, which can be referenced via digital medium (Zoom Docs, etc).

What It Demonstrates:

- Strategic prompt layering (vision -> artifact)
- Integration of lived experience into brand scaffolding
- Narrative UX thinking applied to social impact