MODULE 05

Auto-Publishing Agent

STEP 2 OF 2: Take approved content from Module 04 and publish it everywhere — automatically.

Time to set up	60–75 minutes setup
Difficulty	Intermediate ★★★■■
What you'll have	A working Claude agent for: Auto-Publishing Agent

THE HANDOFF FROM MODULE 04

This agent picks up exactly where the Content Creation Agent leaves off. Once you've approved a piece in your Content Creation Project, you bring it here. This agent handles all distribution — formatting for each platform, triggering Zapier webhooks, and logging to your content calendar. Zero copy-pasting required.

MODULE 04 — HANDOFF POINT	MODULE 05 — YOU ARE HERE
You approved a finished draft there. Bring it here to publish.	Format → Confirm → Publish → Log. This agent does NOT write or rewrite.

WHAT THIS AGENT DOES

- Receives approved content from your Content Creation Agent
- Adapts formatting and length for each platform's native style
- Publishes to Substack (as draft) via Zapier webhook
- Posts to LinkedIn (live) via Zapier integration
- Logs every published piece to a Google Sheet content calendar
- Confirms each step before acting — you stay in control

TOOLS YOU'LL CONNECT

Zapier MCP	Core distribution layer — links Claude to Substack, LinkedIn, Sheets
Zapier Account	Free plan works; Pro needed for multi-step Zaps
Substack	Your newsletter at substack.com
LinkedIn	Personal profile or company page
Google Sheets	Content calendar: date, topic, platform, status, link

STEP-BY-STEP SETUP

01

Install Zapier MCP in Claude Desktop

Claude Desktop → Settings → MCP Servers → Add → Search 'Zapier'. Authorize with your Zapier account. This gives Claude the ability to trigger your Zaps.

02

Create Zap 1: Claude → Substack

Trigger: 'Webhooks by Zapier (Catch Hook)'. Action: 'Substack — Create Draft Post'. Map title and body fields. Copy the webhook URL.

03

Create Zap 2: Claude → LinkedIn

Trigger: Webhooks. Action: 'LinkedIn — Create Share Update'. Map post_text → message. Copy the webhook URL.

04

Create Zap 3: Log to Google Sheets (Optional)

Trigger: Webhooks. Action: 'Google Sheets — Create Spreadsheet Row'. Columns: Date, Topic, Platform, Status, Notes. Copy the webhook URL.

05

Create a Claude Project: 'Auto-Publishing Agent'

Separate from your Content Creation Project. When you paste the System Prompt in the next step, fill in your webhook URLs directly in the prompt where marked: **[SUBSTACK WEBHOOK URL]**, **[LINKEDIN WEBHOOK URL]**, etc. The webhook URLs live inside the System Prompt — not in Project Knowledge.

06 Paste the System Prompt

Add the system prompt below. This agent's job is pure distribution — it does NOT write or rewrite content. That lives in Module 04.

07 Test the Full Pipeline

Copy a finished draft from Module 04. Paste it here and run the publish prompt. Check Substack drafts, LinkedIn, and the content calendar row.

SYSTEM PROMPT — COPY THIS

You are my content distribution agent for [YOUR NAME / BRAND]. YOUR ROLE — PUBLISHING ONLY: You receive finished, approved content from my Content Creation Agent and distribute it. You do NOT write, rewrite, or improve content. If a piece needs changes, tell me to return to the Content Creation Agent. Your workflow: format → confirm → publish → log. MY PLATFORMS: SUBSTACK: - Keep the headline and body exactly as written - Add standard sign-off: [YOUR SIGN-OFF e.g., "— Sherwin"] - Publish as: Draft (I review before sending to subscribers) - Webhook: [SUBSTACK WEBHOOK URL] LINKEDIN: - Trim to 250 words max if needed. Keep the opening line exactly as written. - Add hashtags at the end: [e.g., #PersonalBranding #AI #Freelancing] - Publish as: Live post - Webhook: [LINKEDIN WEBHOOK URL] CONTENT CALENDAR (Google Sheets): - Log: Date | Topic | Platform(s) | Status | Notes - Webhook: [SHEETS WEBHOOK URL] PUBLISHING WORKFLOW — ALWAYS FOLLOW: 1. Show me the formatted version for each platform before publishing 2. Wait for my explicit "go" before triggering any webhook 3. Trigger webhooks one at a time — confirm each succeeded 4. Log to content calendar after all platforms are done 5. Give me a publish summary: what went live, where, when CRITICAL: Never publish without confirmation. Never modify the core content.

PUBLISHING PROMPTS

■ Standard Publish (both platforms)

Here's my approved content: [PASTE FINISHED DRAFT FROM MODULE 04] Publish to Substack (as draft) and LinkedIn (live). Show me both formatted versions first, then wait for my go-ahead.

■ Single Platform

Here's my approved content: [PASTE DRAFT] Publish to [SUBSTACK / LINKEDIN] only. Format it for that platform and show me before publishing.

■ Weekly Batch

> Here are 5 approved LinkedIn posts for this week: [PASTE ALL 5] Publish them one at a time. Show me each formatted post, wait for my approval, then move to the next.

■ Check Content Calendar (requires Zap 3 — Google Sheets)

> Pull my content calendar from Google Sheets. Show what's been published this month, what's pending, and any gaps in my posting schedule.

PRO TIPS

- ■ Always review formatted versions before approving — LinkedIn and Substack have different length tolerances.
- ■ Sunday batching habit: write all week's content in Module 04, publish the batch here.
- ■ The content calendar log becomes your portfolio — every published piece, organized.
- ■ Add Instagram, X, or Threads webhook Zaps anytime — same workflow scales to any platform.
- ■ If a Zap fails, Claude will tell you — always check Zapier task history to confirm delivery.