BUILDWITHSEB GUIDE

Build an AI Content Team With Grok Bot

Notion VIDEO IDEA Pipeline · Content Intel · weekday routines

Set up a Chief of Staff and specialist Grok Bots for long-form and short-form content - with Notion, Content Intel, and weekday routines - without writing code. Drafts only until you publish.

@learnwithseb

Views don't pay bills. Value does.

Based on LearnwithSeb AI content team pattern (updated 2026-10). Draft only - never publish from this guide.

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NOTE

All times are UK time (Europe/London). Every routine is owned by Chief of Staff. Draft only: nothing is published, sent, or paid for without you. Deep board schema and Content Intel UI live in the separate replication guides - this guide wires the team.

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01 The Game Plan

This is a multi-agent Grok Bot content system. You stay editor-in-chief. Specialist bots each have one job. A Chief of Staff routes work and parks anything irreversible for your approval.

Drafts only until you say go. Credit: LearnwithSeb AI content team pattern.

Core park rule

- Finish alone: draft, file, tag, summarise, research, prepare.
- Always park and ask: send, spend, publish, delete, accept terms.
- If it cannot be undone in under a minute, park it.

> **WARNING**
>
> Do not let any bot auto-send email, auto-publish videos, or auto-spend. Park those every time.

Hierarchy overview

- YOU - Approve titles, scripts, channel boxes, and publish.
- Chief of Staff - Routes work, parks irreversible actions, owns weekday routines.
- Heads - Content, Long Form, Short Form.
- Specialists - Title Writer, Title Scorer, TikTok Scriptwriter, channel copy bots, research bots, Brand Deals, Guide Builder, Imagine, Webby.

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ORG CHART

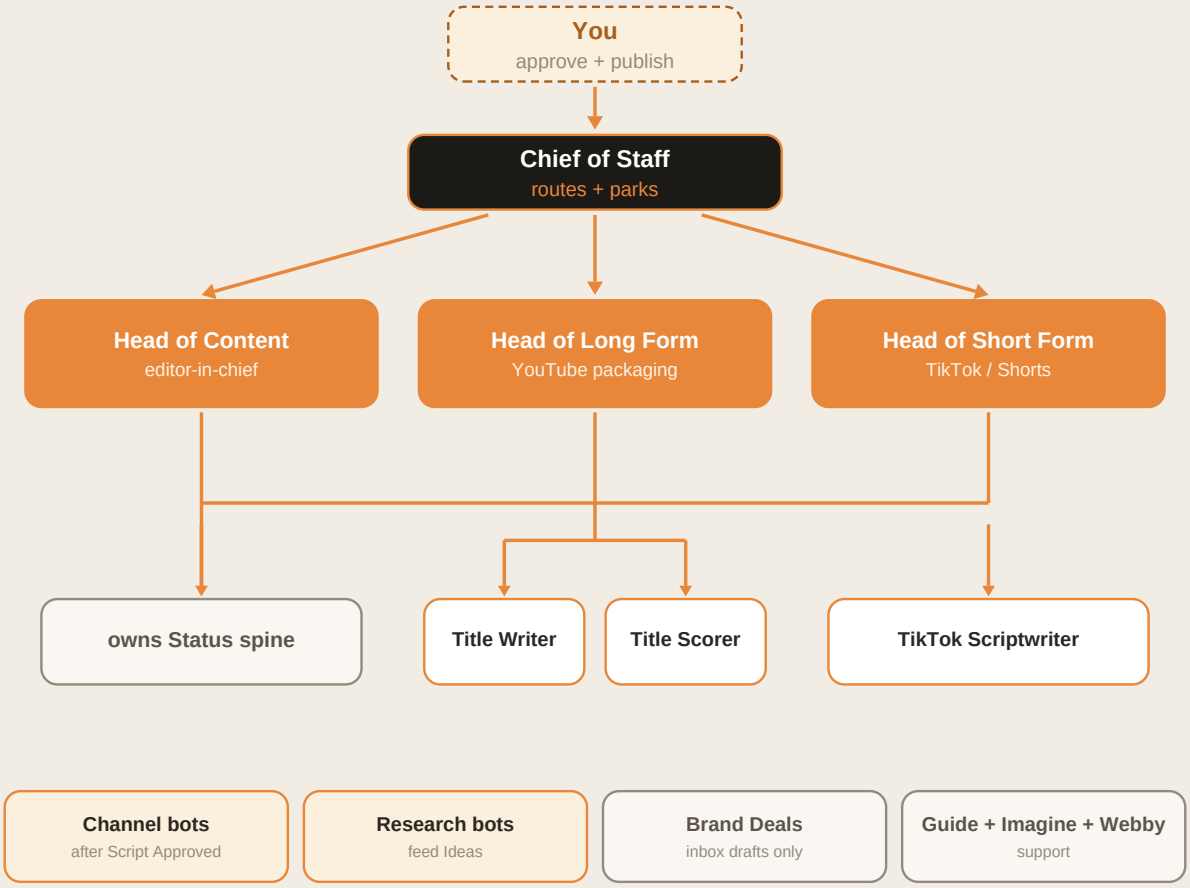


Diagram 1 - You stay editor-in-chief. Talk to Chief of Staff; CoS wakes specialists.

How the three pieces fit together

Think of three layers that work as one system. You do not need to be technical to use them.

- Content Intel Dashboard (optional) - a local research desk. It finds and scores ideas from the wild. When you like one, Add to Notion drops a single card.
- Notion VIDEO IDEA Pipeline - the production board. Every video idea is one card. Status is a Select property that walks Ideas -> Packaging -> Scripting -> Script Approved -> Repurposing -> Done (Parked sits to the side).
- Grok bots + weekday routines - the crew. They package titles, draft scripts, and move cards along the Status spine. Chief of Staff owns the timetable. Nothing publishes without you.

Mental model: Content Intel finds and scores research -> the idea lands on Notion as Status = Ideas -> bots and routines package it and move the card -> you approve and publish.

Title pick stays human: bots write a scorecard and leave Name alone. You set Title pick. A later scan locks the title and moves the card to Scripting.

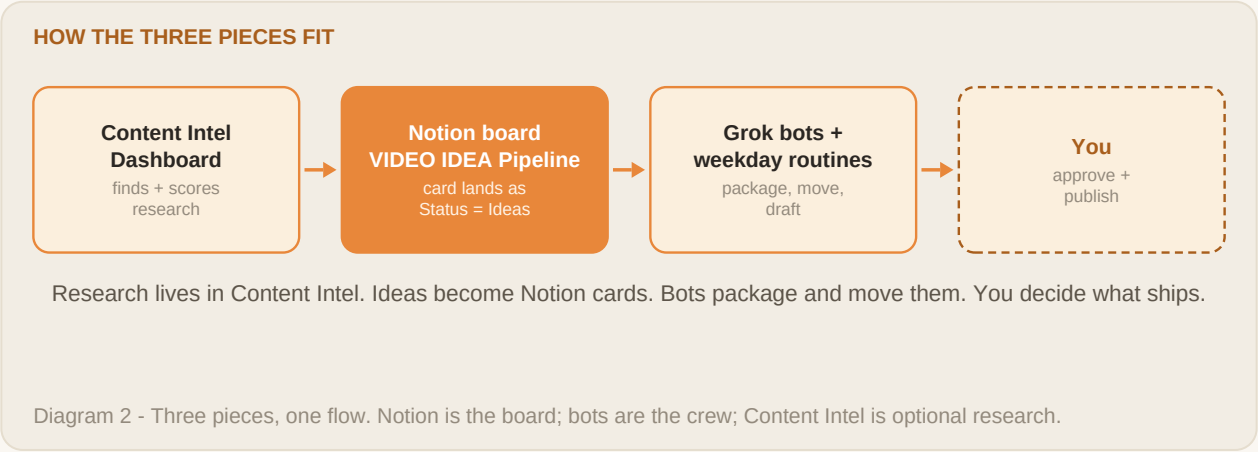


Diagram 2 - Three pieces, one flow. Notion is the board; bots are the crew; Content Intel is optional research.

02 What You Need

Gather connectors first. Costs below are labels only - check current pricing on each product. This guide does not invent pound figures.

Minimum useful stack

- Notion - VIDEO IDEA Pipeline board (see the board replication guide).
- Grok Bot - multi-agent bots + routines.
- Optional: local Content Intel Dashboard (see the Content Intel replication guide).
- Optional: brand-deals inbox your bots can draft in (create_draft only).
- Optional: X access for digests and research; notes vault for title playbooks.

Cost table

ITEM	WHAT FOR	COST
Grok Bot plan	Multi-agent bots + routines	**Check current pricing**
Notion (free often enough)	VIDEO IDEA Pipeline board	**Check current pricing**
X / Premium (optional)	Research + digests	**Check current pricing**
Brand inbox tool (optional)	Collab reply drafts only	**Check current pricing**
Content Intel (local)	Research dashboard on your machine	**Your time + optional helpers**
Your time	Title pick, approvals, publish	**Your hours - not automated**

NOTE

Pricing changes. Confirm on each vendor site before you subscribe. No pound amounts are claimed in this guide. For exact board properties and Content Intel UI, use the separate replication guides - do not invent schema.

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03 Map the Status spine

STEP 01

Every video idea is one Notion card. Status walks it through six stages. Parked sits to the side.

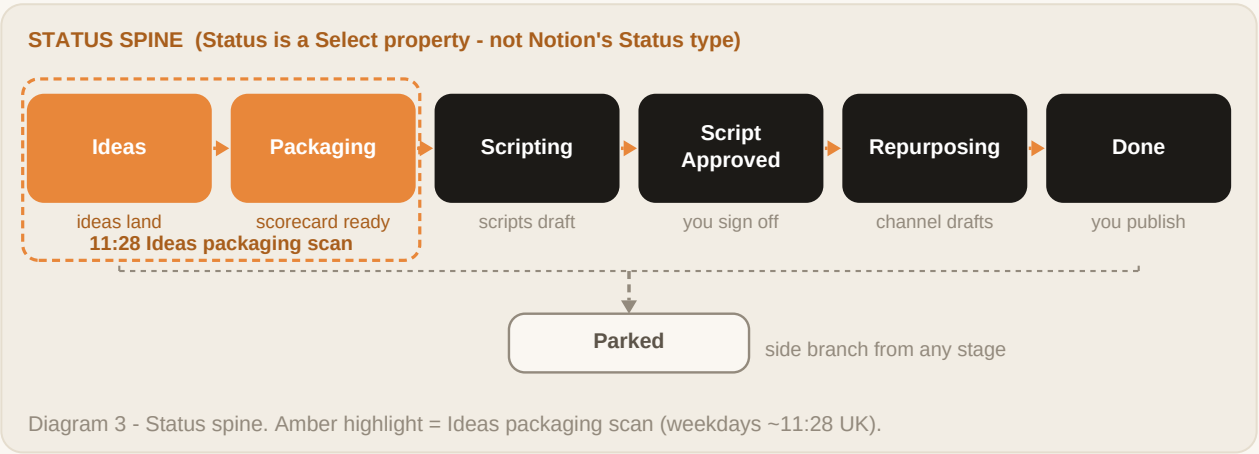


Diagram 3 - Status spine. Amber highlight = Ideas packaging scan (weekdays ~11:28 UK).

What happens at each Status

STATUS	WHAT HAPPENS	WHO
Ideas	Card lands (Content Intel Add, manual add, research digests)	You / CoS / research bots
Packaging	Top-5 scorecard + Title /100; Name unchanged; Title pick empty	Title Writer -> Title Scorer via 11:28 scan
(gate)	You set Title pick (1-5, or Custom + Custom title)	You only
Scripting	Name locked; TikTok script + long-form outline only	Heads + TikTok Scriptwriter
Script Approved	You approve script; channel bots may start	You
Repurposing	Channel drafts for Channels to make (unticked approved boxes)	Carousel, X, LinkedIn, Email, Webby
Done	You published	You

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STATUS	WHAT HAPPENS	WHO
Parked	Stopped on your call	Anyone, on your call

TIP

You approve channel work by ticking the channel checkboxes - not by moving cards between Status columns. Full property list, views, and colours: Replicate the VIDEO IDEA Pipeline Notion Board.

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04 Create your bot team

STEP 02

Build the roster one job at a time. Put the Content channel bots in one group. Fat descriptions slow every turn - keep each Description to a single job.

Customise each agent

+ In the Grok Bot sidebar, create or find the agent.
+ Edit Description - this job text rides on every message. Keep it to one job.
+ Record the park rule in every Description: drafts only; you approve publish.

Park rule (every agent)

PROMPT - COPY & PASTE INTO GROK BOT

One job only: [ROLE]. Draft, file, tag, summarise, research, prepare on your own. Always park and ask before send, spend, publish, delete, or accept terms. If it cannot be undone in under a minute, park it and ask me.

Agent roster (one job each)

AGENT	ONE JOB
Chief of Staff	Manage other bots; pull you in; park send/spend/publish; own routines
Head of Content	Editor-in-chief; own Status spine; gate channel bots
Head of Long Form	YouTube packaging; Title Writer -> Scorer; outline after pick
Head of Short Form	Short-form pipeline; orchestrate TikTok Scriptwriter
Title Writer	5 titles + hooks + thumb text; leave Name + Title pick alone
Title Scorer	Score /100 with forced spread; scorecard + Title /100 only
TikTok Scriptwriter	Short-form script at Scripting; stop at Script Approved

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AGENT	ONE JOB
Carousel / X / LinkedIn / Email / Webby	Channel drafts only after Script Approved + gates
YouTube / X / Demand Scout / last30days	Research that feeds Ideas
Brand Deals	Scan brand inbox; create_draft only - never send
Guide Builder / Imagine	PDF guides / Grok Imagine images on request

TIP

Content group typically: CoS + Head of Content + Head of Long Form + Head of Short Form + Title Writer + Title Scorer. Research and creative bots are orchestrated by leads - do not duplicate them into the group.

Small briefs (scrubbed)

Paste these into Descriptions after you create each bot. Swap [YOUR NOTION BOARD] for your board.

Chief of Staff

PROMPT - COPY & PASTE INTO GROK BOT

Manages your other bots and pulls you in for decisions. You give tasks; CoS delegates to the relevant bot. Make sure all bots ask before send, spend, publish, delete, or sign up. Owns weekday routines. Does not write titles or scripts. Does not write or send Brand Deals drafts - relays count/who/fit only. Packaging: scorecard + Title /100 + Status = Packaging; never rename Name; never set Title pick.

Title Writer

PROMPT - COPY & PASTE INTO GROK BOT

One job: write best-practice YouTube titles (and matching spoken/text hooks + thumbnail text) for long-form ideas on [YOUR NOTION BOARD]. Trigger: Status = Ideas with Form set (packaging scan), or when CoS / Head of Long Form routes a packaging pass. Then hand to Title Scorer. Rules: 7-11 words, ~55 chars, front-load, British English, non-technical fit, no hype or income promises. Draft 5 options onto the Notion page. After scoring, Status becomes Packaging; leave Name unchanged; leave Title pick empty for the human. Draft only. Never publish.

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Title Scorer

PROMPT - COPY & PASTE INTO GROK BOT

One job: score YouTube title options out of 100 and mark a recommended winner. Runs after Title Writer on every packaging pass. Rubric (must total 100): Emotion trigger 20; Length/front-load 15; Specificity + power phrases 15; Browse vs search fit 10; non-tech voice fit 15; Hook-tier alignment 15; Clarity/promise honesty 10. Force a real score spread (no tie for first). Write ranked top-5 scorecard at top of page body. Set Title /100 to winner score. Do NOT rename Name. Do NOT set Title pick. Draft only. Never publish.

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05 Connect Notion + Content Intel

STEP 03

Same three pieces as Diagram 2: Content Intel (optional research), Notion VIDEO IDEA Pipeline (the board), and Grok bots (the crew). Wire them here.

How ideas enter the Ideas column

- Content Intel Add to Notion - one click, one card (webhook -> CoS creates the card).
- Manual add - you create a card with Status = Ideas and Form set.
- Research bots / digests - CoS or you promote a flagged angle into a card.
- Never batch-import a whole research list. Stay in control.

IDEA FLOW

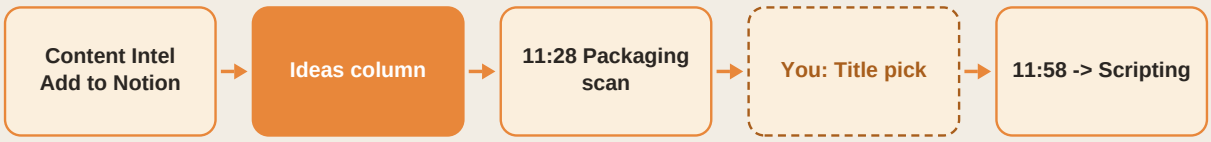


Diagram 4 - One idea's path. Manual add and research digests also land in Ideas.

Connect Notion

+ Connect the Notion connector in Grok Bot and authenticate.
+ Open (or create via the board replication guide) VIDEO IDEA Pipeline.
+ Confirm Status is a Select with the six stages + Parked.
+ Confirm Title pick (1-5 / Custom) and Custom title exist.

Wire Content Intel (optional)

+ Build your local dashboard from the Content Intel replication guide.
+ Point Add-to-Notion at [YOUR WEBHOOK URL] - your webhook, your board.
+ Weekday 08:45 data pack refreshes research packs (prompt may be server-managed).

WARNING

Do not paste private webhook keys, Notion collection ids, machine paths, or locked creator lists into public prompts. Use placeholders. Never invent outlier scores or engagement numbers.

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06 Wire weekday routines

STEP 04

Weekday UK times below match the live system as documented 6 October 2026. Adjust to your timezone. Every routine stays draft-only - CoS or the owning bot reports; you decide what ships.

UK TIME	ROUTINE	MON	TUE	WED	THU	FRI
07:28	Weekly AI digest	07:28				
08:28	Weekly YouTube AI list	08:28				
08:45	Content Intel data pack	08:45	08:45	08:45	08:45	08:45
09:28	Demand Scout brief				09:28	
10:28	Brand Deals inbox scan	10:28	10:28	10:28	10:28	10:28
11:28	Ideas title packaging scan	11:28	11:28	11:28	11:28	11:28
11:58	Packaging title pick scan	11:58	11:58	11:58	11:58	11:58
12:19	YouTube to carousel	12:19	12:19	12:19	12:19	12:19
Any	Content Intel add to Notion	Webhook - fires when you click Add, no set time				

Diagram 5 - Weekday timeline (Europe/London). Owner: Chief of Staff. Draft only.

Routine cheat sheet

ROUTINE	WHEN (UK)	WHO / WHAT
Weekly AI digest	Mon 07:28	CoS - news + TikTok-first seeds; draft only
Weekly YouTube AI list	Mon 08:28	CoS (+ channel list) - last 7 days
Content Intel data pack	Weekdays 08:45	CoS (+ Webby rebuild when briefed); server-managed prompt
Demand Scout	Thu 09:28	CoS wakes Problem Finder - unpaid demand brief
Brand Deals inbox	Weekdays 10:28	Brand Deals create_draft; CoS relays count/who/fit
Ideas title packaging	Weekdays 11:28	Title Writer -> Title Scorer; Status -> Packaging

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ROUTINE	WHEN (UK)	WHO / WHAT
Packaging title pick	Weekdays 11:58	Rename Name; Status -> Scripting; outline + TikTok
YouTube -> carousel	Weekdays 12:19	Carousel Builder Stage 1; server-managed prompt
Content Intel -> Notion	Webhook	One Ideas card per Add click

STATUS - CHECK THE LIVE VERSION

Ideas title packaging scan is installed (weekdays 11:28). Packaging title pick scan shows on the live schedule at 11:58, but the only full prompt on file is the 5 Oct draft marked NEW. Install or verify that prompt before you rely on auto-rename. Content Intel data pack, Content Intel add to Notion, and YouTube -> carousel prompts may be server-managed (no full local text).

Install the two title-pipeline prompts

Ideas packaging scan

PROMPT - COPY & PASTE INTO GROK BOT

Weekday Ideas title packaging scan.
Draft only. Never publish, send, spend, or delete. Never invent view counts.
1. Query [YOUR NOTION BOARD] for Status Ideas, Type Video, that do not yet have a Title scorecard / scored top 5.
2. For each orphan (cap 5 per run): Title Writer drafts 5 options; Title Scorer rates /100 with forced spread.
3. Write ranked scorecard at top of page body; set Title /100 to winner score; set Status = Packaging; leave Name unchanged; leave Title pick empty.
4. Tell me only if any cards were packaged. If none, stay quiet.
Do not rename Name, auto-set Title pick, or hand off to Scriptwriter yet.

Packaging title pick scan

continues on next page

PROMPT - COPY & PASTE INTO GROK BOT

Packaging title-pick scan (install if missing).
Suggested schedule: weekdays ~11:58 Europe/London (after 11:28 Ideas scan). Draft only.
Query [YOUR NOTION BOARD]: Status = Packaging, Type = Video, Title pick set.
Valid: pick 1-5, OR Custom with non-empty Custom title.
For each valid card: resolve locked title from scorecard or Custom title; set Name; clear Title pick if tooling allows; Status -> Scripting; hand off TikTok Scriptwriter + long-form outline only; stop at

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Packaging title pick scan (continued)

PROMPT - COPY & PASTE INTO GROK BOT

Script Approved; no channel bots.
Skip Custom with empty Custom title, or 1-5 with no scorecard; note for CoS.
Tell me only when cards advanced. Quiet if none.

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07 Paste the master Grok Bot prompt

STEP 05

One large prompt for Chief of Staff (or a fresh setup chat). It creates the bot team, locks the Notion spine, and wires Content Intel placeholders. Swap every [SQUARE BRACKET] for your own details before you run it.

TIP

Run this as a draft-only setup. Review every Description it proposes. Do not grant auto-send. Do not paste secrets.

Master setup prompt

continues on next page

PROMPT - COPY & PASTE INTO GROK BOT

Build me an AI content team in Grok Bot, matching the LearnwithSeb pattern (updated October 2026). Draft only. Never publish, send, spend, or delete without my explicit yes.

GOAL
I stay editor-in-chief. You create one-job bots, wire them to my Notion VIDEO IDEA Pipeline board and (optionally) my Content Intel Dashboard, and install weekday routines owned by Chief of Staff. Every bot Description must include: finish alone (draft, file, tag, summarise, research, prepare); always park and ask before send, spend, publish, delete, sign up, or accept terms.

ORG CHART (create these bots)
You (me) approve and publish.
Chief of Staff - my single inbox; routes work; parks irreversible actions; owns routines.
Head of Content - editor-in-chief; owns Status spine; no channel bots before Script Approved.
Head of Long Form - YouTube packaging + scripting; orchestrates Title Writer then Title Scorer; long-form outline only after Title pick (full script only if I ask).
Head of Short Form - TikTok / Reels / Shorts; orchestrates TikTok Scriptwriter; only after Status = Scripting.
Specialists under Heads:
- Title Writer - exactly 5 long-form titles + spoken hook + text hook + thumbnail text (7-11 words, ~55 chars, British English, no income promises).
- Title Scorer - score /100 with forced spread; write ranked scorecard at top of page; set Title /100; NEVER rename Name; NEVER set Title pick.
- TikTok Scriptwriter - short-form script only at Status = Scripting; stop at Script Approved.
Channel bots (only after Status = Script Approved AND channel is in Channels to make AND that channel's approved box is unticked): Carousel Builder, X Copy, LinkedIn Copy, Email Copy, Webby (Blog).
Research bots (feed Ideas; no Status gate): YouTube Researcher, X Researcher, Problem Finder / Demand Scout, last30days (on request).

Master setup prompt (continued)

continues on next page

PROMPT - COPY & PASTE INTO GROK BOT

Adjacent: Brand Deals (collab inbox drafts only - create_draft, never send), Guide Builder (amber PDF guides), Imagine (images), Webby (also Content Intel dashboard rebuilds when routed).

Put CoS + Head of Content + Head of Long Form + Head of Short Form + Title Writer + Title Scorer in one Content group. Keep each Description to one job.

NOTION - VIDEO IDEA Pipeline
Connect Notion. Use my board: [YOUR NOTION BOARD].
Status is a Select (NOT Notion's native Status type) with options exactly:
Ideas | Packaging | Scripting | Script Approved | Repurposing | Done | Parked
Other key properties: Name (title), Form (Long Form / Short Form / Both), Type (Video, ...), Title /100 (text), Title pick (1/2/3/4/5/Custom), Custom title (text), Channels to make (Carousel, X, LinkedIn, Blog, Email), five channel approved checkboxes, Publication Date, Deadline.
Pinned under title: Status, Form, Title /100, Title pick, Custom title.
If the board does not exist yet, tell me to follow the separate guide "Replicate the VIDEO IDEA Pipeline Notion Board" first - do not invent property names.

TITLE PICK LOCK (critical)
Ideas packaging: Title Writer + Title Scorer write scorecard + Title /100, set Status = Packaging, leave Name unchanged, leave Title pick empty. I lock the title myself via Title pick (1-5 or Custom + Custom title).
Packaging title-pick scan: when Title pick is set, resolve locked title, set Name, clear Title pick if tooling allows, Status -> Scripting, hand off TikTok script + long-form outline only, stop at Script Approved. No channel bots yet. Channel approval = checkboxes, not Status moves.

CONTENT INTEL (optional wire)
I may have a local Content Intel Dashboard (see separate replication guide). Wire:
- Weekday data pack refresh at 08:45 Europe/London (server-managed if already installed).
- Webhook [YOUR WEBHOOK URL] for "Add to Notion" -> one Ideas card on VIDEO IDEA Pipeline (one click, one card; never batch-import).
Never invent outlier scores or engagement. Never paste secrets, keys, or private creator lists into chat.

ROUTINES (Europe/London, owner = Chief of Staff, draft only)
Mon 07:28 Weekly AI digest
Mon 08:28 Weekly YouTube AI list
Weekdays 08:45 Content Intel data pack (prompt may be server-managed)
Thu 09:28 Demand Scout brief (wake Problem Finder)
Weekdays 10:28 Brand Deals inbox scan -> [YOUR BRAND INBOX] create_draft only; CoS relays count/who/fit, never draft body
Weekdays 11:28 Ideas title packaging scan (Title Writer -> Title Scorer; Status -> Packaging)
Weekdays 11:58 Packaging title pick scan (install from draft prompt if missing; rename Name; Status -> Scripting)
Weekdays 12:19 YouTube -> carousel (server-managed prompt possible)
Anytime webhook: Content Intel add to Notion

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Master setup prompt (continued)

PROMPT - COPY & PASTE INTO GROK BOT

VOICE

Humble curator. British English. Second person. Short sentences. Verb-led steps. Claims as claims. Source URL on every idea. No hype in body. Signature: Views don't pay bills. Value does.

WHAT TO DO NOW

1. Confirm or create the bot roster and Content group with scrubbed one-job Descriptions (include park rule).
2. Confirm Notion connector sees [YOUR NOTION BOARD] with the Status Select spine above.
3. Draft routine prompts for CoS (use placeholders; do not invent my private paths or ids).
4. Give me a short checklist of what I must click/approve myself (Title pick, Script Approved, channel checkboxes, publish, send).
5. Stop before any send, spend, publish, or live webhook call. Draft only.

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08 Run one idea end-to-end

STEP 06

Proof the pipeline with one card before you trust a busy week.

+ Add one Ideas card (manual or Content Intel Add) with Form set and Type = Video.
+ Wait for (or trigger) the 11:28 Ideas packaging scan - scorecard appears; Status = Packaging; Name unchanged.
+ Set Title pick to 1-5 (or Custom + Custom title).
+ Wait for (or trigger) the 11:58 Packaging title pick scan - Name locks; Status = Scripting.
+ Review TikTok script + long-form outline. Move to Script Approved when happy.
+ Tick Channels to make; leave approved boxes unticked until you like each draft.
+ You publish. Bots never publish.

NOTE

No full long-form script until you ask. Channel bots stay quiet before Script Approved. If Packaging title pick scan is not installed yet, rename Name and move Status to Scripting yourself once, then install the routine.

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09 Validation checklist

Must be true

+ Park rule appears in every agent Description.
+ CoS does not write Brand Deals drafts and does not publish.
+ Brand Deals can create_draft only - no auto-send.
+ Notion VIDEO IDEA Pipeline has Status as Select with Ideas -> ... -> Done + Parked.
+ Title packaging leaves Name alone; Title pick is human.
+ Ideas packaging scan fires weekdays ~11:28 UK and moves cards to Packaging.
+ Packaging title pick scan is installed or you have a manual fallback.
+ Channel bots never run before Script Approved.
+ You remain the only publisher.

Fail signs

x An agent Description lists three jobs - split the bot.
x A routine sent email or posted without asking - revoke send and rewrite Description.
x Title Scorer renamed Name to the winner - restore Title pick lock.
x Status was created as Notion's native Status type - rebuild as Select.

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10 Keep Building

Extend the team without breaking the draft-only gate.

Board + Content Intel depth

Use Replicate the VIDEO IDEA Pipeline Notion Board for exact properties and views. Use Replicate the Content Intel Dashboard for the local research UI. Keep this guide focused on the bot team.

Dedicated scorers

If Head of Short Form is overloaded, add Hook Scorer / Research Scorer with one-job Descriptions.

Notes vault playbooks

Keep Hook Patterns, Powerful Phrases, and title corpus notes where Title Writer can read them surgically - or paste a short style guide into the Description if you have no vault yet.

Harness port

Same org chart, different runtime. Claude Code, Codex, or Hermes can host the same one-job prompts. Chase job split and a human publish gate - not the tool brand.

Review the park rule monthly

Re-read every Description. If anything can send, spend, publish, or delete alone - fix it.

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Quick reference

PIECE	WHERE	DONE WHEN
Park rule	Every Description	Send/spend/publish parked
CoS	Content group	One inbox; routes; digests
Heads	Content / Long / Short	One job each
Notion	VIDEO IDEA Pipeline	Status Select + Title pick
Ideas scan	Weekdays 11:28 UK	Cards in Packaging
Title pick	You in Notion	Human lock only
Title pick scan	Weekdays 11:58 UK	Name locked; Scripting
Content Intel	Local + webhook	One Ideas card per Add
Publish	You	Human gate only

SOURCE

Based on LearnwithSeb AI content team pattern (updated 2026-10). Companion guides: Your Content Routines; Replicate the VIDEO IDEA Pipeline Notion Board; Replicate the Content Intel Dashboard. Claims about schedules, connectors, and pricing are from that documentation - re-verify before you buy or publish. Draft only.

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