

How AI Prompting + Human Editing Grew a Legal Founder's LinkedIn by 431 Followers & Drew 119,616 Impressions in 60 Days



Results:

In working with Kathy Zhu, founder of Streamline AI, we've achieved an all-time high of 46,751 impressions and grown 413 new followers in two months.

Week	Impressions	Change Since Last Week	Followers	Change Since Last Week	% Change Since Last Week	Profile Viewers (Trailing 90 Days)	% Change Since Last Week
6/30-7/6	13,162	2808.10%	6,520	72	1.10%	1,289	
7/7-7/13	20,833	58.28%	6,623	103	1.58%	1,599	24.05%
7/14-7/20	17,752	-14.79%	6,708	85	1.28%	1,786	11.69%
7/21-7/27	21,118	18.96%	6,784	76	1.13%	1,894	6.05%
7/28-8/3	46,751	121.38%	6,933	149	2.20%	2,573	35.85%

Services: LinkedIn Posts

This includes:

- Prompting questions for a content interview with the startup founder
- Brainstorming compelling topics that include top, middle and bottom-of-funnel to help capture leads with her ICP
- Draft posts using AI
- Edit posts with human optimization and AI

For this client, I developed and executed a full-cycle LinkedIn content strategy, from founder interviews and topic ideation to AI-assisted drafting and human refinement. The goal was to capture attention at every stage of the funnel.

About the Client:

Streamline AI is a seed-stage startup, founded in 2022.

Targets in-house legal departments at mid-market and enterprise companies.

Kathy Zhu (former DoorDash AGC) left DoorDash to start Streamline AI to meet a need she observed didn't exist while building and scaling DoorDash's legal department during the height of the pandemic and during DoorDash's most explosive growth period to date.

The Situation:

We perform a bi-weekly interview with the client. Given the source material, we pull top, middle, and bottom of funnel topics and then craft LinkedIn posts to help grow her brand and acquire leads from LinkedIn.

So we did an interview (me included in the video), and I came up the questions, topics, drafted the post and edited it.

Our Approach:

1. We create a projects tab for each client account.

2. We feed Claude with:

- 20 best-performing LinkedIn posts for that specific client
- All past content interview transcripts
- A deep research report on the client, including everything publicly available about them and their market position
- The client's onboarding form
- Any additional documents the client provides, such as competitor analysis or ICP lists

3. We create a detailed prompt that includes:

- Assigning AI a specific role (e.g., "You are a world-class copywriter who specializes in creating viral LinkedIn posts")
- Explaining the goal of the copy, the structure, and any relevant context, such as the client's beliefs on the topic
- Including the pain points of the ICP in the prompt
- Adding guardrails to avoid common AI issues, such as rhetorical questions or the "It's not about [x], it's about [y]" structure

4. We begin the editing process using a critical eye to analyze every sentence and add a human touch.

5. We have Claude perform a final pass to:

- Suggest objective improvements to structure and flow
- Run the content through a checklist to ensure the hook is strong, the flow is connected, and no sentences feel out of place
- Confirm every sentence ties back to the main point and closes the loop

Examples

Below we've included several examples that highlights the following:

- 1) The source material
- 2) The initial AI output
- 3) The final output after human editing

EXAMPLE 1: TOFU - INITIAL OUTPUT FROM AI:

Here was the source material for this top-of-funnel post: [13:30-15:02 in content interview](#)

I have many people I admire in business.

But none compare to my 90-year-old grandmother.

Her story is absolutely phenomenal. When her dad left, she became the breadwinner at age 8. She supported her family through manual labor and put her younger brother through school.

Then she put herself through night school and learned to be an electrician. She repaired TVs and complicated home appliances.

When she retired from that work, she picked up shoemaking as a hobby. She proceeded to get six patents approved by the government for shoe-making inventions.

Even now at 90, she makes shoes every single day. That's her passion.

She's the ultimate founder. If she had the opportunities I have, she would have built Apple by now.

Seeing her courage and relentless pursuit of solving problems gave me one of the biggest reasons to continue pursuing entrepreneurship.

She's an inspiration to my entire family.

EXAMPLE 1 - FINAL OUTPUT AFTER HUMAN REFINEMENT:

[Link to Post](#)

The most successful "founder" I know never raised a dollar of VC funding, never had a LinkedIn profile, and started her first "business" at age 8.

I'm talking about my grandmother.

Growing up, I was always deeply inspired by her ingenuity and ability to pick up new things, all while supporting her entire family.

At just eight years old in China, she became the breadwinner when her dad left the family. She literally had to take on manual labor as a child to keep food on the table while sending her younger brother through school.

And on top of that, she put herself through night school to become an electrician. Eventually, she was repairing TVs and complicated home appliances.

After she retired from that line of work, she picked up shoemaking as a hobby and proceeded to get six patents approved by the government.

Even now, at 90 years old, she's still making shoes because it's her passion.

I'm convinced that if she had the opportunities I have today, she would've built the next Apple.

When people ask about whom I look up to the most, it has to be my grandmother. Whenever I face challenges building Streamline AI, I think about what she accomplished with so much less.

Seeing that level of resourcefulness and determination gave me permission to pursue something as audacious as changing how legal teams work.

That's the kind of founder I aspire to be.

EXAMPLE 2: MOFU - INITIAL OUTPUT

SOURCE: [17:45-19:57 in content interview](#)

So you're just trying to save a buck. You're trying to save 20K and you're losing 200 or maybe \$2 million.

I was just in a session with my sales team talking about JIRA. One of the biggest problems for legal teams using JIRA is that they can't control the tool themselves.

Every time they need to make any change to a workflow, to a form, even adding a letter, frankly, they have to file a ticket with IT.

And where does legal sit in IT's prioritization queue? At the very, very bottom.

I hated my life, honestly, when I had to wait because it meant we were blocked on actually really mission critical changes that needed to be made to anything that the IT team controlled.

There are all these downstream costs. These different systems don't integrate with legal tools, which actually means that adoption suffers. It doesn't work seamlessly with the rest of the stack.

That means ultimately, lawyers are still using email. They can't get out of Slack. So it's ineffective as a front door and matters get lost. Business teams don't have transparency or visibility into where things stand.

There's an erosion of trust between business and legal teams. You ultimately have a less empowered, less effective legal team.

That translates to real dollars. Because at the end of the day, that's what IT and finance care about - the money.

EXAMPLE 2: FINAL OUTPUT

[Link to Post:](#)

IT says "just use JIRA for legal requests". But saving \$20k for a tool ends up costing companies millions. Here's why forcing legal teams into standard ticketing tools backfires and ultimately hurts the bottom line:

1. Legal teams can't control the tool themselves.
2. Most ticketing tools don't integrate with legal systems.

Every workflow change, form update, or simple field addition requires filing a ticket with IT.

And unfortunately, we all know that legal requests sits at the very bottom in IT's priority queue.

During my time as AGC, I dreaded waiting weeks for simple changes, especially because it meant we were getting blocked on mission critical updates that needed to be made immediately.

But even when you do get those changes made, Jira and other generic ticketing systems don't work seamlessly with contract management, e-signature tools, or in many cases, your email or Slack. This disconnect forces lawyers to work around the system instead of through it.

This creates massive adoption problems, because lawyers end up defaulting back to email and Slack for everything.

That means legal ends up with an ineffective front door where matters get lost, creating chaos that ripples through the entire organization.

You end up with a less empowered, less effective legal team. And when legal can't operate efficiently, business operations suffer. Trust erodes between business and legal teams because nobody knows where requests stand or when they'll be completed.

Ultimately, everyone loses because business teams have zero visibility into request status, and this breakdown in communication becomes a breakdown in revenue generation.

When legal can't function efficiently, deals get delayed, contracts sit in limbo, products can't ship, and sales opportunities disappear.

The irony is that every bottleneck in legal becomes a bottleneck for revenue. So while IT thinks they're saving money by mandating JIRA, they're actually creating the most expensive inefficiency in the company.

EXAMPLE 3: MIDDLE OF FUNNEL - INITIAL OUTPUT:

SOURCE: [40:17-49:27](#) in YouTube [webinar](#); [36:58](#) in webinar

At DoorDash, we tracked a 30% rise in legal requests quarter over quarter. I presented this data to stakeholders, and they gave us 4 new headcount.

Most legal teams are still telling leadership "we're super busy" and "we're at risk of burnout" when asking for resources. But finance needs numbers, not feelings.

Here are the 6 most impactful KPIs every in-house legal team should track:

Request Volume: Track how much demand each business team sends to legal. Break it down by matter type and requesting team. When you can show concrete trends - like a 30% increase quarter over quarter - you can make the business case for more resources.

Average Processing Time: Measure how long each type of request takes from start to finish. When you can tell leadership that request delays will push out sales agreements by 3 days on average, you're speaking their language.

Spend Management: Track legal spend by category, vendor, and business unit. Show where money is going and identify opportunities for better vendor relationships or process improvements.

Exception Tracking: Monitor how often you're making exceptions to standard policies. One of our customers tracks exceptions by contract size and discovered they were approving higher liability thresholds for deals below their materiality threshold. That data sparked meaningful conversations with sales leadership.

Time to First Response: Measure how quickly legal engages on new requests. This metric shows your team's responsiveness and helps identify bottlenecks in your intake process.

Matter Complexity Distribution: Track what percentage of your work is high-value strategic work versus routine requests. This helps justify automation investments and shows where lawyer time is best spent.

The key is connecting these metrics to business outcomes. Don't just track data - use it to demonstrate legal's value and secure the resources your team needs.

EXAMPLE 3: FINAL OUTPUT:

[Link to Post:](#)

At DoorDash, we once saw a 60% single-quarter rise in legal requests. I showed this to key stakeholders, and our department grew by 4 people. If I were the CLO of an in-house legal team today, these are the 5 KPIs I'd track to earn that same buy-in:

1. Request volume:

It's one thing to tell Finance "we're super busy".

It's 100% more impactful to say, "Our request volume is up 30%, and we're at risk of delaying SLAs by 3 days on average across sales contracts."

2. Average processing time:

How long does it actually take to move a request from intake to resolution?

Imagine showing Finance that new intake and triage software cut turnaround time by 28% and helped close a \$1.1M ARR deal two weeks faster.

3. Rejected Request Rate:

How much time is wasted reviewing requests that never should've made it to legal?

For example, you might flag that 18% of vendor requests lack required documentation, saving 60 hours of legal time each quarter.

4. Time metrics:

You can get even more granular by slicing your time data into specific phases:

- Time to first response
- Time to finalize approvals
- Total time to close

That way, you can pinpoint exactly where the bottlenecks are hiding.

5. Exceptions:

I've seen legal teams monitor the number of exceptions made to standard policies, like accepting higher liability thresholds. Then they correlated those with contract value. They found a spike in exceptions on deals under \$50K.

From there, you can have a meaningful discourse with business leaders based on the data about whether those tradeoffs made sense for the company, instead of letting these issues fester beneath the surface.

When you bring data to the table, you're no longer seen as a cost center. Instead, you're seen as a key driver of financial impact.

Conclusion

Leveraging strategic AI prompting and a project folder on Claude allows us to:

1. Achieve higher quality outputs, aka final end product
2. Scale content production for the client
3. Brainstorm better questions, hooks, and topics

This approach helped position the founder as a thought leader, expanded her reach into key ICP segments, and generated conversations with high-value prospects.