

Quick Start: Import the Machine

The fast path — drop in the ready-made blueprint
LinkedIn Content Machine • emdesigns.ai

What this is

Instead of building the four blocks by hand, you import a ready-made file and Make.com builds the whole machine for you. Then you swap in a few of your own details and you're running. This is the fast path for the workshop. (If you'd rather understand every piece, use the "Build It Step by Step" guide instead.)

NOTE What you'll swap in

The blueprint comes pre-built, but a few things are personal to you: your Google sign-in, your OpenAI key, your Unsplash key, your own copy of the spreadsheet, and your topics. We'll do each one below.

AT A GLANCE

The seven things you'll change

Everything else is already built. These are the only edits, in order:

#	What to set	Where (block → field)
1	Connect Google	Google Sheets block → Connection → Add → sign in
2	Choose your spreadsheet	Google Sheets block → Spreadsheet (your copy) → Sheet: Content Calendar
3	Connect OpenAI	OpenAI block → Connection → Add → paste your sk- key
4	Your brand voice	OpenAI block → Messages → Message 1 (System) → Text Content
5	Your Unsplash key	HTTP block → Query parameters → client_id → Value
6	Your topics	RSS block → Feed URL → change the words after q=
7	Turn on the schedule	Bottom clock → Days of the week → Tue + Thu → 09:00 → toggle ON

What to have ready

- A free **Make.com** account
- Your **OpenAI API key** (starts with sk-)
- Your **Unsplash Access Key**
- Your copy of the **template spreadsheet** (File → Make a copy of the shared sheet)
- The **blueprint file** (your instructor will share it)

NOTE Don't have your sheet copy yet?

Go to emdesigns.ai/build-lab to get the content calendar template, then click File, then Make a copy to save it as your own editable Google Sheet.

STEP 1

Import the blueprint

1. Go to make.com and click Create a new scenario.
2. At the bottom of the screen, click the three dots (•••) and choose Import Blueprint.
3. Open the blueprint file, select all of it, copy, and paste it into the box.
4. Click Save. Four connected blocks appear. That's your machine.

NOTE Some blocks may show a warning at first

That's normal right after import — they just need your accounts connected, which we do next. Work through the steps below and the warnings clear.

STEP 2

Connect your own accounts

Connections never travel inside a blueprint (that's a good thing — nobody gets your logins). So you sign in to yours now.

Google Sheets block

1. Click the Google Sheets block. Next to Connection, click Add.
2. Sign in with your Google account. If it warns the app isn't verified, continue through (Make is legitimate). Tick the boxes to allow Sheets and Drive access.

WATCH OUT "invalid_grant" or connection error?

That just means an old Google sign-in expired. Click Add and make a fresh connection — it takes a few seconds and fixes it.

OpenAI block

1. Click the OpenAI block. Next to Connection, click Add.
2. Paste your OpenAI API key (starts with sk-) and save.

WATCH OUT OpenAI says "insufficient quota"?

Add a small credit at platform.openai.com/billing (\$5 is plenty), then create a fresh key and paste it in.

STEP 3

Swap in your details

Your spreadsheet

1. In the Google Sheets block, open the Spreadsheet dropdown and pick your own editable copy, then choose the Content Calendar sheet. If two sheets with the same name appear, see the note below.

WATCH OUT Your sheet isn't in the list?

Make only shows real Google Sheets. If you uploaded an Excel (.xlsx) file, open it and click File, then Save as Google Sheets to convert it, then refresh the dropdown. Copying the shared template (File → Make a copy) avoids this.

NOTE Two sheets with the same name?

If the dropdown shows two with the same name, that is the shared view-only original plus your editable copy. Pick the one you can edit (your copy). To avoid the mix-up, give your copy a distinct name (renaming is safe and never breaks the flow), or remove the shared original from your Drive.

Your Unsplash key

1. Click the HTTP block. In Query parameters, find client_id and paste your own Unsplash Access Key.

NOTE Access Key, not Secret Key

Unsplash gives you two keys. Use the Access Key. A free "Demo" Unsplash account is plenty (50 requests per hour). The Secret Key is for other things; you won't need it.

Your topics

1. Click the RSS block. In Feed URL, change the words after q= to your own topics, joined with the word OR. For example:

```
https://news.google.com/rss/search?q=marketing OR branding OR small business&hl=en-US&gl=US&ceid=US:en
```

Leave it on AI for work if that's your topic. Save the block.

STEP 4

Set the schedule

1. At the bottom-left, click the clock area (it says "Every 15 minutes").
2. Change Run scenario to Days of the week, check Tuesday and Thursday, set Time to 09:00, click OK.
3. Flip the scheduling toggle ON.

TIP Time zone

Set your local time zone under your profile icon → Profile → Time Zone, so 9 AM means 9 AM.

STEP 5

Test, then post

1. Right-click the RSS block → Choose where to start → All RSS feed items.
2. Click Run once. All four blocks should go green, and new rows appear in your sheet with a post, a photo link, and dates.
3. When you're ready to post: open the sheet on a Tuesday or Thursday, find the gold row, set Status to Approved, copy the post and the photo, paste into LinkedIn, post, then set Status to Posted.

WATCH OUT Nothing landed in the sheet?

The RSS block skips articles it has already seen. Right-click it, Choose where to start, pick All again, and run once more.

Snag along the way? See the FAQ & Troubleshooting guide, or reach Rachel at emdesigns.ai.