

Heather Murray

AI Training for Non-Techie Beginners

80k followers • [View Profile](#)

4

POSTS / WEEK

9 AM, UTC

MAIN POSTING TIME

160

AVG REACTIONS

55 comments

91%

CALL-TO-ACTION

FREQUENCY

#1 SUCCESS FACTOR

She makes a scary topic feel safe and useful for non-technical people by pairing big, talk-worthy hooks with concrete help (steps, guides, real numbers) and a very human voice. Because the profile instantly proves “this is AI training for non-tech beginners,” her posts can stay value-first and story-led—and then a simple “DM/email/register” ask feels like the natural next step, not a hard sell.

FORMAT BREAKDOWN

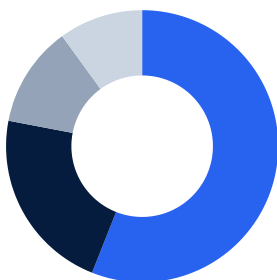


Image	56%	190 avg reactions
Carousel	22%	140 avg reactions
Video	12%	180 avg reactions
Text Only	10%	70 avg reactions

7 Tactics You Can Steal

01 [Start with a spicy one-liner, then back it with real facts](#)

02 [Tell a tiny scene from real life, then ask a big question](#)

03 When it helps people, ask them to repost it on purpose

04 Give away a real guide for free, with no email required

05 Use real numbers and clear logistics to make promos believable

06 Post short videos with one clear point, not a long demo

07 Make your profile look like a simple shop window, not a résumé

7 Tactics You Can Steal

1 Start with a spicy one-liner, then back it with real facts

She often opens with a line people can't ignore (a bold claim, a warning, or a complaint people already feel). Then she quickly adds proof like quoted wording, exact steps, or a specific example so it doesn't feel like empty drama. This "contrarian/PSA" style is one of her biggest performance levers (5 posts average ~2.50x engagement, with her biggest hit reaching ~5.13x). To copy it: write the one sentence people will argue with, then immediately show the evidence and end with one simple question.

[Example 1 →](#)

[Example 2 →](#)

2 Tell a tiny scene from real life, then ask a big question

Several of her strongest posts read like a short moment from a movie: what happened, what she felt, and one or two sharp details. She then ends with a question almost anyone can answer, which turns readers into commenters without needing "expert" knowledge (she uses engagement questions very often—49 times in this set). This pattern overlaps with her highest-performing founder/personal posts (transparent founder stories average ~2.09x across 5 posts). To copy it: open with the moment, share the lesson, then ask a wide question like "What would you do?" or "Have you been there?"

[Example 1 →](#)

[Example 2 →](#)

3 When it helps people, ask them to repost it on purpose

She doesn't treat sharing as "cringe"—when the post would genuinely help others (a job opening, a warning, a fix), she directly asks for a repost. That makes the action feel like doing a favor, not promoting her, which lifts reach without needing tricks (she uses explicit repost-style CTAs in 15 posts). To copy it: write one line that explains who it will help, then ask plainly: "Please repost so the right person sees this."

[Example 1 →](#)

[Example 2 →](#)

4

Give away a real guide for free, with no email required

Her best “practical” posts don’t tease value—they hand it over: long guides, prompt books, or templates people can use right away. These no-gate resource posts are a consistent growth engine (10 posts average ~1.38x engagement), and they set up an easy next step for teams who want help implementing. To copy it: package one repeatable thing you teach into a PDF/slide deck, give it away in the post, and only then add a soft “DM/email if you want this for your team.”

[Example 1 →](#)[Example 2 →](#)**5**

Use real numbers and clear logistics to make promos believable

When she is selling something, she often uses specific numbers (sign-up counts, dates, price) and clear logistics (what you’ll learn, what to bring, what happens live). This is important because promos are otherwise the biggest drag on performance (the Promotions pillar averages ~0.74x), so clarity and proof help the best promos punch above their weight. To copy it: include one trust-building number, a short bullet list of what they’ll get, and one link—then stop talking.

[Example 1 →](#)[Example 2 →](#)**6**

Post short videos with one clear point, not a long demo

Her account is media-heavy, and video is the best-performing format on average (12 videos average ~1.40x relative engagement). But the results swing widely, so the “win” is keeping it simple and human—one idea, one moment, one takeaway—rather than a complicated tool walk-through. To copy it: write a one-sentence setup, record under 30–60 seconds, and make sure the first second makes sense even with the sound off.

[Example 1 →](#)[Example 2 →](#)**7**

Make your profile look like a simple shop window, not a résumé

Her profile makes the buying path obvious: clear niche in the headline, a banner that shows what she sells, and heavy proof (logos/ratings/press) so a buyer feels safe. That matters because her content often brings in beginners and curious followers first—then the profile turns that attention into training inquiries without extra explanation. To copy it: put your offer + audience in the headline, turn the banner into “what I do + proof,” and add one Featured link that matches your main service.

[Example 1 →](#)[Example 2 →](#)[Profile →](#)

Profile Breakdown

HEADLINE FORMULA

AI Training for Non-Techie Beginners

[Clear offer/topic] + for [very specific audience who usually feels left out]. Why it works: it removes confusion in one glance ("what do you do?"), lowers fear ("beginner/non-techie"), and pre-qualifies buyers (teams and leaders who need plain-English training).

BANNER STRATEGY



Banner = one-glance mini landing page: big category title (AI training for non-techies) + a short "menu" of delivery options (live training, on-demand, licensing) + a fast proof stack (client logos, rating, press). Why it works: it de-risks the purchase instantly for corporate buyers who need quick justification.

Content Strategy

PILLAR	%	WHAT CRUSHES	EXAMPLES
Promos that feel like free learning (webinars, courses, newsletters, launches)	25%	Most straight promos underperform (Promotions average ~0.74x across 25 posts), and newsletter-only “just subscribe” posts are the weakest (6 posts averaging ~0.37x). The promos that break through are framed as a big, mission-led learning moment with real free value (4 posts averaging ~1.82x)—clear promise, clear logistics, and a single next step.	Post 1 Post 2 Post 3
Myth-busting and safety-first AI opinions (with a real trigger)	23%	The strongest thought leadership is concrete and debate-friendly: contrarian/PSA-style takes tied to a specific change, risk, study, or real-world example average ~2.50x (5 posts). Abstract, indirect pieces without a sharp “this matters now” trigger lag far behind (5 posts averaging ~0.58x).	Post 1 Post 2 Post 3
Practical ‘non-techie’ resources (guides, prompts, templates, quick how-tos)	22%	The repeatable growth engine is giving people something they can use immediately: downloadable guides/prompt books average ~1.38x (10 posts) and include multiple 1.5–2.1x performers. Practical posts that are more like “here’s what I did” without a clear takeaway asset tend to underperform (6 posts averaging ~0.78x).	Post 1 Post 2 Post 3
Founder life + values (growth, burnout, relationships, community)	30%	The best personal/business posts are not vague updates—they’re specific stories with numbers or vivid moments. Transparent founder stories with real metrics average ~2.09x (5 posts), and emotional story-led personal/community posts average ~1.56x (5 posts); quick one-liner personal updates are weaker (4 posts averaging ~0.82x). Hiring/ops updates are also less shareable unless there’s a bigger lesson (6 posts averaging ~0.89x).	Post 1 Post 2 Post 3

Conversion Strategy

Their Offer(s)

B2B AI training for non-tech teams (live team training, plus corporate content licensing / LMS-ready programs).

Become an AI Trainer bootcamp (paid intro program)

AI Academy membership for individuals

Free/open masterclasses and webinars (often tool-specific, like Copilot/ChatGPT)

Newsletter subscription (weekly AI breakdowns)

How They Promote in Posts

Calls-to-action are extremely frequent: 91 of 100 posts include some kind of CTA (often a question), and CTAs tend to be placed at the end after the value/story. In this set, posts with any CTA average ~1.15 relative engagement versus ~1.49 without one—so the safest way to sell is to earn attention first, then add a small, clear next step. There's also a definition mismatch across the data: about 72% of posts include more explicit "register/join" style CTAs, while 91% include any CTA including simple engagement questions.

[Example 1 →](#)

[Example 2 →](#)

[Example 3 →](#)

How They Promote in Profile

The profile is built to convert high-intent visitors fast: the banner acts like a mini landing page (offer menu + proof), the About section lists productized buying options and gives a direct booking route (emailing her EA), and the Featured section points straight at the team training page—so a buyer can go from "this is for me" to "here's how to book" in one scroll.

[View Profile →](#)

Top 10 Posts

1



Apparently, being rude to ChatGPT boosts accuracy

She shares a counterintuitive claim from a study: rude prompts performed slightly better than polite ones on accuracy tests, and she includes specific figures and labels used by the researchers. She then makes it relatable by talking about manners, kids copying adults, and adds a humorous angle before asking readers what they do.

♡ 895 💬 217 ↻ 22

2



2025 was absolutely mental 🤪

She recounts a huge year of business growth with specific revenue milestones and big-name validation, then contrasts it with the personal cost: long hours, anxiety, and burnout. She finishes by laying out what she will change next year and invites readers to share what they'll do differently.

♡ 615 💬 157 ↻ 0

3



From £25/mo to £0/mo

She announces a major pricing change: making a paid AI learning membership free because even a small fee can block beginners. She explains what members used to get and lists exactly what will now be available for free across different channels, while being transparent about how the business will still make money.

♡ 599 💬 122 ↻ 23

4



AI is like this brilliant, powerful thing...

She posts a very short joke about how impressive AI is, but how awkward it can look in simple human movements. The video itself delivers the punchline with almost no reading required.

♡ 528 💬 157 ↻ 4

5



LinkedIn is trying to steal your data

She warns people that a LinkedIn setting can allow their data to be used for improving generative AI, and she quotes the platform language to ground the warning. She then gives a quick step-by-step path to switch the setting off and asks people to repost so others can protect themselves.

♡ 374 💬 90 ↻ 104

6



A very happy second anniversary to my brilliant, beloved beardy hunk:

She celebrates her anniversary by listing very specific, memorable things she loves about her partner, including small domestic moments and a big life decision he made to support her career. It's warm, personal, and written in a distinctive voice.

♡ 440 💬 97 ↻ 0

7



She tried to speak.

She opens with an emotional scene about an older woman struggling to speak after days of isolation, then explains her volunteering and what it taught her about loneliness. She shares how that experience led to building a community initiative over many years and invites others to message her if they want to run something similar.

♡ 385 💬 95 ↻ 6

8



Here's a 24-page guide to Copilot for 365

She gives away a substantial guide built for beginners, explains the core features it covers, and adds practical tips and caveats from real use. She invites discussion from people who previously disliked the tool and includes a soft next step for teams who want training or licensing.

♡ 351 💬 78 ↻ 29

9



Watch out tech bros

She takes a bold stance against hype and gatekeeping, positioning her work as AI education that welcomes people who feel shut out. She then backs that stance with credibility and tells a partnership story that leads to a clear business result.

♡ 359 💬 94 ↻ 1

10



"Did we just get THREE £100k months in a row?!"

She shares a real moment of celebrating a revenue milestone, then pulls back the curtain on how she and her partner run distraction-free strategy days and plan the next stage of growth. The post ends by asking readers when they last celebrated a win.

♡ 352 💬 96 ↻ 2