

# Adam Knorr



Getting financial advisors millions of dollars & impressions | \$20+ million in capital & AUM raised from LinkedIn | 100+ million client impressions | 450+ meetings booked | \$2+ million in client courses sold

17k followers • [View Profile](#)

6

POSTS / WEEK

2 PM, UTC

MAIN POSTING TIME

120

AVG REACTIONS  
105 comments

30%

CALL-TO-ACTION  
FREQUENCY

## #1 SUCCESS FACTOR

He earns attention with posts that feel like entertainment first (real stories, jokes, and strong opinions), so people read and comment even when there's no ask. Then he converts that attention with heavy proof up front (big, specific numbers in the profile and in results posts) and a very simple next step (DM keyword or book a call), so the jump from "this was good" to "I want help" is easy.

## FORMAT BREAKDOWN

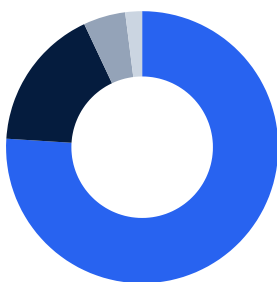


Image	76%	120 avg reactions
Text Only	17%	110 avg reactions
Video	5%	70 avg reactions
Carousel	2%	70 avg reactions

## 7 Tactics You Can Steal

01 [Start with something weird, then tell readers what's next](#)

02 [Use real numbers and quotes so people believe you fast](#)

03 Pick a tiny writing habit and take a hard side

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04 Make fun of a common LinkedIn habit, then give better rules

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05 Write in a fun format (letter or script) and commit

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06 Sell after you entertain, and put the ask at the end

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07 Use tough love to make people feel brave enough to post

# 7 Tactics You Can Steal

## 1 Start with something weird, then tell readers what's next

He opens with a surprising action or confession that makes you stop scrolling, then quickly tells you what kind of post it is (a story, a list, or a lesson). That “you’re about to read a story/list” signal keeps people from getting confused, so they stay to the end. His biggest spikes come from this kind of opening (one top post hit about 3.34x his baseline). To copy it: write a first line that sounds like trouble, then add one line that sets the frame (“here’s what happened,” or “here are 5 things I learned”).

[Example 1 →](#)

[Example 2 →](#)

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## 2 Use real numbers and quotes so people believe you fast

He doesn’t say “I get lots of views” or “comments matter”—he shows exact numbers, dates, and even message snippets, then ends with a simple takeaway. That makes the post feel like proof, not advice, so people save it and argue with it in the comments. You can see this in posts that lead with concrete stats (including one at about 1.76x engagement) and in stories that include exact timelines down to the day (about 1.86x engagement). To copy it: add one “receipt” (a number, a screenshot, a date, or a direct quote), then end with one sentence that tells readers what to do differently.

[Example 1 →](#)

[Example 2 →](#)

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## 3 Pick a tiny writing habit and take a hard side

He chooses a small, familiar creator habit (like formatting or hooks) and makes a bold rule people can agree or disagree with. That turns a simple tip into a debate, which drives comments, and the best examples of this style average about 2.09x engagement. It also avoids the “generic tips” trap, which tends to underperform (about 0.56x across the weaker examples). To copy it: pick one small habit, write a one-sentence rule, then give 2–3 short reasons and stop.

[Example 1 →](#)

[Example 2 →](#)

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**4**

### **Make fun of a common LinkedIn habit, then give better rules**

He calls out a thing everyone has seen (like constant complaining), exaggerates it in a funny pattern, and then replaces it with a short list of what to do instead. People comment because they recognize themselves (or their feed), and the joke makes the “lesson” go down easy. This style shows up in top performers (one is about 2.78x engagement), and even very short “rally” jokes can travel fast (the highest repost count in the set is 6). To copy it: name the habit, write a quick repeating pattern or fake quote, then end with 2–3 simple rules.

[Example 1 →](#)[Example 2 →](#)**5**

### **Write in a fun format (letter or script) and commit**

He occasionally drops the normal “advice post” voice and writes in a clear format like a parody letter or a scripted bit. Because readers instantly understand the format, they keep reading just to see how far the joke goes, and they share it because it feels different. These format-commitment humor posts land in the top performers (around 1.76x engagement). To copy it: choose one format (letter, script, or list), keep it consistent the whole way through, and end with one clean punchline.

[Example 1 →](#)[Example 2 →](#)**6**

### **Sell after you entertain, and put the ask at the end**

Most of his biggest reach comes from posts with no ask, and in this dataset CTA posts average about 0.868x engagement vs about 1.240x without CTAs. When he does sell, he often earns attention first (a joke, a story, or a strong point), then puts the CTA at the very bottom as a P.S. so it doesn't interrupt the post. He also keeps promos to a minority of posts (about 21.7% are overtly promotional), which protects trust. To copy it: keep most posts “no ask,” and when you promote, write a good post first—then add one short CTA line at the end.

[Example 1 →](#)[Example 2 →](#)[Profile →](#)**7**

### **Use tough love to make people feel brave enough to post**

He tackles a common fear (posting anxiety) with blunt honesty, jokes, and big perspective, so readers feel called out but also relieved. That tone creates comments because people either agree loudly or push back—and both reactions help the post travel (this one sits around 1.78x engagement). He pairs the punchy stance with permission: even if people judge you, it's survivable and most posts are forgotten quickly. To copy it: name the fear, ask two hard questions out loud, then end with a simple reframe people can repeat.

[Example 1 →](#)[Example 2 →](#)

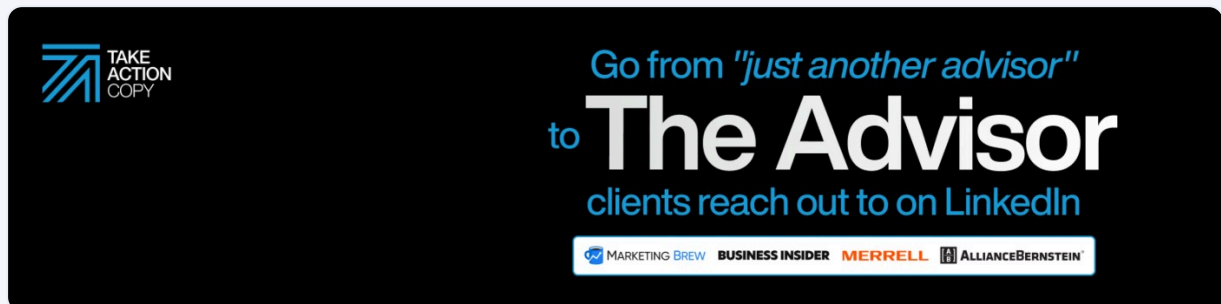
# Profile Breakdown

## HEADLINE FORMULA

Getting financial advisors millions of dollars & impressions | \$20+ million in capital & AUM raised from LinkedIn | 100+ million client impressions | 450+ meetings booked | \$2+ million in client courses sold

Helping [specific audience] get [big outcome] through/on [channel] | [money result] | [reach result] | [pipeline result] | [product revenue]. Why it works: it answers "who is this for?" and "what do they get?" in one breath, then removes doubt with several different kinds of hard numbers (money + attention + meetings + sales) so multiple buyer types find a metric they trust.

## BANNER STRATEGY



A bold, ad-style before/after promise (the transformation you get) plus a few recognizable logos as trust signals. Why it works: visitors understand the promise in seconds without reading, and the logos borrow authority so the headline's big claims feel safer.

# Content Strategy

PILLAR	%	WHAT CRUSHES	EXAMPLES
<b>Personal stories that read like short scenes</b>	<b>22%</b>	Story-led posts are his best-performing pillar on average (about 1.29x engagement across 18 story posts vs about 0.86x for offer/proof posts). The versions that win are “scene-by-scene” stories with a specific moment, a real person, and a one-line ending that lands the point (about 1.68x across the strongest examples). The weaker versions are low-stakes reflections that feel like a status update instead of a story with tension and a clear ending (about 0.80x across 4 posts).	<a href="#">Post 1</a> <a href="#">Post 2</a> <a href="#">Post 3</a>
<b>LinkedIn + writing craft with strong opinions</b>	<b>35%</b>	This is his biggest pillar by volume (about 34.9%). What works best is the hard-opinion craft lesson: one clear rule, no hedging, and a bit of edge (these examples average about 2.09x engagement). What struggles is generic, low-context “writing tips” packaging (about 0.56x across 4 posts), especially when it feels like a soft “follow me” pitch instead of a crisp stance.	<a href="#">Post 1</a> <a href="#">Post 2</a> <a href="#">Post 3</a>
<b>Advisor growth proof + offers (course, ghostwriting, tools, calls)</b>	<b>28%</b>	Pure “DM me / spots left” admin posts are among the weakest (about 0.55x across 4 posts). The better-performing sales posts are proof-forward and specific (real lead counts, views, pipelines, screenshots), and the best promos often entertain while selling (self-aware tone or a story/joke first, CTA second) (about 1.27x across 3 posts). Overall, overt promotional posts make up about 21.7% of the sample (18 of 83), so the selling is present but not constant.	<a href="#">Post 1</a> <a href="#">Post 2</a> <a href="#">Post 3</a>

**Humor, pop culture, and identity-based hot takes**

**16%**

Humor posts split into two modes. The "shock/confessional + spicy list" style can spike results (about 1.73x across 4 posts) because it's easy to skim, screenshot, and argue with. Longer pop-culture essays and quick one-liner quips without a stronger tie to identity or a bigger point are lower on average (about 0.76x across 4 posts).

Post 1

Post 2

Post 3

# Conversion Strategy

## Their Offer(s)

The Advisor GPS (cohort-based program for financial advisors to grow on LinkedIn and generate inbound leads/meetings).

Done-for-you LinkedIn ghostwriting for financial advisors

Paid 1:1 consulting calls booked via a link

Low-ticket AI writing/coaching tool beta (priced at \$19/month in the sample)

Newsletter/email list with a promised "free gift"

## How They Promote in Posts

CTAs show up in about 30.1% of the provided posts (25 of 83), usually as the last 1–3 lines or a P.S., often using DM keywords ("DM me 'GPS'/'Ghost'") or a comment keyword for delivery. In this sample, CTA posts underperform on average (about 0.868 relative engagement) versus posts without CTAs (about 1.240), so the strategy leans on high-engagement story/opinion posts to build attention and then uses occasional proof-heavy promos to convert. Promotional posts are about 21.7% of the sample (18 of 83), roughly one promo for every 3.6 authority/value posts.

[Example 1 →](#)

[Example 2 →](#)

[Example 3 →](#)

## How They Promote in Profile

The profile is built to pre-sell trust fast (outcome-first niche headline + stacked quantified proof; banner repeats the before/after transformation with trust logos). Then it gives two simple conversion paths: a low-friction DM invitation in the About section for people who want to talk first, and a direct paid booking link in Featured ("3 Years of LinkedIn Expertise in 60 Minutes") for people ready to act now.

[View Profile →](#)

# Top 10 Posts

1



## Last Wednesday, I knocked on 11 doors and invited 11 strangers to dinner.

He tells a scene-by-scene story about inviting neighbors to dinner, then rewinds to the moment that inspired it: a conversation with an older woman on a flight about how people don't talk anymore. The story ends with him actually hosting the dinner and meeting new friends, not just talking about the idea.

♡ 487    💬 243    ↻ 4

2

## LinkedIn 2022: "I miss the 2021 algorithm."

He writes a year-by-year joke about people always missing the "old algorithm," escalating the complaint into future years. After the punchline, he tells readers to stop obsessing and gives a simple alternative: focus on good content, friendships, and consistency.

♡ 346    💬 266    ↻ 0

3



## Sometimes I drink fish tank cleaner.

He opens with a shocking confession and then lists several questionable health habits with very specific details (amounts, timing, and products). He ends by turning the joke back on himself, tying the whole post to social media validation and impressions.

♡ 308    💬 254    ↻ 2

4



## Write in paragraphs if you want people to take you seriously.

He gives blunt formatting advice about writing on LinkedIn, arguing that credibility comes from real paragraphs, not walls of text or endless one-line breaks. The post is short, direct, and written in punchy lines that are easy to quote.

♡ 260    💬 260    ↻ 2

5

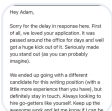


## I rarely talk about fitness on LinkedIn, but it's such a massive part of my life that it seems crazy not to.

He sets up a familiar "tips" style post, then immediately admits it's a joke and that he mainly wanted to share a gym photo. After the laugh, he drops a direct call-to-action to book a consulting call.

♡ 247    💬 225    ↻ 0

6



## In June 2018, I applied for my dream job.

He shares a long-arc career story: he applied for a dream writing job, got rejected, and kept showing up over years until a later opportunity came back around. He includes an excerpt from the rejection email and ends with a short list of long-term lessons.

♡ 266    💬 143    ↻ 1

**7 I'm terrible at coaching people at getting over the fear of posting on LinkedIn. I do not understand it.**


He challenges the fear of posting with a mix of blunt questions, jokes, and big-picture perspective. He argues that most posts are forgotten quickly and that mean comments are survivable, especially if you're doing something worthwhile.

♡ 193    💬 199    ↻ 0

**8  Gratitude post for all writers who continue to use the em-dash in the face of libelous AI allegations.**

He posts a short, tongue-in-cheek "gratitude" message defending writers who use em-dashes despite claims it signals AI writing. The whole post reads like a mock-serious rallying cry for a tiny style choice.

♡ 302    💬 81    ↻ 6

**9  My profile appeared 87,495 times across LinkedIn from Nov. 11-18. 41,018 of those appearances were from comments.**

He shares specific visibility numbers from his LinkedIn analytics and highlights how much came from commenting. He then calls out a common contradiction: people ask for engagement but don't engage with others.

♡ 196    💬 191    ↻ 1

**10  Dear Fernando Mendoza. I feel like I can call you Fernando because you and me are so alike.**

He writes a parody "Dear [name]" letter that mimics an overly familiar cold message, mixing LinkedIn creator talk with football references and puns. The humor doubles as a gentle roast of desperate outreach and awkward pitching.

♡ 240    💬 146    ↻ 1