



# Anton Osika

empowering anyone to create

157k followers • [View Profile](#)

**4**

POSTS / WEEK

**5 PM, UTC**

MAIN POSTING TIME

**1070**

AVG REACTIONS

65 comments

**41%**

CALL-TO-ACTION

FREQUENCY

## #1 SUCCESS FACTOR

He turns company-building into simple, proof-heavy stories that make readers feel like they're watching (and joining) a movement, not being sold to. The biggest wins come from leading with a clear fact or number, stacking "receipts" (more numbers, names, visuals), and ending with a builder-first mission that includes the audience—so the same post drives trust, sharing, and action.

## FORMAT BREAKDOWN

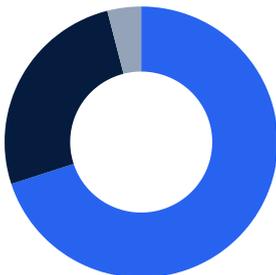


Image	70%	1160 avg reactions
Text Only	26%	800 avg reactions
Video	4%	2430 avg reactions

## 7 Tactics You Can Steal

01 [Start with one big number, then add three more proof bullets](#)

02 [Tell a quick "before vs after" story in two lines](#)

03 Say the scary opinion out loud, then explain your side calmly

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04 Use famous names and real conversations as your "receipts"

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05 Teach one simple lesson, then invite people to try it fast

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06 When hiring, explain who you need and why it matters now

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07 Don't make people read a wall of text—add a visual

# 7 Tactics You Can Steal

## 1 Start with one big number, then add three more proof bullets

He often opens with a single hard number that anyone can understand in one second (money, time saved, ranking, usage). Then he stacks a few more proof points (more numbers, names, or a short list) so readers trust it fast and have multiple things to comment on. This matches what drives the biggest spikes: the highest-ceiling posts are hard-number milestones (the strongest set averages ~9.95x relative engagement). To copy it: write your first line as one clear number + what it means, then add 3–5 short bullets of proof (customers, results, adoption, timeline).

[Example 1 →](#)

[Example 2 →](#)

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## 2 Tell a quick “before vs after” story in two lines

Several of the strongest posts explain growth with a simple contrast: what things looked like before, and what they look like now. This creates instant drama without needing a long story, so it’s easy to read and easy to react to. It’s also flexible: you can use it for company progress, a personal decision, or a customer win. To copy it: write one sentence that starts with “A year ago...” (or “Before...”) and one sentence that starts with “Now...,” and include one specific detail in each line.

[Example 1 →](#)

[Example 2 →](#)

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## 3 Say the scary opinion out loud, then explain your side calmly

He doesn’t avoid hot topics; he names the fear or criticism directly, then gives a clear, calm point of view. That makes people respond because they either agree, disagree, or want to add their own example. In this content set, clear stances average ~3.03x relative engagement in the best cases, while vague, abstract posts can fall near ~0.39x. To copy it: start with the sentence people argue about, then give 2–3 short reasons, and end with one plain promise or conclusion.

[Example 1 →](#)

[Example 2 →](#)

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## 4 Use famous names and real conversations as your “receipts”

Instead of saying “we’re important,” he shares proof that other credible people and companies are paying attention (a conversation, a quote, a well-known leader, or a respected brand). This shifts the discussion from ego to evidence, and it gives readers something concrete to react to. It also helps distribution because people share posts that touch public conversations. To copy it: pick one credible third-party moment, lead with what they said/did, and add one line explaining why it matters to your audience.

[Example 1 →](#)

[Example 2 →](#)

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**5****Teach one simple lesson, then invite people to try it fast**

He often frames product posts as a plain problem people recognize, then shows the fix and invites a tiny experiment. That makes the CTA feel like participation, not an ad, which keeps trust even in a very promotional mix. In the 73-post sample, CTAs show a small positive lift on average (about 1,783 interactions with CTAs vs 1,728 without), especially when the ask comes after value. To copy it: explain the mistake in one sentence, show the fix in 2–3 sentences, then ask for a 30-second test and feedback.

[Example 1 →](#)[Example 2 →](#)**6****When hiring, explain who you need and why it matters now**

His hiring posts work best when they're not just a job link: they explain what the person will change, why the timing matters, and what kind of builder should apply. That style aligns with the strongest hiring content (~1.53x for the best set) and avoids the low-context recruiting trap (~0.48x). To copy it: write a short "mission + problem + who we need" post, add 2–3 proof bullets (team, traction, customers), and put the link or "DM me" at the end.

[Example 1 →](#)[Example 2 →](#)**7****Don't make people read a wall of text—add a visual**

His best posts usually give the reader something to look at: a photo, a chart, a screenshot, or a clip. That matters because text-only posts are a drag here: no-media posts average ~0.85x relative engagement versus ~1.75x for images, and video is even higher at ~2.15x (though it's used rarely). To copy it: before you post, ask "what's the one picture that proves this happened?" then keep the caption short and let the visual do half the work.

[Example 1 →](#)[Example 2 →](#)[Example 3 →](#)

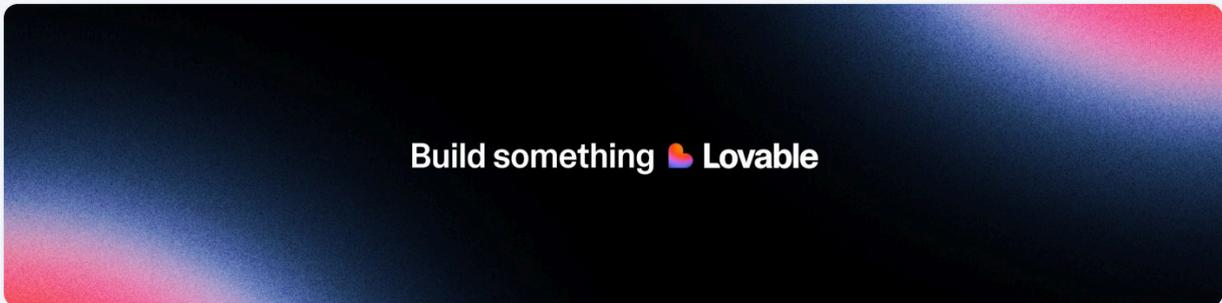
# Profile Breakdown

## HEADLINE FORMULA

**empowering anyone to create**

Mission-led verb phrase + broad beneficiary (no title): “empowering [anyone/specific group] to [outcome].” It works because it’s easy to remember, feels inclusive, and frames the creator as the leader of a cause; credibility is then proven with numbers and elite experience in the About and reinforced by strong posts rather than cramming credentials into the headline.

## BANNER STRATEGY



One short command + brand name on a simple dark gradient: “Build something Lovable.” It works because it mirrors the mission (creation), adds product recall (Lovable), and stays visually uncluttered so the message lands in one glance; the heart symbol adds warmth so the brand feels human, not technical.

# Content Strategy

PILLAR	%	WHAT CRUSHES	EXAMPLES
<b>Company momentum (milestones, PR, and events)</b>	18%	Big milestone announcements with concrete numbers are the ceiling: this category's strongest milestone posts average ~8.42x relative engagement (4 posts), especially when the first line states the "what happened" clearly. What tends to flop is logistics-first event/podcast promotion: these average ~0.29x (6 posts) when the post is mostly a link, date, and invite details without a bigger story or proof.	<a href="#">Post 1</a> <a href="#">Post 2</a> <a href="#">Post 3</a>
<b>Team, hiring, and culture</b>	26%	Hiring content performs when it reads like a mini story with proof (why the role matters, who it's for, and why the team is special). The strongest hiring/team posts average ~1.53x (top 7 posts in this theme). Low-context recruiting asks and quote-only recruiting posts drag hard at ~0.48x (3 posts) because they don't give readers a reason to care or trust.	<a href="#">Post 1</a> <a href="#">Post 2</a> <a href="#">Post 3</a>
<b>Product updates + customer outcomes (proof that it works)</b>	25%	The best posts combine a clear "what changed" with outcomes. Product updates win most when they lead with one measurable improvement and then list specific changes in a scannable way: these average ~1.64x (4 posts), with the biggest capability jump reaching ~3.04x. Customer proof works when it includes a concrete result (revenue, savings, impact): the top posts in that theme average ~1.81x; "cool build" posts without strong business framing fall to ~0.72x (3 posts).	<a href="#">Post 1</a> <a href="#">Post 2</a> <a href="#">Post 3</a>
<b>Thought leadership (stances, values, and builder beliefs)</b>	32%	This pillar peaks when he takes a clear stance tied to real-world tension (policy, markets, fairness, the future of work): the strongest stance posts average ~3.03x (top 5). Abstract predictions and vague philosophy without a concrete hook tend to underperform at ~0.39x (bottom 5) because people don't know what to agree or disagree with.	<a href="#">Post 1</a> <a href="#">Post 2</a> <a href="#">Post 3</a>

# Conversion Strategy

## Their Offer(s)

Lovable (AI-assisted software/app building platform)

Hiring/careers at Lovable

Events/community (hackathons, fireside chats, Tech Week hosting)

Education distribution (Lovable in schools)

## How They Promote in Posts

CTAs show up in about 4 out of 10 posts (41.1% in a 73-post sample; another cut reports 38.4%), usually placed at the end after results or a story. The asks are mostly low-friction and “value-continuation” (read more, try a small test, apply/DM), not hard-sell language. On average, CTA posts are slightly higher in total interactions (about 1,783 vs 1,728), but the biggest wins come from major announcements where the post itself carries the proof and the link is optional.

[Example 1 →](#)

[Example 2 →](#)

[Example 3 →](#)

## How They Promote in Profile

The profile sells mostly through identity and trust, not direct “click here” conversion. The headline is mission-first and broad, the banner anchors the brand promise (“Build something” + Lovable), and the About builds credibility with a tight proof timeline—but there’s no explicit About CTA or clear “start here” link. The Featured section highlights a high-engagement moment for credibility, so most conversions happen inside posts via links rather than through a consistent profile funnel.

[View Profile →](#)

# Top 10 Posts

1



## Lovable just raised \$330M at a \$6.6B valuation.

He announces a major fundraising and valuation and frames it as a shared win. The post stacks proof (scale metrics, enterprise trust) and thanks users, the team, and a long list of investors, then zooms out to a builder-first mission.

♡ 11829    💬 571    ↻ 175

2



## Today we are officially opening Lovable's new Stockholm HQ.

He shares the opening of a new headquarters and uses it as a symbol of momentum. The message is short and focuses on how much the company has grown in a year.

♡ 11047    💬 467    ↻ 27

3



## We launched Lovable one year ago from a co-working space in Stockholm.

He tells a one-year progress story starting from a humble origin and ending with big traction. The post includes multiple concrete outcomes and recognizable customer names, plus an optional link to a longer write-up.

♡ 9577    💬 313    ↻ 43

4



## Lovable just got called out for not paying VAT in Europe yet.

He addresses a public criticism about compliance and explains how he thinks about building in Europe. He makes clear commitments about becoming compliant and paying any late fees, then connects the issue to a bigger values story.

♡ 7344    💬 420    ↻ 85

5



## New Lovable Stockholm HQ coming soon...

He posts a short teaser about an upcoming HQ reveal with minimal details. The image carries the story by showing behind-the-scenes work and branding in progress.

♡ 4247    💬 102    ↻ 6

6



## Introducing a smarter Lovable that is 71% better at solving complex tasks.

He announces a product upgrade with a measurable improvement, then explains what changed in a simple list. The post focuses on practical workflows (testing, planning, queueing, authentication) and links out for details.

♡ 3017    💬 300    ↻ 148

7

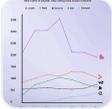


**"100% of our engineers is now assisted by AI coders and our productivity has gone up incredibly [...] I love Lovable."**

He shares a strong third-party endorsement framed as a short quote with an absolute-sounding adoption claim. The post leans on the authority of the source and keeps the message simple: adoption is high and productivity is up.

♡ 2430    💬 119    ↻ 62

8



**Every few months social media says Lovable is dying.**

He calls out a recurring negative narrative and flips it with dry humor. A chart-like visual gives readers a concrete object to react to and debate in the comments.

♡ 2287    💬 219    ↻ 17

9



**EU Inc could be a big step for Europe - it's why I've proudly supported its introduction and I'm celebrating today's news.**

He takes a clear position on a policy change and explains why it matters for founders. The post translates a big idea into practical outcomes like faster company setup and easier cross-border hiring and fundraising.

♡ 2329    💬 93    ↻ 47

10



**Welcoming Monica Perez to the Lovable team.**

He announces a key hire and explains the person's background with concrete details from past roles. He ties the hire to what it will unlock for customers and ends with a bold "north star" vision.

♡ 2369    💬 89    ↻ 5