



Aram Mughalyan

Helping web3 B2B companies get inbound + outbound leads on LinkedIn | Building personal brands for crypto leaders | Shirtless Ultramarathoner

64k followers • [View Profile](#)

8

POSTS / WEEK

2 PM, UTC

MAIN POSTING TIME

140

AVG REACTIONS
85 comments

100%

CALL-TO-ACTION
FREQUENCY

#1 SUCCESS FACTOR

He wins by owning one clear story: web3 is moving from hype and anonymous chatter to serious, identity-based business—and LinkedIn is where that shift turns into pipeline. His posts repeatedly create strong opinions about that shift, and his profile turns the attention into one obvious next step (book an audit call or DM a keyword).

FORMAT BREAKDOWN

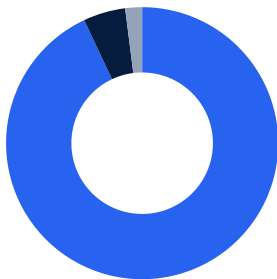


Image	93%	140 avg reactions
Video	5%	110 avg reactions
Carousel	2%	90 avg reactions

7 Tactics You Can Steal

01 [Start with a blunt "stop doing this" line, then teach](#)

02 [Turn news into a simple "here's what it means for you"](#)

03 Use everyday comparisons so hard ideas feel obvious fast

04 Make a bold prediction, then list clear reasons people can argue

05 Say a shocking number, then show a step-by-step pattern people recognize

06 Tell one before-and-after story, then ask people for theirs

07 Sell by naming the real bottleneck, then offer one next step

7 Tactics You Can Steal

1 Start with a blunt “stop doing this” line, then teach

Several of his biggest posts start with a strong command that attacks a popular belief, then quickly give a clear replacement idea. This works because people can't ignore a line they disagree with, and they'll share it if you give them a better way to think. Evidence: the top five posts average about 1.93x relative engagement, and this blunt-then-teach style shows up in multiple of those top performers (including the overall best at 2.52x). To copy it: write one short 'stop doing X' opener, add 2–3 simple examples, then end with one practical “do this instead.”

[Example 1 →](#)

[Example 2 →](#)

2 Turn news into a simple “here's what it means for you”

He often posts a timely update (a policy change, a platform shift) and then writes a plain-language “Translation” that spells out the real impact. This works because the news gives urgency, and the translation makes it easy for readers to repeat your point in comments. Evidence: this pattern appears in more than one of the highest-performing posts, including one at 2.31x relative engagement. To copy it: share one specific update, add one number or concrete detail, then write 3 short lines: what changed, who loses, who wins.

[Example 1 →](#)

[Example 2 →](#)

3 Use everyday comparisons so hard ideas feel obvious fast

When he makes a technical or abstract point, he compares it to normal things people already understand (like how nobody needs to know how the internet works to use it). This works because it lowers the effort to agree—and the faster someone “gets it,” the more likely they are to like, comment, or repost. Evidence: the single best-performing post (2.52x relative engagement) relies heavily on this kind of simple comparison to make the point feel undeniable. To copy it: pick one boring, familiar analogy, make it one sentence, then tie it back to the business outcome you want people to focus on.

[Example 1 →](#)

[Example 2 →](#)

4**Make a bold prediction, then list clear reasons people can argue**

He makes a big, polarizing prediction, then gives a short numbered list of reasons so the debate stays focused. This works because the prediction pulls emotion, and the numbered reasons give readers “handles” to agree with one point and fight you on another. Evidence: multiple top posts use this structure and land around ~1.35x relative engagement, showing it’s reliably strong even when it’s not breaking news. To copy it: open with one confident prediction, then write 3–5 reasons, each one line, and end with a forced-choice question.

[Example 1 →](#)[Example 2 →](#)**5****Say a shocking number, then show a step-by-step pattern people recognize**

He uses a big number to grab attention, then describes a simple step-by-step sequence that feels painfully familiar to the audience. This works because people instantly start matching your steps to real examples they’ve seen, and they jump into the comments to confirm, deny, or add their own steps. Evidence: one of his top performers uses this exact pattern (about 1.27x relative engagement) and is built almost entirely around the recognizable sequence. To copy it: lead with one bold number, add one line on why you believe it, then write 6–10 short steps that read like a story.

[Example 1 →](#)[Example 2 →](#)**6****Tell one before-and-after story, then ask people for theirs**

He occasionally shares a personal change with a clear “before vs after” contrast, then ends with a question that lets anyone reply from their own life. This works because it’s easy to relate to, and the question gives people a simple reason to comment without needing expertise. Evidence: the transformation story post hit about 2.00x relative engagement, and across the dataset he uses discussion questions very often (22 of the 43 posts tracked). To copy it: share the old you in 3 blunt lines, share the new you in 3 blunt lines, then ask one warm question that invites short answers.

[Example 1 →](#)[Example 2 →](#)**7****Sell by naming the real bottleneck, then offer one next step**

When he sells, he first teaches or diagnoses the real problem (usually positioning and profile clarity), then offers one simple next step (book a call or DM a keyword). This works because the offer feels like help, not an interruption—and it matches his profile, which is built like a landing page for the same next step. Evidence: direct conversion CTAs show up in a minority of posts (about 8 of 43), and those posts average slightly fewer likes than the rest (128.9 vs 144.0) but can drive more comments/reposts (99.0 comments and 7.4 reposts vs 93.3 and 5.7), so the “diagnose then invite” approach keeps trust while still capturing leads. To copy it: teach a short framework, point to the one step most people get wrong, then offer a call/DM only for people who want the fix.

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

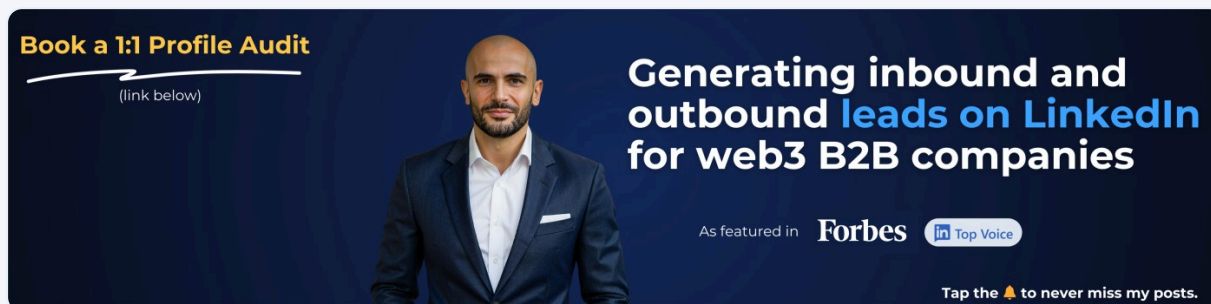
Profile Breakdown

HEADLINE FORMULA

Helping web3 B2B companies get inbound + outbound leads on LinkedIn | Building personal brands for crypto leaders | Shirtless Ultramarathoner

Helping [specific audience] get [main outcome] on/through [channel] | Building [secondary outcome] for [adjacent audience] | [true, memorable personal identity hook]. This works because it front-loads the buyer result ("leads") and the place it happens ("LinkedIn"), then narrows to a tight niche (web3 B2B/crypto leaders) so the right people self-select; the personal hook makes him easier to remember in a crowded market.

BANNER STRATEGY



Landing-page banner: (1) one-line promise that matches the headline (lead gen on LinkedIn for web3 B2B), (2) one big action step (book a 1:1 audit), (3) fast trust badges (featured in major media, platform credentials), plus a small behavior prompt (turn on notifications). It works because it removes choice and doubt at the exact moment someone decides whether to click Featured or DM—one message, one path, lots of proof.

Content Strategy

PILLAR	%	WHAT CRUSHES	EXAMPLES
Platform shift stories (why LinkedIn beats X for serious growth)	28%	This pillar performs best when it uses a timely trigger (policy change, algorithm shift, named products) and then explains what it means in plain language. In this dataset, platform-shift narratives average about 1.15x relative engagement across 12 posts, while more tactical "how to get leads on LinkedIn" posts average 0.77x across 6 posts—showing the "why the platform is changing" story pulls more attention than pure tactics. Posts that are just generic reminders to be on LinkedIn, without a fresh trigger, trend lower (4 posts around 0.76x).	Post 1 Post 2 Post 3
Pain-point-first web3 messaging (outcomes > tech)	30%	The highest spikes come from simple, almost rude clarity that says "stop leading with the tech" and then replaces it with customer pain and business outcomes. In this dataset, the two strongest "people don't care about blockchain" style posts average about 1.95x relative engagement, and one of the best-performing posts overall is in this exact lane (2.52x). By contrast, niche token-finance mechanics and ecosystem politics underperform (4 posts around 0.50x), suggesting broad, outcome-based framing travels farther than insider talk.	Post 1 Post 2 Post 3
Market takes that are bold, specific, and numbered	32%	These posts make a big claim ("this era is ending," "most startups don't have fit," "here are the next five things") and then support it with clear structure and at least one concrete detail (names, funding amounts, market size, a step-by-step pattern). Several of the creator's top performers sit in this lane, typically landing between ~1.27x and ~1.36x relative engagement, which suggests audiences reward strong point-of-view when it's easy to follow and argue with. This works best when the claim is grounded in visible 'receipts' (company actions, market numbers), not pure opinion.	Post 1 Post 2 Post 3

LinkedIn growth + monetization (principles, proof, and light promos)

10%

When he teaches simple, evergreen principles (not “you’re doing it wrong” rants), performance is stronger: principle-style frameworks average about 0.89x across 2 posts, while common creator tropes (posting daily but no leads, AI warnings, tool-ish pitches) trend lower (4 posts around 0.71x). Personal identity stories can punch far above their weight: the single transformation post in this dataset hit about 2.00x relative engagement. Direct promos are the weakest format: promo/event posts average about 0.55x across 2 posts, so they work best when framed as a real shift plus clear job titles, not an announcement.

[Post 1](#)

[Post 2](#)

[Post 3](#)

Conversion Strategy

Their Offer(s)

1:1 LinkedIn Profile Audit Call (booked via Calendly) for web3 founders/leaders and web3 B2B teams

Ongoing LinkedIn authority and inbound lead generation support (inbound)

Inbound + outbound LinkedIn revenue system for teams (inbound + outbound)

Partner/event promotions (for adjacent audiences like compliance/fraud/FinTech)

How They Promote in Posts

In the 43 posts tracked here, every post includes at least one CTA, usually a soft footer asking for reposts and follows (100% CTA frequency), plus a frequent discussion question (22 posts). Direct conversion CTAs (DM keyword, booking link, registration, or comment-to-get-resource) show up in about 8 of 43 posts; those posts average slightly lower likes (128.9 vs 144.0) but similar-to-higher conversation signals (99.0 comments and 7.4 reposts vs 93.3 and 5.7). Hard CTAs are slightly lower on average than soft-only CTAs (about 1.02x vs 1.07x relative engagement), so the pattern is: use soft CTAs on high-reach opinion posts, and use direct CTAs when the post already creates buying intent (a clear diagnosis + solution).

[Example 1 →](#)

[Example 2 →](#)

[Example 3 →](#)

How They Promote in Profile

The profile works like a one-page funnel: the banner repeats the same promise as the headline and pushes one action (book a 1:1 audit), the Featured section contains a single booking link, and the About section sells with a clear story (why LinkedIn matters for web3 B2B), proof, and a dual CTA (book or DM "GROWTH"). That alignment lets posts stay value-heavy while the profile does the heavy lifting when someone clicks through.

[View Profile →](#)

Top 10 Posts

1



We need to stop teaching people about blockchain.

He argues that mass adoption won't come from explaining blockchain, just like people use the internet without understanding TCP/IP. He uses familiar examples (cars, planes, the web) to show that most users only care that a product works. He closes by prescribing a focus on better UI/UX and real problem-solving instead of tech education.

♡ 371 □ 192 ↻ 14

2



Crypto Twitter is officially DYING.

He claims crypto content is being deprioritized on X and frames it as the collapse of an engagement-farming loop. He contrasts anonymous, meme-driven culture with identity-based credibility and buyers on LinkedIn. He ends with a DM keyword CTA for founders who want to build and monetize a LinkedIn presence.

♡ 291 □ 209 ↻ 30

3



I was not always this guy.

He shares a personal transformation from feeling unhealthy, stuck, and mentally exhausted to becoming disciplined and known for extreme fitness and professional growth. He emphasizes that small changes compounded over years. He ends by asking readers to share their own transformation stories.

♡ 315 □ 141 ↻ 2

4



Crypto Twitter just took another major hit.

He reports that X is shutting down API access for apps that reward posting and engagement, naming specific products affected. He explains how incentives created spam and low-quality replies, leading to a crackdown that breaks those business models. He then positions LinkedIn as a better long-term home because of real identities and stricter policies.

♡ 168 □ 148 ↻ 9

5



Nobody cares about blockchain.

He argues customers don't care about blockchain, white papers, or DAOs—they care about their daily pain points. He lists outcome examples like faster settlement, cheaper payments, more transparency, and better UX. He ends by tying utility to revenue and revenue to business survival.

♡ 197 □ 114 ↻ 5

6



The future of crypto won't be shaped by hype.

He lays out a five-part framework for what will matter most over the next five years, covering areas like stablecoins, tokenized assets, and privacy/scaling tech. He includes at least one concrete market-size detail and connects the trends to each other. He ends by asking readers what he missed.

♡ 163 💬 137 ↻ 11

7



Unpopular Opinion that rubs crypto bros the wrong way.

He predicts "Crypto LinkedIn" will outgrow "Crypto Twitter" and frames the reason as institutional scale, not culture. He explains the claim with a short list of reasons tied to where capital, careers, and rational buying behavior live. He ends by asking readers to choose between noise and authority.

♡ 158 💬 147 ↻ 5

8



The era of decentralized social media is coming to an end.

He claims decentralized social is failing to break out beyond a small niche, and points to specific company moves as evidence. He argues the core problem is network effects and distribution, not funding, and says winning requires a 10x better experience or a new reason to exist. He references recognizable projects to make the argument concrete.

♡ 143 💬 151 ↻ 9

9

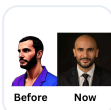


Hot take: 90% of web3 startups don't have product-market fit.

He argues most startups chase a token before proving real demand, using his experience talking with many founders as context. He walks through a step-by-step pattern of how token-first launches often play out, ending with retail getting hurt. He contrasts that with what real demand looks like and asks founders how they validate before launching a token.

♡ 151 💬 132 ↻ 8

10



"Aram, why did you change your LinkedIn profile photo?"

He responds to a perceived objection about looking "more corporate" by explaining a shift from crypto-native identity to mainstream, institution-facing credibility. He links the photo change to a broader adoption story and argues buyers care about clarity and outcomes, not insider aesthetics. He ends by asking whether leaders have positioned themselves to create opportunities on LinkedIn.

♡ 174 💬 113 ↻ 2