

# Aryan Mahajan

AI Architect for B2B & Capital-Intensive Firms | Fortune 500 Growth & Capital Efficiency

46k followers • [View Profile](#)

**3**

POSTS / WEEK

**5 PM, UTC**

MAIN POSTING TIME

**140**

AVG REACTIONS  
130 comments

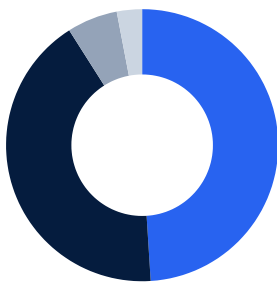
**77%**

CALL-TO-ACTION  
FREQUENCY

## #1 SUCCESS FACTOR

They sell "AI infrastructure" (not tools or tips) by showing complete, believable systems that replace real jobs and costs, then offering the exact blueprint as a free, DM-delivered asset. That one choice links everything together: enterprise-style positioning on the profile, system breakdown posts that earn trust fast, and a comment-to-DM path that turns attention into booked consults.

## FORMAT BREAKDOWN



Video	49%	180 avg reactions
Image	42%	130 avg reactions
Text Only	6%	40 avg reactions
Carousel	3%	50 avg reactions

## 7 Tactics You Can Steal

01 [Ask people to comment one word before you send the free guide](#)

02 [Start with a money or time number people can picture instantly](#)

03 Show the tools like a simple recipe: Tool + Tool + Tool = Result

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04 List the exact jobs your system does, like a simple checklist

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05 Open with "you're doing it wrong," then show the better way

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06 Tell a short "before and after" story with a clear timeline

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07 Stop betting on carousels and plain text—use video or images

# 7 Tactics You Can Steal

## 1 Ask people to comment one word before you send the free guide

They regularly offer a specific guide or system, then ask people to comment one keyword (often with “connect so I can DM you”). This works because comments don’t just show interest—they also spread the post to more people and create a clean list of people to message. In this dataset, posts with CTAs average 3.41 relative engagement versus 0.35 without, and about half of all posts use a keyword-comment gate (50 of 98). To copy it: promise one clear asset, pick one keyword, and say exactly what happens next (“comment X, I’ll DM it once we’re connected”).

[Example 1 →](#)

[Example 2 →](#)

[Example 3 →](#)

## 2 Start with a money or time number people can picture instantly

Many of their best-performing system posts lead with a single, concrete number (salary replaced, cost avoided, or time cut down). It works because a real number lets readers quickly compare it to their own situation and decide “this is worth paying attention to.” Inside the systems pillar, posts using the “replaces/replaced \$X team” framing show higher performance (18 posts averaging 5.37x relative engagement). To copy it: pick one headline number (like “\$5K/month” or “10 hours/week”), then immediately explain the exact work that number represents.

[Example 1 →](#)

[Example 2 →](#)

[Example 3 →](#)

## 3 Show the tools like a simple recipe: Tool + Tool + Tool = Result

Instead of saying “AI did it,” they name the exact tools and connect them into a simple equation, then state the outcome. This works because it makes the claim feel buildable (not magic) and helps the right people self-qualify (“we use those tools too”). You can see this “tool stack → outcome” pattern across their highest-performing system breakdowns, and it’s a repeatable structure in their content. To copy it: write one line that names your main tools, then follow with a short “here’s what it produces” list.

[Example 1 →](#)

[Example 2 →](#)

[Example 3 →](#)

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## List the exact jobs your system does, like a simple checklist

They don't say "it automates sales" or "it helps marketing." They list the specific tasks the system takes over (research, writing, follow-up, routing, reporting), so readers can match it to their daily work. This works because specific tasks feel true, and it reduces the fear that it's just a vague promise. It also fits their strongest pillar: system/agent breakdowns are the majority of their posts (53.06%) and drive the bulk of engagement. To copy it: write a checklist of tasks your offer removes, using plain verbs ("finds," "writes," "sends," "tracks," "updates").

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

5

## Open with "you're doing it wrong," then show the better way

A common pattern is starting with a strong opinion that calls out a popular mistake, then quickly explaining the better approach. People respond because they either agree loudly or want to argue—either way, the post gets attention and discussion. This style also matches their positioning: "systems and infrastructure" beats random tips or trendy tools. To copy it: write one sentence that challenges a common habit, then follow with 3–5 bullets that show what to do instead.

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

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## Tell a short "before and after" story with a clear timeline

Their personal posts work best when they include a timeline and a clear change (what life/business looked like before, and what it looks like now). This works because it feels real, it's easy to remember, and it makes people ask "how did you do that?" In their founder-journey category, generic mindset advice tends to underperform (10 posts under 0.75x relative engagement, averaging 0.36x), while status-shift stories are the ones that rise. To copy it: use a time marker ("a year ago"), share one hard detail, then end with the lesson you wish you knew earlier.

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

7

## Stop betting on carousels and plain text—use video or images

Their performance is heavily format-driven: video posts have the best results (median likes 181.5), images are close (median likes 134), and both beat carousels (median likes 54) and text-only posts (median likes 36). The same pattern shows up in relative engagement averages: video at 3.10x and image at 2.75x, while carousels (0.28x) and text-only (0.16x) lag far behind. To copy it: default to video or a strong single image for your main posts, and treat carousels/text-only as exceptions you test sparingly.

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

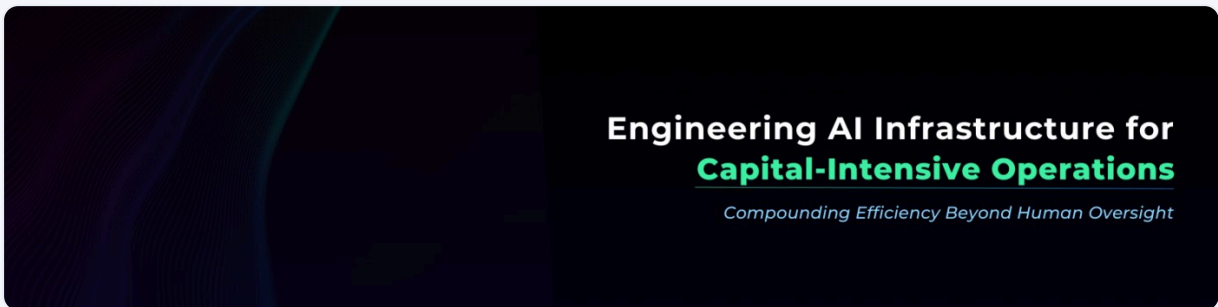
# Profile Breakdown

## HEADLINE FORMULA

**AI Architect for B2B & Capital-Intensive Firms | Fortune 500 Growth & Capital Efficiency**

[Builder role, not a generic title] for [very specific buyer] | [enterprise credibility marker] + [executive money outcomes]. Why it works: it filters for high-LTV buyers (capital-intensive B2B), signals "I build systems" (architect), borrows trust with recognizable scale (Fortune 500), and promises CFO-friendly results (growth + capital efficiency) instead of tech features.

## BANNER STRATEGY



Dark, high-contrast, enterprise-tech visual + one tight positioning line about engineering AI infrastructure for capital-intensive operations and compounding efficiency beyond human oversight. Why it works: it matches the headline/about language, makes the page feel like a serious systems firm (not a creator page), and reinforces the "infrastructure" category before anyone reads a word.

# Content Strategy

PILLAR	%	WHAT CRUSHES	EXAMPLES
<b>AI agents &amp; automation system breakdowns (content, sales, finance, ops)</b>	<b>53%</b>	This is the core growth engine: 52 of 98 posts in this category average 4.65x relative engagement, while everything else combined averages 0.47x. The biggest winners in this pillar use “replaces an expensive team” framing (18 posts averaging 5.37x relative engagement vs 4.27x for other system posts), name the tool stack, and end with a DM-delivered blueprint behind a single keyword comment. What tends to lag even inside this pillar: plain “deployment update/results recap” posts without a big replacement hook and/or without a strong gated asset (7 such posts are under 1.0x relative engagement, averaging 0.56x).	<a href="#">Post 1</a> <a href="#">Post 2</a> <a href="#">Post 3</a>
<b>AI strategy, frameworks, and tool commentary (when it’s tactical)</b>	<b>27%</b>	This pillar performs when it stays hands-on: tactical walkthroughs with specific tools and steps consistently beat abstract opinions. In the sample, abstract warnings/news/opinions without a concrete workflow or asset are the lowest performers (7 posts under 0.25x relative engagement, averaging 0.17x), while tactical/architectural walkthroughs do materially better (5 posts at or above 0.52x, averaging 0.72x). The practical pattern: explain what to do, name the moving parts, and give people something they can copy or build.	<a href="#">Post 1</a> <a href="#">Post 2</a> <a href="#">Post 3</a>
<b>Founder journey, mindset, and operator lessons</b>	<b>13%</b>	These posts work best when they’re a real story with a clear “status shift” and a simple timeline, not generic advice. In this pillar, general mindset posts without a concrete event, numbers, or a vivid scene often underperform (10 posts under 0.75x relative engagement, averaging 0.36x). The better-performing pattern is a personal narrative with a sharp change (deal win, income shift, before/after) that makes people lean in and respond.	<a href="#">Post 1</a> <a href="#">Post 2</a> <a href="#">Post 3</a>

**Robotics & humanoid deployments (only when tied to business impact)**

**7%**

Robotics content is a smaller slice and only spikes when it's framed like an operator story: a real deployment, what changed, and what it means for a business. Short "just showing the robot" or meme-style clips are consistently weak (5 posts under 1.0x relative engagement, averaging 0.29x). The stronger versions add a deployment context and an impact/playbook angle (2 posts at or above 1.0x relative engagement, averaging 1.86x).

Post 1

Post 2

Post 3

# Conversion Strategy

## Their Offer(s)

Custom AI infrastructure/agent consulting and deployment for B2B and capital-intensive firms, routed to a consultation call.

Free lead magnets delivered via DM (playbooks, blueprints, workflows, prompt packs)

Done-for-you builds promoted via “DM a keyword” product CTAs

Robotics/humanoid robot deployments and related partner opportunities

## How They Promote in Posts

CTAs are used in about three quarters of posts (75 of 98, 76.53%), usually placed at the end after a long value section. The dominant pattern is a direct-response CTA: connect + comment a keyword so the asset can be DM'd; this is common enough that roughly half of posts use keyword-comment gating (50 of 98), and repost requests are also frequent (51 of 98). In this dataset, CTA posts average 3.41 relative engagement versus 0.35 for posts without CTAs, so the “comment to get it” mechanic is not hurting reach here—it’s a major driver of comments and DM leads.

[Example 1 →](#)

[Example 2 →](#)

[Example 3 →](#)

## How They Promote in Profile

The profile is built to close: the banner and headline repeat the “AI infrastructure for capital-intensive operators” message, the About section reads like a case-study page with quantified outcomes and a direct DM prompt, and the Featured section is a single clear next step—booking a “Custom AI Agent Consultation” call—so high-intent visitors have an immediate conversion path.

[View Profile →](#)

# Top 10 Posts

1

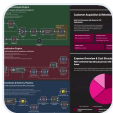


## NEVER use AI to write LinkedIn posts again...

The post attacks the common habit of asking AI for one-off LinkedIn posts and argues that this creates random results. It reframes the solution as building “LinkedIn infrastructure” and lists concrete capabilities like learning your voice from a small sample of posts and generating executive-style hooks. It offers a bundled system (prompts, templates, frameworks) delivered via a comment keyword and connection-gated DM.

♡ 551    💬 3063    ↻ 37

2



## This AI Financial Analyst replaces your \$200K/year Finance team

The post presents an “AI Financial Analyst” system with a named tool stack and claims it turns a monthly finance workflow from dozens of hours into minutes. It lists the exact analyst tasks the system takes over, like pulling data, variance commentary, board-ready summaries, and scenarios. It then offers the full architecture through a keyword comment and connection-gated DM.

♡ 1056    💬 2539    ↻ 45

3



## Gamma + n8n + GPT-5 = AI Presentation Engine that closed \$47K in deck services last month...

This post breaks down an automated “presentation engine” built from a specific tool stack and claims it produces decks in minutes. It compares the system to agencies that charge thousands and take weeks, then walks through a simple workflow from client inputs to a finished deck and delivery steps. It ends by offering access to the build via a keyword comment, with a short time window for access.

♡ 998    💬 2226    ↻ 157

4

## I'm doing \$70-80K/month selling AI infrastructure to BCG, BMW, Coca-Cola

The post leads with a monthly revenue range and recognizable enterprise client names, then positions the offering as fast-to-deploy “AI infrastructure.” It contrasts this with traditional agencies that take longer and cost more, and lists what’s included in an internal training/onboarding program. It offers access through a connect-and-comment CTA with a short “taken down” window.

♡ 809    💬 2003    ↻ 198

5



## I created a fully open source automation arsenal of 3,258+ AI workflows...

This post offers a large “automation arsenal” framed as open source and expensive to replicate. It reads like a catalogue: a huge count of workflows plus multiple sub-assets (prompts, templates, sequences) and performance claims. Access is gated behind a keyword comment and a connection request for DM delivery.

♡ 757    💬 2147    ↻ 26

6



### 40,000 followers → \$370K in 6 months

The post shares a growth result tied directly to revenue and a time window. It argues that follower growth without pipeline is a trap and positions the real win as “revenue infrastructure.” It lists the components of that system and gates the full blueprint behind a keyword comment for DM delivery.

♡ 591    💬 1771    ↻ 20

7

### This AI Content Infrastructure Replaces Your ENTIRE Marketing Team.

This post pitches a content system that runs on autopilot and claims major time savings and business results. It outlines a simple loop from collecting top content, extracting patterns, generating posts, scheduling, publishing, and improving based on performance. It offers a full walkthrough and blueprint via a keyword comment with a limited-time window.

♡ 396    💬 1832    ↻ 13

8



### After 6,000+ hours of obsessive testing, I finally built the AI automation arsenal agencies charge \$100K+ to develop

The post frames the resource as hard-won through an enormous time investment, then lists a wide set of named systems across content, ads, SDR/outbound, follow-up, and internal ops. It backs the resource with large aggregate results (leads, impressions, follower growth) and positions it as temporarily free before moving behind a paid gate. Access is routed through a keyword comment and connection-gated DM.

♡ 555    💬 1534    ↻ 32

9



### This AI Sales Infrastructure Replaces Your ENTIRE Outbound Team.

This post claims an end-to-end outbound system can replace an SDR team and manager time by automating sourcing, enrichment, personalized outreach, follow-ups, and routing. It also addresses the common objection that outbound is spam by reframing the system as personalized and pipeline-driven. The creator offers a detailed workflow breakdown via a keyword comment and DM delivery.

♡ 407    💬 1603    ↻ 26

10



### After 350+ days of testing, I've finally created the most effective AI automation playbook ever.

The post packages a broad “automation playbook” as the creator’s tested systems across multiple business functions, framed with a time-investment credibility hook and a value anchor. It lists the areas covered (content automation, outreach, follow-up, enrichment, CRM syncing, internal ops) and ties it to growth and revenue outcomes. Access is offered through a keyword comment with a short availability window.

♡ 342    💬 1610    ↻ 11