



# Ben van Sprundel

Founder @ Ben AI | AI Automation Systems for Marketing Agencies | Proven Systems for SEO · LinkedIn · Newsletters · Ads · Recruiting

18k followers · [View Profile](#)

2

POSTS / WEEK

2 PM, UTC

MAIN POSTING TIME

110

AVG REACTIONS  
25 comments

64%

CALL-TO-ACTION  
FREQUENCY

## #1 SUCCESS FACTOR

He turns big, specific “we built this system” claims into simple step-by-step playbooks, then trades the exact templates for a one-word comment. That loop creates high trust (because it’s detailed and practical) and high reach (because it earns lots of comments), and his profile repeats the same promise so interested people know exactly what to do next.

## FORMAT BREAKDOWN

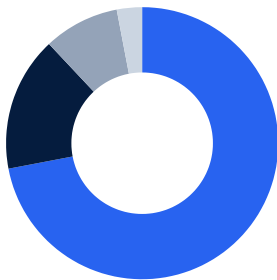


Image	72%	110 avg reactions
Video	16%	120 avg reactions
Carousel	9%	120 avg reactions
Text Only	3%	20 avg reactions

## 7 Tactics You Can Steal

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

02 [Start with a big number, then prove it fast](#)

03 Write your how-to like a recipe with clear steps

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04 Say what's broken, name the real reason, then fix it

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05 Turn a messy job into a simple checklist people can copy

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06 Tell a real story with one lesson people can use

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07 Use visuals most of the time, not plain text

# 7 Tactics You Can Steal

1

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

He teaches something useful, then offers the exact template or guide and tells people to comment one keyword to get it. This works because commenting is easier than clicking, and it also lets him follow up in a direct message with the download. In the 74-post dataset, posts with a lead-gen CTA like this average about 1.80x relative engagement (47 posts) versus about 1.05x without one (27 posts). To copy it: give the “what” in the post, promise the “how” in a file, and use one clear keyword like “GUIDE” or “TEMPLATE.”

[Example 1 →](#)

[Example 2 →](#)

[Example 3 →](#)

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2

## Start with a big number, then prove it fast

Many of his best hooks lead with a number that makes the claim feel real (time saved, hours invested, a percentage, or how many parts are in the system). It works because the number creates instant curiosity, and the proof right after it stops people from thinking it’s hype. Time-boxed build hooks show up repeatedly and average about 2.33x relative engagement across 5 posts, and “big pack / big scale” asset posts average about 4.11x across 6 posts. To copy it: put the number in the first line, then immediately list 3–5 concrete examples or steps that show you’re not guessing.

[Example 1 →](#)

[Example 2 →](#)

[Example 3 →](#)

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3

## Write your how-to like a recipe with clear steps

Instead of giving opinions, he breaks the work into simple steps people can follow, often with exact stages and what happens in each stage. This works because readers can skim, save it, and actually try it later—so it earns more “keep this” type engagement. Carousels (which fit step-by-step teaching well) average about 1.85x relative engagement across 7 posts, higher than images and videos (about 1.54x each). To copy it: use a short intro, then numbered steps, and end with one sentence telling people what to do first.

[Example 1 →](#)

[Example 2 →](#)

[Example 3 →](#)

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**4****Say what's broken, name the real reason, then fix it**

He often starts with a bold claim like "this doesn't work," then explains the real reason (the missing step) and gives a better way. This works because it matches what people already feel ("I tried it and it was meh"), and then gives them a clear fix they can apply. In trend content, posts with specific stats and clear frames average about 1.37x relative engagement (4 posts) versus about 0.24x for generic takes (3 posts). To copy it: call out the common failure, name one concrete cause, and share the replacement checklist or rule.

[Example 1 →](#)[Example 2 →](#)[Example 3 →](#)**5****Turn a messy job into a simple checklist people can copy**

He takes work that usually feels overwhelming and turns it into a checklist of parts, so it feels doable. This works because people can quickly compare it to their own situation and spot what they're missing. Posts that include clear, practical pieces (tools, stages, QA steps, inputs/outputs) consistently outperform vague "AI will change everything" statements, and text-only posts are the weakest format in the dataset (median likes 24; about 0.19x relative engagement across 2 posts). To copy it: write "Here's what gets done" and list each part as a bullet that starts with a verb.

[Example 1 →](#)[Example 2 →](#)**6****Tell a real story with one lesson people can use**

His best personal posts read like a quick story: what happened, what went wrong (or surprised him), and what he learned. This works because stories feel honest, and the lesson makes it useful, not just personal. In the personal category, story-style "mistake → lesson" posts average about 1.88x relative engagement (4 posts) versus about 0.64x for generic habits/motivation (5 posts). To copy it: start with a specific moment, share the mistake, then end with one practical rule you follow now.

[Example 1 →](#)[Example 2 →](#)[Example 3 →](#)**7****Use visuals most of the time, not plain text**

He usually attaches an image, video, or carousel so people can understand the idea fast without reading a wall of text. This works because visuals stop the scroll and make steps and examples easier to skim and save. In this dataset, posts with no media have far lower median likes (24) than image (110), carousel (123), and video (124.5). To copy it: turn your steps into a simple slide, screenshot your checklist, or record a short demo of the result.

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

# Profile Breakdown

## HEADLINE FORMULA

Founder @ Ben AI | AI Automation Systems for Marketing Agencies | Proven Systems for SEO · LinkedIn · Newsletters · Ads · Recruiting

[Role/Title] @ [Brand] | [Clear outcome you deliver] for [specific buyer] | [Trust marker like “proven systems”] for [3–6 concrete use cases]. Why it works: it names the exact customer, makes the offer feel repeatable (not hype), and the use-case list doubles as proof + search keywords.

## BANNER STRATEGY



Banner reads like a simple ad: one bold identity promise (“Become an AI-First Marketing Agency”) + one line explaining the result (scale output/capacity without extra headcount) + recognizable tool logos. Why it works: the same promise shows up in the headline/about/featured, so people remember it fast and don’t wonder what you sell.

# Content Strategy

PILLAR	%	WHAT CRUSHES	EXAMPLES
<b>Build-and-share automation systems (demos, tutorials, templates)</b>	<b>43%</b>	This pillar wins when the content is a concrete build with a clear outcome and a copyable asset. In the tutorial/template bucket, the strongest "I built X" style posts (10 out of 28) average about 4.43x relative engagement, while smaller, less outcome-specific tips/resource drops (11 out of 28) average about 0.72x. Case studies also do better when they're tight and operational, with metrics and a clear workflow instead of a long story without steps.	<a href="#">Post 1</a> <a href="#">Post 2</a> <a href="#">Post 3</a>
<b>Agency scaling and productized service playbooks</b>	<b>24%</b>	The best posts here lead with a sharp point (often a contrarian angle or a specific stat) and then give a clear playbook agencies can follow. The strongest performers (4 out of 18) average about 2.63x relative engagement. More overt "here's my offer" style promos inside this pillar (6 out of 18) average about 0.61x, so the pattern is: teach the operator playbook first, then sell as the next step.	<a href="#">Post 1</a> <a href="#">Post 2</a> <a href="#">Post 3</a>
<b>AI market takes and trend posts (with real numbers)</b>	<b>15%</b>	This pillar performs when it's specific and backed by numbers or a clear, testable claim. Data-backed trend posts (4 out of 11) average about 1.37x relative engagement. Very short, generic "AI is changing everything" style posts (3 out of 11) average about 0.24x, so it's the difference between a claim people can repeat and a claim people already heard.	<a href="#">Post 1</a> <a href="#">Post 2</a> <a href="#">Post 3</a>
<b>Founder stories with a clear lesson (not generic motivation)</b>	<b>18%</b>	Personal posts do best when they read like a real scene with a mistake and a takeaway people can use at work. Those narrative posts (4 out of 13) average about 1.88x relative engagement. Habit lists and vague motivation (5 out of 13) average about 0.64x, so the "story → lesson" structure is the reliable winner.	<a href="#">Post 1</a> <a href="#">Post 2</a> <a href="#">Post 3</a>

# Conversion Strategy

## Their Offer(s)

Ben AI: AI automation "growth systems" for marketing agencies (implementation across SEO, LinkedIn, newsletters, ads, recruiting) with a book-a-call path.

Ben AI Accelerator (paid membership: templates/courses/coaching + tech help)

Ben AI community

Free templates/resources (lead magnets)

YouTube walkthroughs/tutorials

## How They Promote in Posts

Calls-to-action are frequent and usually come at the end after the how-to. In the 74-post dataset, lead-gen CTAs show up in 63.5% of posts (47 of 74) and those posts average about 1.80x relative engagement versus about 1.05x without lead-gen CTAs; if you count any CTA type, 69 of 74 posts include one (93.2%). Posts with any CTA average 216.3 total interactions versus 184.8 without, though that lift is influenced by a few very high performers. The main style is value exchange: "here's the playbook → comment/connect and I'll send the exact template," plus occasional direct links to the Accelerator or "work with us."

[Example 1 →](#)

[Example 2 →](#)

[Example 3 →](#)

## How They Promote in Profile

The banner and headline repeat one simple promise ("AI-first agency" + "proven systems" for specific channels) so visitors instantly self-qualify. The about section stacks credibility (large audience + community + client range) and offers multiple next steps (follow, YouTube, community, free templates) for different readiness levels. The featured section acts like a landing-page button, pushing ready buyers to a "Book a call" destination so posts with soft CTAs can still convert.

[View Profile →](#)

# Top 10 Posts

1



## I built a 20+ AI agent Team that automates (almost) any workflow across my entire tech stack.

He describes building a large set of AI agents that can work across his tools (messaging, email, calendar, docs, CRM, and more). He makes it feel real by listing exactly what the agents can access and giving several end-to-end examples of tasks they can complete from one request. He points people to a deeper demo and a way to get the setup.

♡ 1619    💬 99    ↻ 72

2



## I built an AI SaaS with Claude + n8n in under 2 hours 📌

He claims he built an AI SaaS prototype extremely fast using a specific tool stack and without heavy coding. He then lays out a clear build sequence and includes a realistic constraint about keeping a human in the loop for quality. He ends with a simple way to get the exact planning template he used.

♡ 411    💬 363    ↻ 23

3



## 14+ AI Agents. 45+ AI tools. 10+ make blueprints. 3 Guides..

He gives away a big pack of AI assets used in his work: agent templates, automation blueprints, tutorials, and written guides. The post is an itemized inventory that makes the value obvious at a glance and explains that assets can be cloned in specific tools. He provides clear steps for how to receive everything.

♡ 248    💬 470    ↻ 3

4



## I spent 500+ hours prompting, here's what I learned.

He shares lessons from a large time investment in prompting, focusing on what works when AI is used in real business systems. He teaches a structured framework with clear parts and examples, aimed at reliability rather than chatty back-and-forth. He offers a longer guide for people who want the full version.

♡ 246    💬 375    ↻ 2

5



## I built an AI LinkedIn Content System with n8n & Airtable in under 2 hours 📌

He introduces an end-to-end content system and explains what it produces and how it adapts to a brand's tone and audience. He shares a skimmable feature list plus the main modules, like analytics, generation, and a calendar. He gives ways to learn more and copy the build.

♡ 501    💬 48    ↻ 21

6



### One of the best paths to a successful AI SaaS? Starting as an AI Automation Agency. Here's why 📌

He argues that starting with client services can be the fastest path to building a successful AI SaaS. He explains the logic (reusable patterns, fast feedback, proven demand) and shares a simple multi-step progression from custom work to product and then software. He anchors it with a concrete example of what he's building.

♡ 499    💬 50    ↻ 13

7



### 97% of agencies still treat AI like a toy.

He draws a sharp line between agencies dabbling in AI and agencies building an "AI workforce." He describes specific agency bottlenecks, claims a cost advantage from a large agent setup, and then gives a simple playbook for building something similar. He offers a way to get the breakdown and cloneable system.

♡ 189    💬 273    ↻ 11

8



### 95% of newsletter automations produce "generic" content.

He explains why many newsletter automations fail and names the missing ingredient: better context. He then shares a step-by-step system including onboarding inputs, idea generation, drafting, QA checkpoints, and how to package it as a product. He offers the onboarding template and prompt pack with a simple keyword comment.

♡ 169    💬 199    ↻ 9

9



### You can now scrape any social media with Claude MCP's 📌

He announces a new capability and claims it can be set up very quickly using a specific connection. He lists practical business uses like analytics, lead generation, and content ideas, and mentions extra integrations to make it more powerful. He points to a demo and supporting assets so people can try it.

♡ 319    💬 22    ↻ 15

10



### We Automated Our Entire Sales Process & CRM Using Airtable, n8n & Claude AI 📌

He shares how his team automated a full sales process and CRM, listing everything it covers from lead research to meeting prep to proposals. He adds a standout detail: asking questions about leads and meetings inside Claude by connecting the CRM to it. He offers a walkthrough and a way to get the template.

♡ 309    💬 33    ↻ 10