



# Caleb Ralston

Scaling Brands That Create Impact

17k followers • [View Profile](#)

**2**

POSTS / WEEK

**6 PM, UTC**

MAIN POSTING TIME

**180**

AVG REACTIONS

30 comments

**24%**

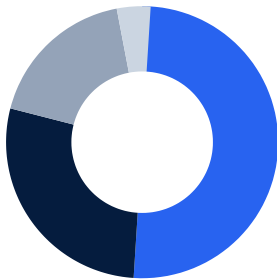
CALL-TO-ACTION

FREQUENCY

## #1 SUCCESS FACTOR

He wins by writing like an operator: he starts with a sharp, targeted first line, then backs it up with real proof (numbers, roles, teams built) so people trust him fast. That trust lets him keep most posts value-first, and still move interested people off-platform to deeper trainings or into DMs without sounding salesy.

## FORMAT BREAKDOWN



Video	51%	170 avg reactions
Image	28%	220 avg reactions
Text Only	18%	180 avg reactions
Carousel	4%	210 avg reactions

## 7 Tactics You Can Steal

01 [Start with "If you..." so the right people stop scrolling](#)

02 [Turn your progress into a scoreboard with numbers and dates](#)

03 [Teach with short steps, not one-liners or quotes](#)

04 Say a strong opinion on AI, then give one simple rule

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05 Make hiring posts super clear, then ask for tags and DMs

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06 Use one strong image with a short, bold first line

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07 After you teach, ask one easy question to start comments

# 7 Tactics You Can Steal

## 1 Start with "If you..." so the right people stop scrolling

He often opens with a one-line callout that names a specific person and problem, so the right reader feels picked out instantly. This works because it removes guesswork: people know in one second whether the post is for them, so more of the right people keep reading or watching. This pattern shows up repeatedly in his highest-performing content, including multiple top posts. To copy it, write: "If you're [struggling with X], this is for you," then deliver one clear fix or a simple next step.

[Example 1 →](#)

[Example 2 →](#)

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## 2 Turn your progress into a scoreboard with numbers and dates

When he shares wins, he doesn't just say "big year"—he lists exact outcomes with clear timeframes, so it reads like a mini case study. This works because numbers make the story believable and easy to repeat, and people naturally ask "how?" in the comments. In this dataset, milestone/career-story posts average 1.74x relative engagement across 4 posts, far above vague personal updates (0.54x across 2 posts). To copy it, pick one time window (30/90/365 days), then bullet 6–12 measurable results and one lesson you earned.

[Example 1 →](#)

[Example 2 →](#)

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## 3 Teach with short steps, not one-liners or quotes

His strongest education posts give a simple sequence people can follow (steps, rules, or a quick exercise) instead of vague motivation. This works because readers can picture themselves doing it, which makes saves, shares, and thoughtful comments more likely. Framework-style posts in this dataset average 1.51x relative engagement across 6 posts, while very short principle posts average 0.88x across 6 posts. To copy it, take one problem, then write 3–5 steps a reader can do today, using plain verbs like "pick," "write," "cut," and "repeat."

[Example 1 →](#)

[Example 2 →](#)

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**4**

### **Say a strong opinion on AI, then give one simple rule**

He doesn't tiptoe around hot topics like AI—he takes a clear side, then gives a simple “do this instead” workflow. This works because people can't resist reacting to a strong stance, and the practical rule turns debate into action. In this dataset, AI-focused posts average 1.45x relative engagement across 5 posts (above the overall average). To copy it, write one blunt opening sentence, then share one rule (like “idea first, AI second”) and one example of how to apply it.

[Example 1 →](#)[Example 2 →](#)**5**

### **Make hiring posts super clear, then ask for tags and DMs**

His best hiring posts read like a fast matchmaker: who the role is for, what they'll do, and exactly how to respond. This works because clarity makes it easy for readers to tag the right person, and tagging pulls new people into the comments. In this dataset, detailed hiring posts average 1.72x relative engagement across 4 posts, while low-detail “connect/chat” style hiring posts average 0.29x across 2 posts. To copy it, list 4–8 real tasks, add one constraint (remote/location/level), then ask: “Tag someone great” and “DM me” (or “apply here”).

[Example 1 →](#)[Example 2 →](#)**6**

### **Use one strong image with a short, bold first line**

He often pairs a strong single image with tight text that makes a clear point fast. This works because the image makes people pause, and the short caption makes it easy to read on mobile and react quickly. Image posts are his best average format in this dataset at 1.34x relative engagement (vs 1.19x for video and 1.12x for text-only). To copy it, choose one photo that fits the mood, then write 1–2 punchy lines up top before you explain the idea.

[Example 1 →](#)[Example 2 →](#)[Example 3 →](#)**7**

### **After you teach, ask one easy question to start comments**

When he wants discussion, he teaches first and then asks one simple question at the end. This works because it gives people an easy way to join in without writing an essay, and those comments keep the post moving. He uses question-style prompts in multiple posts (5 posts in this dataset use an explicit engagement-question CTA), and CTAs overall don't hurt performance (CTA posts average ~254 interactions per post vs ~255 without). To copy it, end with one question like “What would you add?” or “What's worked for you?” and then reply to early comments quickly.

[Example 1 →](#)[Example 2 →](#)

# Profile Breakdown

## HEADLINE FORMULA

**Scaling Brands That Create Impact**

[Big outcome you drive] + [who/what you help] + [mission-driven result]. It works because it leads with the end result ("scaling"), signals the kind of work (operator-led growth), and stays broad enough to fit multiple offers while the About section carries the hard proof (big-name brands, specific numbers, team leadership).

## BANNER STRATEGY



Plain, solid-color banner with no text or graphics. The strategy is "no distractions": it signals calm, executive confidence and forces attention onto the headline, profile photo, and proof-heavy About section (instead of trying to sell in the banner).

# Content Strategy

PILLAR	%	WHAT CRUSHES	EXAMPLES
<b>Personal brand + content strategy (trust, positioning, "don't outsource your thinking")</b>	<b>65%</b>	Clear points of view beat safe advice. Posts that directly address AI-driven sameness and protecting your unique voice perform above baseline (AI-focused posts average 1.45x relative engagement across 5 posts). Short, low-context maxims land softer than his typical standard (a set of very short principle posts average 0.88x relative engagement across 6 posts), while more specific takes about trust, quality, and intent travel further.	<a href="#">Post 1</a> <a href="#">Post 2</a> <a href="#">Post 3</a>
<b>Building creative teams + leading the work (management, feedback, process)</b>	<b>20%</b>	Leadership lessons that tie to scale (how to run a team, how to give feedback, how to keep quality high as you grow) are the backbone of this pillar. Posts that connect operations to a bigger leadership principle perform better (leadership posts in this bucket average 1.11x across 4 posts) than stand-alone tactical templates with no bigger lesson (two template-style ops posts average 0.52x).	<a href="#">Post 1</a> <a href="#">Post 2</a> <a href="#">Post 3</a>
<b>Personal journey + behind-the-scenes (career story, milestones, human moments)</b>	<b>15%</b>	Personal posts work best when they give enough context that readers can learn something (what changed, what you did, what it cost, and what you'd do again). When personal updates are vague or only make sense to close friends, they tend to underperform compared to his stronger story-driven updates (the dataset includes personal posts averaging 1.74x for milestone-style storytelling versus 0.54x for low-context personal updates).	<a href="#">Post 1</a> <a href="#">Post 2</a> <a href="#">Post 3</a>

# Conversion Strategy

## Their Offer(s)

Ralston: organic content and personal brand growth support, including building and leading content/media teams for founder-led brands (implied by profile positioning and hiring/team-building posts).

Free long-form YouTube trainings/courses, often paired with free workbooks

Hiring/recruiting for his team and partner/client teams via DM or application links

## How They Promote in Posts

CTAs show up in about 23.75% of posts (19 of 80). They're usually value-first and low-friction—most often "link in the comments" to a free course/training (10 of 19 CTA posts), or a simple question after teaching to spark comments; placement is usually at the end (18 of 19 CTA posts, 94.74%). Importantly, CTAs are engagement-neutral here: posts with CTAs average ~254 interactions per post (4827/19) vs ~255 without (15555/61), so he can ask for action without paying a reach penalty.

[Example 1 →](#)

[Example 2 →](#)

[Example 3 →](#)

## How They Promote in Profile

The profile is built more for trust than direct capture. The headline is mission-led and outcome-focused, the banner is intentionally blank (clean "operator" signal), and the About section is packed with quantified proof and recognizable brands—but there's no clear, trackable CTA path (no visible "book a call," lead magnet, or explicit contact step in the provided text). The Featured section highlights a piece of content, which supports authority and affinity, but it's not set up as a conversion asset.

[View Profile →](#)

# Top 10 Posts

1



## If you're struggling to make content, this video is for you.

A one-line setup that calls out a common pain (making content feels hard) and points readers to a video for the solution. The caption stays extremely short, relying on the video to deliver the actual help.

♡ 992    💬 252    ↻ 33

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2



## I didn't see this one coming...

A personal milestone post about being named to a major recognition list, framed as an unexpected outcome after a focused year of building his personal brand. It includes a skimmable list of specific results like subscriber growth, course views, list growth, hires, and notable brand moments.

♡ 582    💬 134    ↻ 7

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3

## Like it or not...

A practical post that redefines "personal brand" as your real-world reputation, not just social media posting. It includes a simple exercise to reverse-engineer what you want to be known for and ties "content" to everyday communication at work.

♡ 462    💬 118    ↻ 24

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4



## I hate where content is going right now...

A strong opinion post about modern content becoming bland when people outsource their thinking to AI. It argues that AI should refine your ideas, not replace them, and gives a simple human-first workflow.

♡ 438    💬 92    ↻ 18

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5



## If you're struggling as a creative, this video is for you.

A short, targeted caption aimed at creatives who are having a hard time, paired with a video. The text is mainly a "this is for you" invitation rather than a full written lesson.

♡ 444    💬 81    ↻ 9

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6



## Most people's brand strategy is:

A critique of "post and hope" branding, using a simple metaphor to show why direction matters. The core message is to define the outcome you want and reverse-engineer the brand and content that gets you there.

♡ 474    💬 43    ↻ 17

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**7 [UPDATE: ROLE FILLED] Executive Assistants, we're hiring.**

A hiring post for an Executive Assistant with clear context (his business is growing fast) and concrete responsibilities (calendar, inbox, travel, reducing day-to-day friction). It includes a direct apply step and an explicit request to tag referrals.

♡ 350    💬 122    ↻ 12

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**8 I'm stoked to share that I'm starting a new position as Director of Brand at Acquisition.com.**

A straightforward announcement that he's starting a new role, written in a positive and grateful tone. It's short and focused on the news and excitement for what's ahead.

♡ 320    💬 122    ↻ 0

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**9 Creative Directors, Content Directors, and Media Directors. We are hiring.**

A hiring call for multiple senior leadership roles, with a brief line of context about building content teams for brands. It asks qualified people to DM and asks everyone else to tag a strong fit.

♡ 296    💬 124    ↻ 17

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**10**



**We did it again...3hrs+ of practical and actionable strategy for 3 different stages of your personal brand. On YouTube.**

A promotion for a long-form YouTube training, framed around clear deliverables: multiple hours of strategy and a workbook, organized by stages so different experience levels can find themselves in it. The post keeps the ask simple with a "link in the comments" next step.

♡ 317    💬 77    ↻ 10

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