



Charlie Hills

I help you (actually) use AI for content.

202k followers • [View Profile](#)

7

POSTS / WEEK

12 PM, UTC

MAIN POSTING TIME

760

AVG REACTIONS

400 comments

98%

CALL-TO-ACTION

FREQUENCY

#1 SUCCESS FACTOR

He turns “practical AI for content” into highly shareable, ready-to-use assets (lists, templates, and step-by-step workflows) that people can save, repost, and try the same day. Those posts build instant trust at scale, and his profile + CTAs give one clear next step (DM keyword, link, or call) to convert that trust into offers.

FORMAT BREAKDOWN

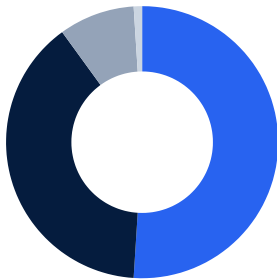




	Image	51%	890 avg reactions
	Carousel	39%	700 avg reactions
	Video	9%	810 avg reactions
	Text Only	1%	910 avg reactions

7 Tactics You Can Steal

01 [Turn your advice into a one-picture cheat sheet people save](#)

02 [Start with “Stop doing this” and give the better way](#)

03 [Give the full playbook, with numbered steps people can copy](#)

04 Publish "starter packs" with categories so anyone finds their section

05 Compare options by job-to-be-done, not by endless features

06 Tell a milestone story with dates, numbers, and gritty details

07 Give a free download after people DM a single keyword

7 Tactics You Can Steal

1 Turn your advice into a one-picture cheat sheet people save

He often takes the whole lesson and puts it into one simple image so people can screenshot it and come back later. This works because the value is obvious in one glance, and it spreads easily in feeds. It's backed by format results: image posts average 1.22x relative engagement across 50 posts, beating carousels (0.91x across 38) and videos (0.93x across 9). To copy it: write the steps as a short list, design a clean 1080×1350 "poster," and keep the caption focused on how to use it.

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

2 Start with "Stop doing this" and give the better way

He starts by calling out a common mistake, then replaces it with a clearer rule people can follow. This works because readers instantly wonder, "Am I doing that wrong?" and they keep reading to fix it. This style shows up repeatedly in his highest-performing system/myth-busting content (that pillar's top posts average 1.49x relative engagement). To copy it: pick one habit your audience has, write "Stop doing X," then give a short step-by-step replacement they can try today.

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

3 Give the full playbook, with numbered steps people can copy

His best tutorials don't tease—they hand over the whole process in numbered steps (often with exact wording people can reuse). This works because it removes guesswork: readers can follow the list like a recipe, which drives saves and reposts. The data supports it: inside AI tutorials, the "complete playbook" posts (11 of 42) reach $\geq 1.20x$ and average 1.52x, while thin posts can sink to 0.54x on average. To copy it: publish 6–10 steps, include the exact prompts/scripts, and make every step do one clear job.

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

4 Publish "starter packs" with categories so anyone finds their section

He publishes big, curated lists and breaks them into clear categories (so different readers can jump to what matters to them). This works because it saves people time, and it's the kind of post they share to help their network—several of his top posts sit around $\sim 1.7x$ to $2.1x$ relative engagement with this "directory" style. To copy it: pick one topic, collect 15–40 items, group them into 3–6 labeled sections, and end with a simple "Which one will you try first?" question.

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

5

Compare options by job-to-be-done, not by endless features

When he does comparisons, the strongest ones are decisive and tied to real tasks (what tool/model is best for which job). This works because readers don't actually want "the best," they want "the best for my use case," and that makes them comment and share. The numbers back it up: comparison winners (4 of 12) average 1.47x, while weaker comparisons (4 of 12) average 0.69x. To copy it: pick 4–6 common jobs, pick your winners for each job, and give one short reason per choice.

[Example 1 →](#)[Example 2 →](#)[Example 3 →](#)**6**

Tell a milestone story with dates, numbers, and gritty details

His biggest conversation spikes come from stories with a clear before/after, real numbers, and the unglamorous work in the middle. This works because people can picture the journey and feel like it's earned, not lucky—so they reply with long, supportive comments. It's supported by the dataset: story-led milestone posts produce the two biggest comment outliers (936 and 921 comments), and the best story posts in that pillar average 1.64x. To copy it: add a simple timeline, include one sacrifice detail, share the result number, then end with a one-line question.

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

Give a free download after people DM a single keyword

He regularly trades a helpful asset for a simple DM keyword, which creates private conversations with people who self-identify as interested. This works because it's easier than filling out a form, and it keeps the post feeling value-first while still building a lead list. CTAs are used in 96 of 98 posts (97.96%), so the audience is trained to take a next step without it feeling pushy. To copy it: offer one specific file (template, PDF, prompt pack), ask people to DM one word, and reply fast with the asset and one clarifying question.

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

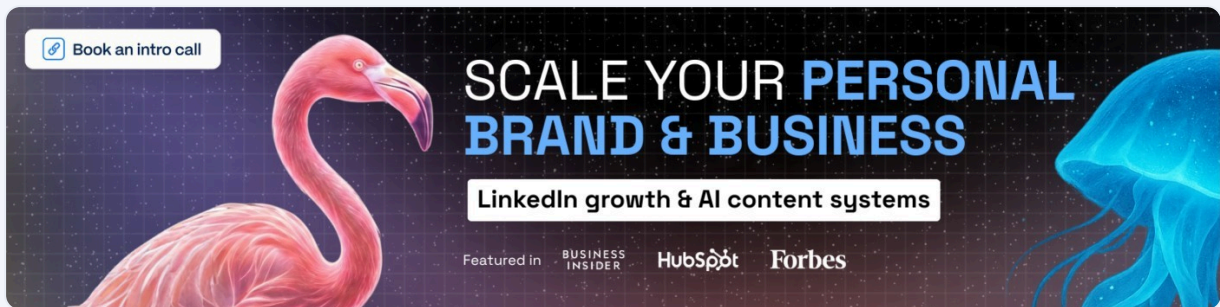
Profile Breakdown

HEADLINE FORMULA

I help you (actually) use AI for content.

Formula: "I help [you] (actually) use [tool/lever] for [outcome]." Why it works: it's one clear promise ("use AI for content") plus a small contrast word ("actually") that signals "no hype, real steps," which matches his feed (playbooks, prompts, workflows) and pre-qualifies the right audience fast.

BANNER STRATEGY



Formula: Outcome headline + how you do it + trust bar + one obvious next action. Why it works: it explains the whole business in one glance (scale your brand/business using LinkedIn growth + AI content systems), adds third-party credibility (press logos), and visually trains visitors to take a conversion action ("Book an intro call") before they even scroll.

Content Strategy

PILLAR	%	WHAT CRUSHES	EXAMPLES
Practical AI how-to (prompts, workflows, step-by-step guides)	43%	This pillar wins when it feels like a complete, copy/paste-ready playbook people can use immediately: 11 of 42 posts reached $\geq 1.20x$ relative engagement, averaging 1.52x. It flops when it's too thin or low-context (8 of 42 posts at $\leq 0.67x$, averaging 0.54x), especially "quick prompt" or "just a link" style posts that don't deliver the full payload in-feed.	Post 1 Post 2 Post 3
LinkedIn growth systems (strategy, operations, and "do this instead" rules)	27%	This is the strongest pillar as a business engine: 26 posts average 1.15x relative engagement. The best "system posts" (myth-busting, roadmaps, end-to-end workflows) are especially strong: 9 of 26 posts hit $\geq 1.20x$, averaging 1.49x. It underperforms when the post reads like a teaser for something else instead of giving the full system in-feed (5 of 26 at $\leq 0.85x$, averaging 0.76x).	Post 1 Post 2 Post 3
Tool picks, comparisons, and partner-style "here's what I use" posts	18%	Tool comparisons do best when they're decisive and task-based (not long, vague matrices): 4 of 12 comparison posts hit $\geq 1.20x$, averaging 1.47x. They do worse when they're niche or the payoff isn't immediate in-feed (4 of 12 at $\leq 0.79x$, averaging 0.69x). Pure promotion tends to drag unless it's wrapped in a bigger story/launch moment (direct promos average 0.95x overall; story-wrapped promos can reach $\sim 1.29x$).	Post 1 Post 2 Post 3
Personal milestones and identity stories (journey, mindset, relationships)	12%	These posts are comment magnets when they include specific timelines, sacrifice details, and a clear milestone: 4 of 12 posts hit $\geq 1.20x$, averaging 1.64x. More abstract, philosophical takes tend to land closer to (or below) median (3 of 12 at $\leq 0.76x$, averaging 0.73x). The highest-comment spikes come from story-led posts (the two biggest comment outliers in the dataset are milestone stories, with 936 and 921 comments).	Post 1 Post 2 Post 3

Conversion Strategy

Their Offer(s)

The AI Creators Club (paid AI + LinkedIn growth community/coaching program)

Linked Agency (done-for-you LinkedIn ghostwriting/DFY growth systems)

1:1 Power Hours (strategy sessions)

Affiliate/partner tools (e.g., Stanley, Zapier, Semrush One)

Substack/newsletter content (owned audience + deeper education)

How They Promote in Posts

CTAs are near-universal: 96 of 98 posts include at least one CTA (97.96%), usually placed at the end as a "Save/Repost" ask plus an optional link or DM keyword. On the provided relative_engagement metric, posts with CTAs average 1.06 vs 1.66 for posts without CTAs, but the no-CTA group is only 2 posts (so don't overread it). Monetization is frequent but not overwhelming: 30 of 98 posts (30.61%) are overtly promotional, and the core offer appears in 14 of 98 posts (14.29%), roughly 1 in 7; the overall balance is about 2.27 value-first posts for every 1 promotional post.

[Example 1 →](#)

[Example 2 →](#)

[Example 3 →](#)

How They Promote in Profile

The profile is built like a simple funnel: a clear, practical promise in the headline; a banner that states the outcome + method + credibility and visually cues a call booking; and an About section written like a skimmable sales page with DM keywords for three offer levels (Power Hours, Community, DFY). The Featured section routes to a specific case-study-style Substack piece, which functions as a trust builder and owned-audience bridge before a DM or call.

[View Profile →](#)

Top 10 Posts

1

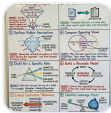


I compiled everything you need to master Claude Skills.

A curated “starter pack” of free resources for learning and building Claude Skills, grouped into clear categories with direct links. It’s packaged like a one-stop directory, with a matching visual that mirrors the checklist layout. It ends with a simple question about what readers will build first plus a direct repost request.

♡ 2033 💬 243 ↻ 298

2



Stop asking AI to summarise.

A corrective prompt post that replaces “summarise” with multiple higher-value prompt templates. Each alternative includes exact wording and a memorable role label for what the tool is doing. The content is also presented in a clear infographic-style image, then followed by save/repost guidance and a community pitch.

♡ 1968 💬 343 ↻ 219

3



2 years ago, I was frustrated working 9-to-5.

A personal transformation story about building a large supporter base on LinkedIn from a frustrating job situation. It includes a time-stamped timeline of milestones and specific behind-the-scenes habits that made the progress possible. The tone mixes gratitude with vulnerability, making it easy for people to respond with encouragement and their own stories.

♡ 1514 💬 936 ↻ 14

4



Stop asking AI to write LinkedIn posts.

A step-by-step workflow that reframes AI from “write the post for me” into a set of smaller helper roles across ideation, structure, proof points, and editing. It emphasizes keeping the creator’s voice by analyzing past posts and building a reusable system. The post includes a scannable image of the steps and a multi-option CTA (link, repost, and DM keyword for more assets).

♡ 1661 💬 546 ↻ 159

5



Today marks my 28th chapter in life.

A birthday milestone post that contrasts life at two ages to show a sharp before/after change. It lists concrete achievements (audience growth, business results, partnerships, speaking) and ties them back to consistent posting on LinkedIn. It ends with a reflective question and a share-based incentive connected to a free challenge/community.

♡ 1307 💬 921 ↻ 53

6



LinkedIn has 1+ billion users.

A curated list of creators to follow, grouped into categories so different readers can find relevant names quickly. It frames feed curation as a way to learn faster and improve outcomes. It invites readers to tag others who should be included, and it also points to a deeper weekly breakdown link.

♡ 1529 💬 582 ↻ 99

7



Zapier just released 80+ free AI agents.

A timely product-release post that narrows a big set of new templates down to a curated shortlist with direct links. It includes a plain-English example of how to customize a template so non-technical readers can apply it. The bulk of the post is organized into categories to make it easy to scan and save.

♡ 1483 💬 394 ↻ 194

8



I just broke up with ChatGPT (for everything).

A dramatic, curiosity-driven hook that sets up a personal change in tool usage, then points to a "replacement stack" breakdown. It lists what the tool used to be used for and shows a clearer "before vs after" mapping in the visual. The CTA focuses on helping others modernize their setup through a link and repost ask.

♡ 1438 💬 528 ↻ 75

9



I rebuilt my LinkedIn strategy from scratch.

A full "how I did it" playbook framed by specific growth and effort metrics. It previews an end-to-end system covering profile setup, content strategy, posting habits, engagement routines, analytics, repurposing, and DMs. It offers a deeper breakdown via link and adds an incentive-based CTA to repost and DM for a downloadable asset.

♡ 1430 💬 457 ↻ 146

10



Half of what "experts" say about LinkedIn is wrong.

A myth-busting post that contrasts common LinkedIn beliefs with updated "reality" rules using a repeated structure. It opens with headline stats about platform changes, cites sources, and then walks through multiple "OLD vs NEW" points. It closes with a question asking readers which myth they believed, plus a repost request and an offer CTA.

♡ 1450 💬 471 ↻ 93