Dan Go

I help entrepreneurs get lean, focused, and high-performing without sacrificing their business. Body Transformation Coach to Entrepreneurs. Apply below ↓

481k followers   •   View Profile

16	**10 PM, UTC**	**460**	**98%**
POSTS / WEEK	MAIN POSTING TIME	AVG REACTIONS	CALL-TO-ACTION FREQUENCY
		85 comments	

#1 SUCCESS FACTOR

He makes health feel like a high-stakes business advantage by mixing emotional, real-life moments with simple, hard proof (numbers, visuals, clear rules). Then he turns that trust into action with a consistent "help first, ask second" flow: full value in the post, followed by one clear next step (subscribe, download, or DM) that matches the topic.
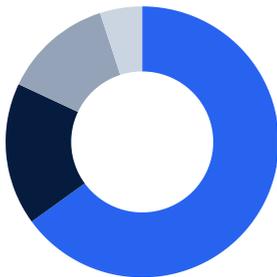
FORMAT BREAKDOWN

🔵 Image	**65%**	510 avg reactions	
⚫ Video	**17%**	260 avg reactions	
⚫ Carousel	**13%**	460 avg reactions	
⬜ Text Only	**5%**	220 avg reactions	

7 Tactics You Can Steal

01   Say something people disagree with, then explain it simply

02   Turn your advice into a step-by-step plan with a deadline

7 Tactics You Can Steal

1   Say something people disagree with, then explain it simply

He opens with a strong opinion that feels a little "wrong," so people stop scrolling and feel the urge to respond. Then he makes it believable with a plain-language explanation and a short list of what to do next. This style matches what wins in his library: big-picture contrarian takes inside longevity content average about 2.22x relative engagement. To copy it: write one bold sentence, explain it in 3–5 short lines, then give 3–6 bullets people can try today.

Example 1 →   Example 2 →

2   Turn your advice into a step-by-step plan with a deadline

He doesn't just share tips—he turns them into a small plan people can follow, often with a clear number of steps and a timeframe. This matters because structured "system/blueprint" posts average about 1.57x relative engagement, while quick "hack" posts average about 0.43x. To copy it: name the plan ("5 steps," "30 days"), list the steps in order, and tell people exactly what to do first today.

Example 1 →   Example 2 →

3   Use real numbers so your message feels undeniable

He backs up claims with numbers (before/after markers, simple ranges, clear benchmarks), so readers don't have to "trust the vibe." Proof-based writing fits LinkedIn, and it pairs especially well with image-led posts, which average about 1.50x relative engagement versus 0.96x for videos and 0.42x for text-only posts. To copy it: pick one metric that matters, show the "before → after," then list the 4–6 behaviors that caused it.

Example 1 →   Example 2 →

4   Connect your topic to money, status, or leadership presence

He often frames health as a professional advantage, not just a personal goal, which fits the LinkedIn mindset and drives sharing. In his case studies, the business/status ROI subset is the strongest segment, averaging about 2.52x relative engagement (3 posts). To copy it: name the professional situation (sales calls, hiring, leadership, negotiations), explain how the problem shows up there, then give a short "do this" list.

Example 1 →   Example 2 →

5 **Start with a personal moment so readers feel the stakes**

He often begins with a real moment (money wasted, a wake-up call, a hard lesson) so the post feels human before it turns into advice. This supports a broader pattern: story-led content, especially high-stakes client stories, is a top performer (case studies average about 1.81x). To copy it: open with one specific sentence from your life, say what changed, then give the 3–7 lessons in bullets.

Example 1 →   Example 2 →

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6 **Use one simple image so the post is easy to "get" fast**

He leans heavily into image-led posts because they're quick to understand and easy to save or share. In his dataset, image posts average about 1.50x relative engagement (65 posts), beating carousels (1.22x), videos (0.96x), and text-only (0.42x). To copy it: use one clean visual (or one photo), make the first line do the hook, and keep the body in short lines and bullets.

Example 1 →   Example 2 →

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7 **Ask one easy question so people comment without thinking**

He often ends with a simple question or a one-word prompt, so commenting feels effortless. This matters because he uses engagement prompts frequently (43 posts use an explicit engagement question), and nearly every post includes some kind of CTA (98%). To copy it: after your bullets, ask one question that anyone can answer in one line, or ask them to comment one word to commit.

Example 1 →   Example 2 →

Profile Breakdown

HEADLINE FORMULA

> I help entrepreneurs get lean, focused, and high-performing without sacrificing their business. Body Transformation Coach to Entrepreneurs. Apply below ↓

Outcome + exact audience + "without" constraint remover + clear role label + direct next step. It works because it answers "who is this for?" and "what do I get?" in one scan, removes the biggest objection (time/business conflict), and ends with an action cue ("Apply") that pre-frames a premium, selective offer.

BANNER STRATEGY

High-contrast, direct-response banner with one main offer (newsletter), big social proof number, and one short URL. It works because it gives every profile visitor a low-friction first step even if they're not ready to buy, and the simple layout stays readable on mobile.

Content Strategy

PILLAR	%	WHAT CRUSHES	EXAMPLES
Simple systems people can follow (training, food, sleep, walking)	**40%**	Structured "system/blueprint" posts beat quick "hack" posts. System-style posts average about 1.57x relative engagement (5 posts), while the quick-hack cluster averages about 0.43x (9 posts). The winners usually include clear rules, a timeframe, and a small set of actions that feel doable for busy people.	Post 1 Post 2 Post 3
Longevity + metabolic health (big-picture takes, stats, culture)	**25%**	Big-picture, contrarian longevity commentary wins inside this category: macro/stat-style posts average about 2.22x relative engagement (6 posts). In contrast, narrower "deep education" explainers (like visceral-fat/insulin-resistance style content) average about 0.64x (6 posts). The best-performing angle is: one strong claim + a few numbers + an opinion people want to debate.	Post 1 Post 2 Post 3
Client transformations (proof, before/after, hard outcomes)	**25%**	Client stories are the strongest repeatable pillar: case studies average about 1.81x relative engagement (18 posts). The best subset ties the transformation to professional outcomes (money/status/leadership presence) and spikes even higher at about 2.52x (3 posts). The weaker version is low-stakes "small swap" stories, which average about 0.58x (3 posts).	Post 1 Post 2 Post 3
Mindset + identity (discipline, perspective, life rules)	**10%**	The top performers here are emotionally intense perspective shifts (about 2.98x for the strongest examples in this style) and short, quotable "life rule" posts (about 1.98x for the best one-liners). This category drops when it drifts into generic productivity advice (about 0.50x for the weaker examples).	Post 1 Post 2 Post 3

Conversion Strategy

Their Offer(s)

High-ticket body transformation coaching for entrepreneurs/founders/executives (application-based; often started via DM fit checks).

The High Performance Journal (newsletter)

Free guides/protocols (lead magnets like visceral fat removal, metabolism, walking, sleep, creatine, fast fat loss)

How They Promote in Posts

Calls to action show up in 98% of posts, usually placed at the end as a short "PS" after the main story or protocol. The most common ask is newsletter subscription (58/100 posts), followed by free lead magnets (26/100) and occasional direct coaching outreach via DM keywords (13/100, about once every 7–8 posts). Posts with a CTA average about 1.34 relative engagement versus 0.15 without, but there are only 2 no-CTA posts and they appear incomplete, so treat it as directional rather than a clean test.

Example 1 →   Example 2 →   Example 3 →

How They Promote in Profile

The profile runs a two-step CTA stack: the banner and Featured section push a low-friction newsletter opt-in with big social proof, while the headline and About section push a higher-intent coaching application ("Apply") for people ready to buy. The result is simple: casual visitors subscribe; serious prospects apply or start a DM conversation.

View Profile →

Top 10 Posts

1

My 47-year-old client just watched his uncle get moved to a nursing home because he couldn't get up from his chair without help.

He tells a client story about watching an older relative lose independence, and uses it to reframe fitness as "staying capable," not just looking good. The post then translates common gym movements into everyday abilities like standing up, picking things up, and playing with family.

♡ 3183   ⬜ 212   ⇄ 80

2

The US Government came out with the new food pyramid and it's 100x better than the old one. Here's why:

He reacts to an updated "food pyramid" and compares it against the older guidance, arguing the new approach is far better. He mixes societal stakes with a short set of concrete rules like protein targets and reducing ultra-processed food.

♡ 2528   ⬜ 354   ⇄ 59

3

My client showed me his dad's death certificate. Heart attack at 55. His grandfather's? 53.

He opens with a client facing a family pattern of early heart attacks, creating an urgent "countdown" moment. Then he shares the client's measurable improvements across multiple health markers and lists the repeatable habits that drove the change.

♡ 2235   ⬜ 140   ⇄ 62

4

My 52-year-old CEO client couldn't bend over to tie his shoes.

He shares an executive client's simple functional problem (can't tie shoes) and gives a tiny daily mobility routine. He explains why it works by breaking down what sitting does to different parts of the body and challenges readers to try it consistently.

♡ 1725   ⬜ 218   ⇄ 92

5
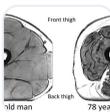
On the left is an MRI of a thigh muscle of a 23 year old. On the right is a 70 year old.

He uses a striking MRI comparison to show how muscle quality changes with age. He adds one key statistic about muscle loss over time and broadens the benefits of strength training beyond looks.

♡ 1756   ⬜ 199   ⇄ 63

6

Looking like garbage is destroying your earning potential. Looking the part will grow your business faster than ever.

He argues that appearance and physical presence affect business outcomes, including deals and first impressions. Then he gives a short checklist of behaviors that improve how you show up day-to-day.

♡ 1759   ⬜ 177   ⇄ 49

7

One of my biggest mistakes when in the gym was using my workouts as a way of punishing myself for what I ate.

He shares a vulnerable confession about using workouts as punishment and the shame cycle it created. Then he introduces a turning-point conversation that reframes exercise as gratitude and celebration, not self-attack.

♡ 1505   ▢ 195   ⇄ 34

8

I'd rather walk 2 miles than run 2 miles. And it burns more belly fat than most people realize.

He challenges the belief that hard workouts are always best and makes the case for walking as a powerful fat-loss tool. He explains the idea in plain language, adds a real-world story, and offers a specific walking protocol.

♡ 1330   ▢ 241   ⇄ 82

9

I just heard something the other day and was completely gutted about it.

He tells a short story about a man who retired and died soon after, centering the regret of not taking care of his body earlier. He asks readers to imagine the extra years they'd want with family and points to basic health actions as the path.

♡ 1397   ▢ 115   ⇄ 29

10

You've been lied to about aging. And how do I know? Because I'm watching 50-year-olds move like they're 30. All due to a few simple actions.

He myth-busts common beliefs about aging and frames daily habits as something that either speeds aging up or slows it down. He uses identity language to push a clear choice and asks readers to publicly commit to one habit they'll drop.

♡ 1214   ▢ 294   ⇄ 30

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