



Dave Birss

Co-Founder @ The Gen AI Academy | Over 1.5 million students taught

90k followers • [View Profile](#)

2

POSTS / WEEK

1 PM, UTC

MAIN POSTING TIME

130

AVG REACTIONS

50 comments

52%

CALL-TO-ACTION

FREQUENCY

#1 SUCCESS FACTOR

He consistently earns attention with strong, human-first opinions and surprising personal stories, then turns that attention into action by attaching something concrete people can use right away (a free course, a certificate, a tool, a simple prompt). Because the value is real and specific, he can include clear end-of-post links and "hire us" invites without sounding pushy—his content and his offers feel like the same thing.

FORMAT BREAKDOWN

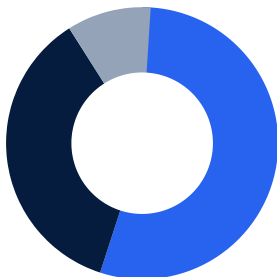


Image	55%	130 avg reactions
Text Only	36%	170 avg reactions
Video	10%	90 avg reactions

7 Tactics You Can Steal

01 [Make your profile prove what you do in five seconds](#)

02 [Start with a normal moment, then drop a huge, specific result](#)

03 Give a real free reward, and show exactly how to get it

04 Say a bold opinion, then end with one clear rule people remember

05 Complain about a shared problem, but admit you're part of it

06 Start with a common excuse, then give a simple fix and a demo

07 Build a tiny tool with a funny name tied to a real annoyance

7 Tactics You Can Steal

1 Make your profile prove what you do in five seconds

He makes the top of his profile do the selling: a clear role, a clear “home base” brand, and a huge proof number (over 1.5M students taught). The banner works like a shop window, showing named courses and a direct next step link, so people don’t have to guess what to click. This works because it removes confusion and builds trust instantly, which makes your posts convert better later. Copy it by adding one big measurable proof point to your headline, and using your banner to show 1–3 offers plus one simple URL.

[Example 1 →](#)

[Example 2 →](#)

[Profile →](#)

2 Start with a normal moment, then drop a huge, specific result

Several of his biggest hits open like a tiny everyday story, then immediately reveal a big number or status result in the first line or two. That surprise keeps people reading, and the specificity (“20,000 new students” or “Top 10”) makes it feel real, not hype. Two of his highest performers using this style sit at 3.82x and 2.83x relative engagement. Copy it by writing a one-sentence “where I was / what I was doing” setup, then add one hard number, ranking, or named outcome right away.

[Example 1 →](#)

[Example 2 →](#)

3 Give a real free reward, and show exactly how to get it

His strongest “offer” posts don’t feel vague—they promise a clear prize (like a free certificate or a downloadable spreadsheet) and then make the next step simple (“link in comments” or a direct link). This works because people can instantly picture the payoff, and it’s easy for them to share with coworkers (“go get this”). Two top-performing examples of this approach reached 2.52x and 1.81x relative engagement, and across promotions the “value + validation + story” style averaged 2.87x (5 posts) vs 0.34x for low-context promos (4 posts). Copy it by naming the reward in the first lines, listing what’s inside in bullets, and ending with one clear action.

[Example 1 →](#)

[Example 2 →](#)

4**Say a bold opinion, then end with one clear rule people remember**

His best “thought” posts often start with a sharp, risky sentence that people instantly agree or argue with. Then he lands it with a simple rule that feels fair and quotable, so the post becomes shareable instead of just a rant. This style shows up in multiple high performers, including posts at 1.95x and 2.16x relative engagement, and his standards/judgement critiques produced 7 posts at $\geq 1.5x$ (avg 1.85). Copy it by writing a one-line hot take, giving 2–3 concrete examples, then ending with one short principle that sums up your point.

[Example 1 →](#)[Example 2 →](#)**5****Complain about a shared problem, but admit you’re part of it**

When he calls out bad behavior on LinkedIn, he names the exact patterns people recognize, and he also admits his own role (so it doesn’t sound like a lecture). That mix makes people feel safe to comment, because it’s “we all do this,” not “you’re all idiots.” One of his strongest examples of this approach reached 2.12x relative engagement. Copy it by listing 3 very specific examples of the thing you hate, adding one sentence about how you’re guilty too, and ending with a simple challenge people can respond to.

[Example 1 →](#)[Example 2 →](#)**6****Start with a common excuse, then give a simple fix and a demo**

He often opens by quoting something lots of people say (an excuse or frustration), then explains the real reason it happens, and finally gives a quick fix people can try right now. This works because it feels like “you read my mind,” and the demo (often via video or a concrete prompt) lowers the effort to test the idea. One of his strongest examples of this hit 3.09x relative engagement, and video is his best-performing format on average (1.45x across 4 videos), even though he uses it rarely. Copy it by writing the exact quote you hear, giving a two-part explanation, then sharing a short script/prompt/process people can copy.

[Example 1 →](#)[Example 2 →](#)**7****Build a tiny tool with a funny name tied to a real annoyance**

His best tool drops aren’t random—they target a problem people are already annoyed about, and they’re packaged with a memorable name and a quick origin story (“I built this last night...”). That makes people curious enough to click, and the shared pain makes them tag friends. His top tool example reached 2.01x relative engagement, while lightweight “just a game” drops averaged only 0.47x. Copy it by naming the pain in the first line, giving the tool a sticky name, showing 3–5 example outputs, and then sharing one clear link.

[Example 1 →](#)[Example 2 →](#)

PART 2

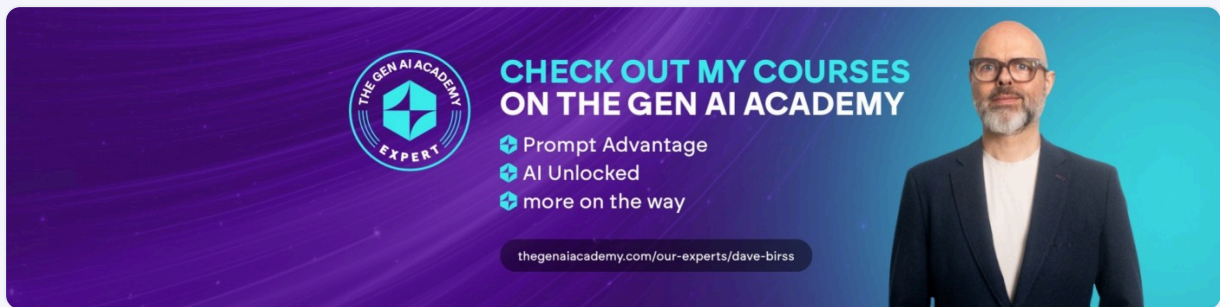
Profile Breakdown

HEADLINE FORMULA

Co-Founder @ The Gen AI Academy | Over 1.5 million students taught

[Senior role] @ [clear "home base" brand] | [big, specific proof number]. Why it works: it's instantly scannable for search and humans, and the proof is measurable ("Over 1.5 million students taught"), which creates trust before anyone reads a post.

BANNER STRATEGY



Show your main product tiles (course/program names) + your brand name + one clear path/URL to the next step. Why it works: it removes guesswork ("what do they sell?") and turns profile views into clicks by behaving like an above-the-fold landing page.

Content Strategy

PILLAR	%	WHAT CRUSHES	EXAMPLES
Human-first AI judgement (standards, policies, what not to automate)	38%	Sharp, standards-driven takes outperform neutral “survey the room” prompts. In the sample, provocative judgement/quality critiques produced 7 posts at $\geq 1.5x$ relative engagement (avg 1.85). Also, question-led openings aren’t the driver here: question-style posts were common ($25/42 = 59.5\%$) but averaged 1.07x vs 1.52x for non-question posts—so the winning version is usually a bold claim first, then reasoning, then a discussion question at the end.	Post 1 Post 2 Post 3
Teaching + offers (courses, speaking, newsletter, events)	45%	Promotions win when they feel like content: “value + validation + story.” In the sample, the strongest promos (5 posts at $\geq 2.0x$) averaged 2.87x, while low-context “link + ask” promos (4 posts at $\leq 0.5x$) averaged 0.34x. The common pattern is: a quick lesson or story first, then one clear link, often backed by third-party proof (platform rankings, institutions, recognisable venues) or a concrete takeaway (downloads, prompts, certificate).	Post 1 Post 2 Post 3
Tools & playful experiments (useful tools, small web builds, games)	12%	Tools pop when they solve a real, current annoyance and have a memorable framing. In this pillar, novel tools framed as a fresh idea averaged 1.52x (and the best tool post hit $\sim 2.01x$), while “just for fun” game drops clustered far lower (3 posts averaged 0.47x). The difference is professional relevance: “this saves me pain at work” beats “beat my score.”	Post 1 Post 2 Post 3
Personal/meta (career reflections + honest LinkedIn commentary)	5%	This is a small slice of output, but it works best when the reflection has a clear point (or a joke) rather than a gentle diary update. The limited sample suggests “real person” self-awareness and platform-savvy observations land better than quiet ‘life update’ posts.	Post 1 Post 2 Post 3

Conversion Strategy

Their Offer(s)

The Gen AI Academy: practical GenAI education and training for professionals and organisations.

LinkedIn Learning courses (AI productivity, AI research/writing, prompting)

Weekly AI news email newsletter

Speaking/keynotes and corporate sessions

Free tools/games as lead magnets

How They Promote in Posts

He sells often, but usually after giving value first. Depending on how you define "CTA," the rate looks different: outbound/link-or-contact CTAs appear in about 52.4% of posts in the sample, while counting any kind of CTA (including engagement questions) pushes it up to about 95.24%. CTAs are typically placed at the end, and in the provided sample CTAs did not meaningfully reduce total interactions (CTAs averaged ~234.73 total interactions vs ~232.50 for the few no-CTA posts, noting only 2 no-CTA posts were observed). He also benefits from story-led promos: the strongest promotions (5 posts at $\geq 2.0x$) averaged 2.87x, while low-context promos (4 posts at $\leq 0.5x$) averaged 0.34x.

[Example 1 →](#)

[Example 2 →](#)

[Example 3 →](#)

How They Promote in Profile

The profile is built like a clean funnel: the headline gives role + business + scale proof, the banner makes the Academy and course lineup obvious with a direct URL path, the About section lists clear ways to work with him (education/speaking/consulting) and ends with a soft invite to connect, and the Featured section offers a low-friction "start here" option via a LinkedIn Learning course.

[View Profile →](#)

Top 10 Posts

1



Last night, while I was settling in for a well-earned sleep in London, I gained 20,000 new students.

He shares an ordinary moment that turns into a surprising milestone: gaining 20,000 new students overnight. He explains it happened because a university released a free course module that includes his lecture, and he links to both the lecture replay and the full course, then adds a clear next step for organisations that want deeper help.

♡ 591 💬 87 ↻ 39

2



"AI just can't write in my tone of voice" is a statement I've heard a lot over the past (almost) three years.

He tackles a common frustration: people say AI can't match their tone. He reframes it as an expectations and self-knowledge problem, then shares a specific prompt (shown in the video) and a memorable "83%/17%" rule to set realistic expectations, with a link to learn more.

♡ 500 💬 52 ↻ 28

3



I've always wanted to be in the Top 10.

He shares a personal achievement: one of his LinkedIn Learning courses has made a Top 10 list for 2025. He links to the course, mentions updates and new material, and uses self-deprecating humour plus a personal anecdote to keep the tone light.

♡ 419 💬 108 ↻ 3

4



I'm one of the lecturers on this course - but I still took all the other lectures and earned this free certificate.

He promotes a multi-lecture AI course by leading with an insider endorsement: even as a lecturer, he completed it and earned the certificate. He stresses the certificate is free if completed before a deadline, lists the modules in clear bullets, and tells people where to get the link.

♡ 364 💬 86 ↻ 23

5

The best people are quitting because companies automated the wrong things.

He argues many companies are using AI in a backwards way—automating meaningful creative work while leaving people with admin and cleanup. He uses vivid language, includes a productivity-vs-happiness statistic, and offers a clear alternative principle about what to automate and what to keep human.

♡ 315 💬 64 ↻ 26

6



My feed is clogged with AI posts and I hate it!

He vents about low-quality AI content patterns on LinkedIn, naming specific examples people will recognise. He shares a study-like stat about AI-written posts, challenges both creators and readers, and adds a self-aware twist by admitting his own role in the problem.

♡ 270 💬 123 ↻ 5

7



Yesterday, I ticked something quite major off my bucket list.

He tells a bucket-list story about speaking at a prestigious venue, explaining why the place matters with recognisable historical and cultural references. He connects the moment back to his work helping organisations get real value from AI, then ends with a straightforward invitation to hire him for speaking.

♡ 318 💬 70 ↻ 2

8



Last night I built a web tool called The Bull Sheet.

He shares a small tool he built that scores LinkedIn posts across multiple "nonsense" categories, with funny example labels and a quick origin story. He even shares his own score to keep it playful, then points people to the link and mentions it costs him money each time someone uses it.

♡ 234 💬 129 ↻ 14

9



AI has enabled the talentless.

He argues that generative AI makes it easier for people without craft or judgement to publish low-quality writing, images, and videos. He uses punchy, short lines and repetition to build intensity, then reframes the issue as a standards problem rather than a tools problem.

♡ 199 💬 154 ↻ 13

10



I have LinkedIn Learning courses that not many people know about.

He promotes lesser-known courses by admitting he hasn't marketed them much and that self-promotion feels uncomfortable. He makes the upgrade details specific (new lessons, prompts, downloads, Deep Research) and adds proof with learner testimonials and a free downloadable prompt spreadsheet.

♡ 234 💬 88 ↻ 18
