



# Divakar Vijayasarathy

Global Tax Strategy | Author | Thought Capitalist

35k followers • [View Profile](#)

**12**

POSTS / WEEK

**3 AM, UTC**

MAIN POSTING TIME

**600**

AVG REACTIONS

135 comments

**28%**

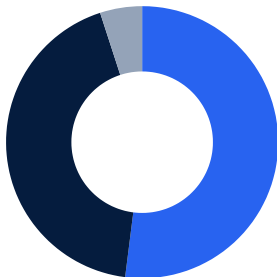
CALL-TO-ACTION

FREQUENCY

## #1 SUCCESS FACTOR

He turns big, high-stakes ideas into simple, picture-driven lessons that people can understand in seconds, remember, and share. Then he reinforces that trust with a clear, named point of view (Tax as Profit™) and strong profile proof (book + authority), so the “sale” mostly happens through credibility and inbound interest—not hard pitching.

## FORMAT BREAKDOWN



|          |     |                   |
|----------|-----|-------------------|
| Image    | 52% | 820 avg reactions |
| Video    | 43% | 440 avg reactions |
| Carousel | 5%  | 470 avg reactions |

## 7 Tactics You Can Steal

01 [Use one picture that shows two opposite choices](#)

02 [Name the “brain thing,” then give a short checklist](#)

03 [Explain the hidden reason behind something people complain about](#)

04 End with a question people can answer from real life

---

05 Show the upside, then list the price people forget to count

---

06 Turn one idea into a short "mini essay" on an image

---

07 Sell by teaching your named framework, not by pushing a link

# 7 Tactics You Can Steal

## 1 Use one picture that shows two opposite choices

Many of his biggest posts are built around a single image that shows a clear “this vs that” contrast (two labels, two characters, two viewpoints). This works because people understand it in one second, pick a side, and share it as a shortcut for a bigger idea. It also matches the format that performs best overall: image posts average 1.447x relative engagement versus 0.740x for videos. To copy it, pick one hard topic, reduce it to two opposing options, put those two labels on a simple graphic, then use the caption to explain the tradeoff.

[Example 1 →](#)

[Example 2 →](#)

[Example 3 →](#)

---

## 2 Name the “brain thing,” then give a short checklist

His top performers often label the hidden mechanism (a bias or psychology term) and immediately translate it into a few bullets people can use. That “name + checklist” combo is measurable: in personal psychology posts, concept/bias/framework posts average 1.613x relative engagement versus 1.362x for the rest of that pillar. It works because a label gives people language they can repeat, and bullets make it feel practical instead of philosophical. To do it, lead with the label, explain it in one sentence, then list 3–6 signs and 3–6 fixes.

[Example 1 →](#)

[Example 2 →](#)

[Example 3 →](#)

---

## 3 Explain the hidden reason behind something people complain about

Several high performers take a common frustration (micromanagement, resignations, unfair pay gaps) and explain the real reason it happens in plain terms. This works because it turns a rant into an “aha,” and “aha” posts get shared by people who want to sound smart without being mean. You can see it in the strongest leadership pocket: mechanics-first leadership posts average 1.726x relative engagement versus 1.070x for generic reminders. To copy it, start with the complaint, then explain the incentive or human reaction causing it, then finish with a short “do this instead” list.

[Example 1 →](#)

[Example 2 →](#)

[Example 3 →](#)

---

**4**

### End with a question people can answer from real life

He often finishes with a simple self-reflection question that invites people to share their own story instead of debating facts. This is his most common CTA style: about 25 out of 88 posts (28.41%) use an end-of-post reflection question. In this sample, CTA posts average 0.99x relative engagement versus 1.16x without CTAs, so the best use is selective: add the question on posts that are already strong and emotionally clear. To copy it, write a question that's easy to answer in one sentence but meaningful enough that people want to explain themselves.

[Example 1 →](#)[Example 2 →](#)[Example 3 →](#)**5**

### Show the upside, then list the price people forget to count

A repeat pattern is "this looks good... but here's what it costs," which makes the post feel honest and grown-up. It works because people don't share perfect optimism; they share accurate tradeoffs they wish they'd known earlier. You see this even inside tax content, where the better-performing posts tend to lead with a reframe and a real-world cost, while more repetitive caution posts are the weakest pocket (6 posts average 0.562x relative engagement). To copy it, pick one popular goal, list 3–6 hidden prices, then end with a line about choosing the price on purpose.

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

### Turn one idea into a short "mini essay" on an image

His reach is powered by image-led text essays: images average 1.447x relative engagement versus 0.740x for videos and 0.798x for carousels. This works because the image carries the thesis for skimmers, while the caption rewards people who stop and read. It also makes the content easier to reshare because the key point is "baked into" the post. To copy it, write your main point as one bold sentence for the image, then use the caption for the explanation and bullets.

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

### Sell by teaching your named framework, not by pushing a link

He rarely hard-sells in posts; instead he repeats a named point of view (Tax as Profit™) so people remember him and reach out. In the provided 88-post sample, only 6 posts (6.82%) are explicitly framework-branded promotions; the other 93.18% are authority/value posts, which keeps trust high. This works because readers don't feel "sold," but they still learn to connect the problem to his name. To copy it, name your method, use it in a few teaching posts each month, and let your profile (banner/Featured/About) carry the stronger conversion assets.

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

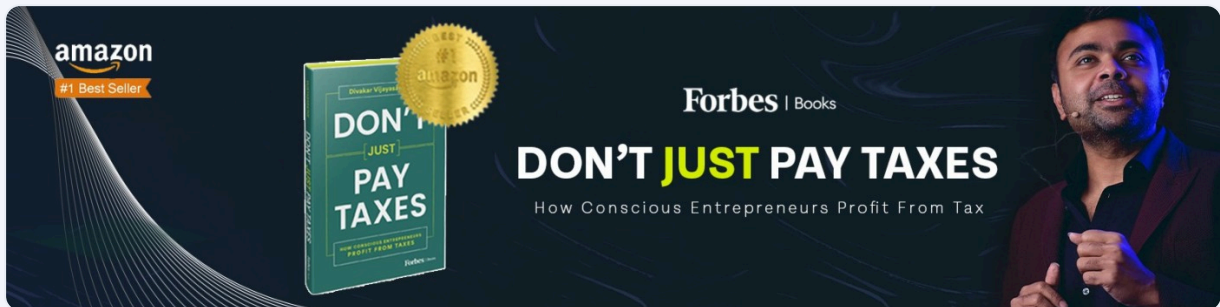
# Profile Breakdown

## HEADLINE FORMULA

Global Tax Strategy | Author | Thought Capitalist

[High-stakes niche or outcome] | [Credibility marker people recognize fast] | [Memorable point-of-view title]. Why it works: it answers “what do you do?” (Global Tax Strategy), “why trust you?” (Author), and “what makes you different?” (Thought Capitalist) in one scan, so multiple buyer types can self-select quickly without needing to read the About section.

## BANNER STRATEGY



Dark, premium “book hero” banner + big book title + third-party proof badges (Amazon #1 Best Seller, Forbes Books). Why it works: it gives instant validation for the “Author” claim, makes the creator’s framework feel like a real product (not just opinions), and offers a clear first step for cold visitors (the book) even when posts don’t include sales links.

# Content Strategy

| PILLAR   | %          | WHAT CRUSHES  | EXAMPLES  |
|--|------------|---|---|
| <b>Personal psychology &amp; self-mastery (mindset, habits, resilience)</b>                                | <b>39%</b> | <p>The strongest pocket is when a post names a specific psychology concept/bias/framework and then explains it in plain language: 11 posts average 1.613x relative engagement versus 23 other posts in this pillar averaging 1.362x. The weakest pocket is more generic reminders about attention/mental load/identity: 4 posts average 1.025x, suggesting this audience rewards “give me a label + a usable model” more than vague motivation. Image-led essays are the main engine here (images average 1.447x relative engagement overall), because the idea lands even if someone only skims.</p>   | <a href="#">Post 1</a> <a href="#">Post 2</a><br><a href="#">Post 3</a> |
| <b>Leadership &amp; workplace psychology (culture, retention, management)</b>                              | <b>14%</b> | <p>Within leadership, “how it works” beats “be a good leader.” Mechanics-first posts about trust, autonomy, psychological safety, and encouragement average 1.726x relative engagement (5 posts) versus 1.070x for more generic leadership reminders (5 posts). The winning pattern is simple: name the behavior, explain the human reaction it creates, then give a short checklist of what to do instead—people save and share checklists because they can use them on Monday morning.</p>  | <a href="#">Post 1</a> <a href="#">Post 2</a><br><a href="#">Post 3</a> |
| <b>Tax as Profit™ / global tax strategy &amp; wealth decisions (incentives, jurisdictions, structures)</b> | <b>48%</b> | <p>This pillar is the biggest share of output, but it's more hit-or-miss than psychology/leadership. The stronger pocket (8 posts with relative engagement <math>\geq 0.83</math>) averages 0.858x and typically starts with a contrarian hook plus a clear reframe (tax as alignment/incentives, not avoidance). The weakest pocket (6 posts with relative engagement <math>\leq 0.68</math>) averages 0.562x and tends to feel more repetitive or cautionary, with fewer fresh mechanics or decision tools; one post is an extreme low outlier at 0.07x. The posts that do best make tax feel like a decision framework you can use, not a warning you already heard.</p> | <a href="#">Post 1</a> <a href="#">Post 2</a><br><a href="#">Post 3</a> |

# Conversion Strategy

## Their Offer(s)

DVS Advisory Group / Tax as Profit™-led global tax strategy and structuring advisory

Book: "Don't Just Pay Taxes: How Conscious Entrepreneurs Profit From Tax" (promoted on the profile banner)

Thought leadership platform opportunities implied by author positioning (speaking/ideas)

## How They Promote in Posts

CTAs are mostly soft, end-of-post reflection questions designed to start conversations, not close a sale. Frequency is about 25 out of 88 posts (28.41%), and in this sample posts with CTAs average 0.99x relative engagement versus 1.16x without CTAs (about 15% lower), so the account's growth is driven more by shareable value posts than by "ask" posts. Direct-response CTAs like "book a call" or "DM me" are rare in the provided posts; conversion is mainly indirect through authority, frameworks, and inbound messages.

[Example 1 →](#)

[Example 2 →](#)

[Example 3 →](#)

## How They Promote in Profile

The profile does the heavy lifting for conversion: the banner is a clear "product surface" for the book with strong third-party proof, and the headline signals premium global tax strategy authority. The About section builds trust with a founder story, global footprint, and a named framework, but it does not include a clear next-step CTA (no visible booking link/email in the provided text). The Featured section highlights a high-engagement post rather than a direct offer or book link, which can add friction for high-intent visitors who want an obvious next click.

[View Profile →](#)

# Top 10 Posts

1



## Most of us don't stop growing because we lack information.

This post argues that growth stalls because people become too certain they already know, not because they lack access to information. It names a clear psychology idea ("cognitive closure"), uses a simple visual contrast, and then gives practical rewrites that readers can apply to work and life immediately.

♡ 1739    💬 242    ↻ 173

2



## People don't give their best when they are watched.

This post critiques micromanagement by contrasting "watched" workplaces with "trusted" ones. It explains the human reaction in simple biology/psychology terms and lists what micromanagement produces versus what strong leaders do instead.

♡ 1651    💬 188    ↻ 134

3



## The best organizations don't just spend to attract talent. They invest to honor the people who've already proven their value.

This post explains why companies often pay more attention to hiring than to rewarding loyal internal talent. It breaks down the budget and incentive logic behind the behavior and then lists the hidden business costs of ignoring retention.

♡ 1367    💬 174    ↻ 111

4



## Everyone sees the flight. Few see the cost.

This post uses a single scene with two opposing interpretations to explore freedom as a tradeoff. It makes the "cost of freedom" concrete with a list of what people give up when they choose a less common path and ends by prompting self-reflection.

♡ 1183    💬 178    ↻ 86

5



## Sometimes the bravest thing you can do is quietly outgrow the room you are in and walk out without burning it down.

This post is about outgrowing a comfortable social or professional circle that isn't pushing you forward. It avoids villainizing others and instead gives a clear checklist of "static" behaviors that signal you might be shrinking to fit the room.

♡ 1185    💬 171    ↻ 74

6



## We are taught to admire the unbroken.

This post challenges the idea that perfection is the most admirable state. It uses a simple object metaphor to argue that repaired, tested people and things often feel more real and more connecting than flawless ones.

♡ 1133    💬 186    ↻ 66

7



### A fish wishing it could fly.

This post tackles comparison using a two-character metaphor (each wanting what the other has). It names the bias behind it and then guides readers toward focusing on their own strengths with a simple identity question.

♡ 1086    💬 197    ↻ 83

8



### In finance, people don't quit the numbers.

This post reframes resignations as the final "entry" in an emotional ledger leaders ignored. It lists early warning signals and argues that strong leadership must understand psychology, not just performance metrics.

♡ 1067    💬 205    ↻ 72

9



### Most birds respond to rain the same way we respond to problems,

This post uses a nature metaphor to explain how people respond to pressure and discomfort. It reframes stress as driven by interpretation and offers a simple mental model for changing that interpretation.

♡ 1045    💬 188    ↻ 73

10



### Meaning isn't found in big moments; it's built by how present you are today

This post argues that meaning comes from daily presence rather than rare "big moments." It uses familiar cultural references as contrast and ends with a simple question about how the reader is showing up today.

♡ 1027    💬 184    ↻ 74