



Divyanshi Sharma

Your go-to for GTM, AI & Lead gen!

87k followers • [View Profile](#)

6

POSTS / WEEK

12 PM, UTC

MAIN POSTING TIME

150

AVG REACTIONS
100 comments

80%

CALL-TO-ACTION
FREQUENCY

#1 SUCCESS FACTOR

They turn big, specific results into simple “do-this-next” systems, then trade a free, ready-to-use asset for a one-word comment. That makes each post work twice: it earns trust by showing the steps, and it drives massive visible engagement and DM conversations that convert attention into leads and partnerships.

FORMAT BREAKDOWN

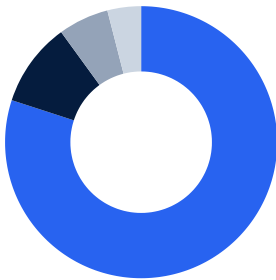


Image	80%	150 avg reactions
Carousel	10%	80 avg reactions
Video	6%	290 avg reactions
Text Only	4%	460 avg reactions

7 Tactics You Can Steal

01 [Give a free guide, but only after one-word comments](#)

02 [Open with a wild result, then explain the simple system](#)

03 [Start by saying what most people get wrong about the topic](#)

04 Make your posts "save later" with numbered steps and templates

05 Show the exact build recipe, tool by tool, so it feels real

06 Add small "rules" like reposting to push reach higher

07 Write it as plain text when the idea is strong

7 Tactics You Can Steal

1 Give a free guide, but only after one-word comments

They often end with “Comment ONE word and I’ll DM it,” usually offering a real asset (course, workflow, doc), not just more tips. This works because typing one word is easy, so lots of people do it, and the comments help LinkedIn show the post to more people. It’s also a lead list: everyone who comments is raising their hand for that topic. You can copy it by making one clear asset, picking a single keyword (like “GUIDE”), and placing the ask after the value part of the post; they do this in about 30 of 69 posts (43.48%).

[Example 1 →](#)

[Example 2 →](#)

[Example 3 →](#)

2 Open with a wild result, then explain the simple system

Many of the highest performers start with a big, specific outcome (money, leads, time, cost) and then quickly answer “how.” That combo works because the number grabs attention, and the steps remove doubt—readers feel they could copy it. In the AI creative pillar, posts with big-number proof average about 2.40× relative engagement (6 posts) versus about 1.67× for plain demos (5 posts). To copy it, write your first line as “Result + constraint,” then list the repeatable steps and tools in plain words.

[Example 1 →](#)

[Example 2 →](#)

[Example 3 →](#)

3 Start by saying what most people get wrong about the topic

A repeat hook is “Most people think X... but the real thing is Y,” then a short framework. It works because people instantly check if they’re doing it wrong, and they keep reading to fix it. The best version doesn’t just argue—it teaches a clear model with steps or layers. To copy it, pick one common lazy belief in your niche, write it as the first line, then give your “real answer” as a short, numbered list.

[Example 1 →](#)

[Example 2 →](#)

[Example 3 →](#)

4

Make your posts “save later” with numbered steps and templates

Their best educational posts are structured like a quick reference: numbered steps, clear sections, and copy-paste-ready pieces (like prompts or checklists). This works because people don't have to read every word to get value—and they're more likely to save it for later. In the Claude/agents pillar, structured framework posts average about 2.57× relative engagement (8 posts), while link-dump posts average about 0.38× (16 posts). To copy it, write “Here are 5 steps,” include placeholders people can fill in, and add a simple line like “Save this for later.”

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

Show the exact build recipe, tool by tool, so it feels real

Instead of saying “use AI to automate this,” they often show the actual build path (what triggers what, what tool does which job, what comes out at the end). This works because it feels believable and copyable, so readers trust the creator and ask for the full template. It also sets them apart from generic tip posts—details signal competence. To copy it, describe your workflow as “Input → Step 1 → Step 2 → Output,” and name the tools you used in each step.

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

Add small “rules” like reposting to push reach higher

They frequently add a small extra action like “repost for priority access” or “connect first,” on top of the main comment keyword. This works because it nudges more sharing (reach) and also filters for people who really want the asset (higher intent). You can see this pattern across many gated posts, and it pairs with the overall result that posts with CTAs average about 1.82 relative engagement (55 posts) versus about 0.69 when there's no CTA (14 posts). To copy it, keep the main ask one word, then add a short P.S. with one optional “boost” action.

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

Write it as plain text when the idea is strong

When the hook and structure are strong, simple text can outperform heavier formats. In this dataset, text-only posts average about 2.11× relative engagement (3 posts) while carousels average about 0.68× (7 posts); median likes also favor text-only (463) over carousels (83), though the text-only sample is small. This works because readers can skim fast and jump straight into the value. To copy it, test text-only versions of your best frameworks, and use carousels only when the visuals truly add something.

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

Profile Breakdown

HEADLINE FORMULA

Your go-to for GTM, AI & Lead gen!

Authority phrase ("Your go-to") + 3 clear topic buckets people already want (GTM, AI, Lead gen) + punchy punctuation. It works because it's instantly scannable, matches what the feed teaches, and signals you're the default pick even before someone reads your About section.

BANNER STRATEGY

Helping B2B companies build **multi-channel acquisition systems** that
bring leads from everywhere and every day!

Big, bold, text-first "billboard" that repeats one concrete deliverable (multi-channel acquisition systems) and a simple benefit (daily inbound leads / from everywhere). It works because it turns broad topics into one memorable promise in under 2 seconds and aligns perfectly with the headline and Featured resource.

Content Strategy

PILLAR	%	WHAT CRUSHES	EXAMPLES
GTM + outbound systems (lead gen workflows, tool stacks, multi-channel outreach)	39%	Posts that offer a specific workflow people can copy, especially when access is gated by a one-word comment. In this pillar, keyword-gated posts average about 2.34× relative engagement (15 posts) versus about 1.41× for similar GTM posts without that gate (12 posts). The biggest drop-off is “feature explainer” content—especially carousel-style explainers—because they explain a tool but don’t give a clear ‘take this and use it’ next step.	Post 1 Post 2 Post 3
Claude / agents / n8n learning (frameworks, prompts, automations)	35%	Original breakdowns that teach a clear model or step-by-step build, not “here are links.” Framework-style posts average about 2.57× relative engagement (8 posts), while link-dump/resource posts average about 0.38× (16 posts). The common winner: a tight structure (layers/steps/prompts) that makes the post feel like something you can save and use later.	Post 1 Post 2 Post 3
AI UGC + ad-creative automation (faceless content, ad production at scale)	16%	Outcome-first automation stories with hard numbers beat generic demos. Within this pillar, big-number / scale-proof posts average about 2.40× relative engagement (6 posts) versus about 1.67× for simpler tool-demo posts (5 posts). The winning pattern is: lead with cost/time/output proof, then explain the repeatable “factory” (generate, test hooks, repurpose, iterate).	Post 1 Post 2 Post 3
Trends, tools, and events (news, live sessions, timely finds)	10%	Timely “what changed + why it matters + what to do” posts do solidly (about 1.57× relative engagement across 5 posts). Off-topic or lightly connected updates underperform sharply (about 0.36× across 2 posts). When this pillar works best, it gives one clear takeaway (a build to try, a workflow, or a reason to attend) instead of a generic announcement.	Post 1 Post 2 Post 3

Conversion Strategy

Their Offer(s)

Growth Exe service: building multi-channel acquisition / lead-gen systems for B2B companies.

Substack resource hub ("100+ Free Resources on GTM, AI & Lead Gen")

Keyword-gated guides/workflows/templates delivered via DMs

Partner/tool sign-ups and playbooks (e.g., Apollo, Taplio, Lusha, MakeUGC, SalesRobot, Smartlead)

Live sessions/webinars via registration links

How They Promote in Posts

CTAs are used on most posts: about 79.7% of the visible sample (55 of 69 posts) includes a CTA, usually placed at the end after the value. Posts with CTAs average about 1.82 relative engagement versus about 0.69 without a CTA, and the biggest driver is the one-word "comment to get it" mechanic (used in 30 of 69 posts, 43.48%), which averages about 2.19x relative engagement versus about 1.13x without that comment-keyword gate. They also mix in direct links for sign-ups or event registration when the post is already about that tool or session.

[Example 1 →](#)

[Example 2 →](#)

[Example 3 →](#)

How They Promote in Profile

The profile makes the offer obvious fast: headline names the three content themes (GTM, AI, lead gen), the banner compresses them into one concrete deliverable (multi-channel acquisition systems generating daily leads), and Featured pushes a single owned-audience action (subscribe to the "100+ free resources" hub). The About section reads like a skimmable service menu (problems → solutions → who it's for) and includes a direct email CTA for collaborations, so interested buyers have a frictionless next step.

[View Profile →](#)

Top 10 Posts

1



Most think Claude Code = terminal + prompt.

This post reframes Claude Code as more than “just prompting in a terminal” and teaches a clear, layered setup. It lays out a practical architecture (memory, reusable skills, strict rules, and specialist agents), then gives concrete setup steps so a builder can implement it. It finishes with extra learning resources and a cheatsheet-style visual that’s meant to be saved.

♡ 1343 💬 94 ↻ 125

2



The ULTIMATE lead gen Automation Course, 15 in-depth modules.

This post pitches a structured automation course built around a sales tool’s AI assistant. It lists specific outcomes the course promises, like turning one prompt into a full funnel, automating research and targeting, and creating sequences with real buying signals. Access is offered through a simple one-word comment that triggers a DM, with an extra repost incentive for faster access.

♡ 356 💬 1058 ↻ 10

3



\$61,875 in one month without showing my face — using MakeUGC + Seedance 2.0

This post claims a strong monthly revenue outcome achieved with a “faceless” AI content factory. It describes what the factory does daily: generate UGC-style videos, test hooks and scripts, repurpose across platforms, and iterate based on performance. The workflow is offered via a one-word comment to get it delivered in DMs.

♡ 324 💬 742 ↻ 7

4



Holy sh*t VEO 3 + Nano Banana Pro + MakeUGC just automated 100% of our ad prod.! 🤖

This post claims end-to-end automation of ad creation using a named tool stack. It simplifies the workflow into a few steps and attaches hard constraints like time and cost per ad, then outlines what’s inside a documented guide (prompts, hook training, examples, scaling tips). It asks readers to comment a keyword to get the guide, with a “priority access” nudge.

♡ 296 💬 678 ↻ 12

5

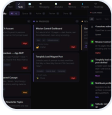


Clawdbot + SalesRobot.co just killed manual outreach 🤖

This post argues that pairing one tool for “thinking” with another for “doing” removes the need for manual outreach. It lists operational benefits like never missing follow-ups and sending messages while offline, then adds specific claims about setup requirements and performance. It offers the exact setup through a keyword comment that triggers a DM.

♡ 206 💬 612 ↻ 11

6



LIVE: How We Built an AI Agent Army with OPENCLAW to Run Our Entire Marketing 🤖

This post promotes a live session that promises a real demo of building an “agent army” to run marketing tasks. It lists the agenda in clear bullets, including building a control center and showing specific agent roles (research, retention, email, SEO/content, coding). The CTA is a single registration link.

♡ 318 💬 493 ↻ 14

7



I just built a Job Hunting Agent, a YouTube to LinkedIn Post agent, & 27+ more AI agents using Scrapingdog 🤖

This post shares a build: an automation that turns a YouTube Shorts link into a LinkedIn post. It walks through the workflow step by step across common tools (sheet input, automation trigger, transcript pull, cleaning, rewrite, publish, and logging the final URL). It then offers a larger doc with many more agents via a one-word comment.

♡ 308 💬 489 ↻ 15

8



🚨 Breaking: I just built an automated GTM engine with Lusha

This post frames a single tool as the backbone of an automated go-to-market engine. It contrasts typical outbound tools with the real problem (data, enrichment, and signals) and then lists concrete capabilities like database size, enrichment, filtering, CRM sync, and intent signals. It offers the workflow through a keyword comment.

♡ 197 💬 543 ↻ 4

9

BREAKING: Claude can now do lead gen and content like a \$10,000/month agency (for free).

This post uses a strong price comparison to argue a free tool can replace expensive agency work. It delivers value immediately by giving multiple copy-paste prompts tied to real outcomes (research, audits, positioning comparisons, posting plans), with strict instructions and placeholders. It closes with a simple time-saved framing and a “save this” cue.

♡ 584 💬 75 ↻ 30

10



67,469+ organic leads.

This post claims a large number of organic leads with zero ad spend and stacks multiple outcomes like follower growth, inbound volume, and being booked out. It positions the results as coming from a repeatable LinkedIn lead magnet system, then explains the practical mechanisms a tool provides (idea-to-post help, performance prediction, reviving posts, lead attribution). It includes direct links to a full walkthrough and a sign-up.

♡ 179 💬 489 ↻ 1