Dan Martell

📘 Bestselling Author (Buy Back Your Time) 🚀 Building AI startups @Martell Ventures ⚙️ 3x Software Exits • $100M+ HoldCo 💬 DM "COACH" if you're looking to scale

163k followers • **View Profile**

7
POSTS / WEEK

7 PM, UTC
MAIN POSTING TIME

780
AVG REACTIONS
180 comments

57%
CALL-TO-ACTION
FREQUENCY

#1 SUCCESS FACTOR

He turns big, emotional founder problems (burnout, bad leadership, time scarcity) into simple, repeatable rules people can use immediately, then proves it with real playbooks and hard details. Because the content feels both motivating and practical, the audience is happy to share, save, and comment—and his low-pressure CTAs (newsletter + DM keywords) convert that trust into owned audience and sales conversations.
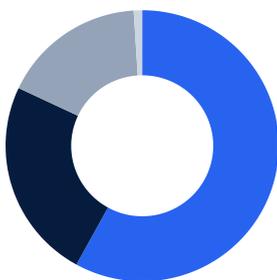
FORMAT BREAKDOWN

🔵 Image	**58%**	880 avg reactions
⬛ Video	**24%**	740 avg reactions
Carousel	**17%**	730 avg reactions
Text Only	**1%**	140 avg reactions

7 Tactics You Can Steal

01   Open with one bold line that hits a universal feeling

02   Call out a bad habit with a harsh name, then show better words

7 Tactics You Can Steal

1 **Open with one bold line that hits a universal feeling**

He often starts with a single sentence that instantly creates emotion—hope, discomfort, or challenge—so people stop scrolling. In his highest-performing set, this one-line opener shows up constantly because it's easy to read on mobile and easy to react to. You can copy this by writing 10 first lines that a stranger could understand in 3 seconds, then choose the one that makes you feel something. Keep it one sentence, then explain the lesson in short lines.

Example 1 →   Example 2 →   Example 3 →

2 **Call out a bad habit with a harsh name, then show better words**

His strongest leadership posts label the wrong behavior in plain language (like "babysitting" or being a "fake leader"), then immediately show the better standard. This works because people can't resist agreeing, disagreeing, or tagging a friend—so comments and shares climb, especially in leadership where top posts reach 3–4x+ relative engagement. To copy it, name one behavior you see every day, explain the damage it causes, then give 2–4 lines someone can literally say at work tomorrow.

Example 1 →   Example 2 →   Example 3 →

3 **Describe the hidden pain people feel, and say "it's not just you"**

He takes a role many people struggle with (like managing others) and spells out the pressures they normally suffer in silence. This works because it makes readers feel seen, and they jump into the comments to tell their own story—leadership is his best overall pillar at 1.58x average engagement, with the strongest leadership posts averaging 2.58x. To copy it, pick one audience role, list 3 invisible stresses in simple words, then give one new label for the role that feels empowering.

Example 1 →   Example 2 →

4 **Teach with "I was wrong" stories so people trust you faster**

He often admits an old belief he had, then explains what changed and what he believes now. This works because it sounds honest instead of preachy, and it gives readers a clean before/after lesson they can apply to their own life or work. You can copy it by writing: "I used to think ___," "Here's what it cost me," and "Now I do ___," then end with one clear action for the reader.

Example 1 →   Example 2 →   Example 3 →

5   Share a real playbook with exact steps, then give templates by DM

When he publishes SOP-level playbooks with real details (numbers, times, buckets, templates), the comment volume can explode far above the typical post—his most detailed system posts reached 1,232–1,902 comments. It works because people can actually do it, so they save it, share it, and ask follow-up questions. To copy it, teach the "80% version" in the post with numbered steps, then offer the "templates and examples" as the DM freebie with one keyword.

Example 1 →   Example 2 →   Example 3 →

6   Repeat your best ideas, but expect repeats to get weaker

He reposts winning angles, but performance doesn't always carry over—some repeats drop sharply while others stay strong. For example, one leadership angle fell from 2.38x to 1.26x and 0.97x when re-packaged, while the email/EA system stayed very high across versions (3.57x and 3.21x). To copy this, only repeat posts that produced real "save-worthy" value, change the wrapper (story vs checklist vs scripts), and stop repeating once the engagement slides.

Example 1 →   Example 2 →   Example 3 →

7   Sell quietly at the end, after you already helped people

He usually teaches first, then adds a small CTA at the very end (often separated with a "P.S." or a divider). In this dataset, posts with CTAs average about 1,380 total engagements vs about 1,160 without CTAs, but pure promotion posts are a drag (about 0.50x on average), so the timing and tone matter. Copy this by making the post complete without the CTA, then add one simple next step: newsletter link for ongoing learning or a one-word DM keyword for a free resource. Keep direct sales posts rare and "fit-based," and make the same DM keyword show up in your headline so people remember it.

Example 1 →   Example 2 →   Example 3 →   Profile →

Profile Breakdown

HEADLINE FORMULA

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Authority asset + what I'm building now + hard numbers proof + one simple DM keyword CTA. It works because a fast scan gives people (1) a known credential to trust, (2) a clear current focus, (3) measurable results that de-risk the promise, and (4) a frictionless next step that's easy to remember and track (DM a single word).

BANNER STRATEGY

Helping entrepreneurs build businesses that don't burn them out.

Get the tactics, mindsets, and strategies to scale smarter **every week.** Join the private list now.

Sign up in bio.

Turn on notifications
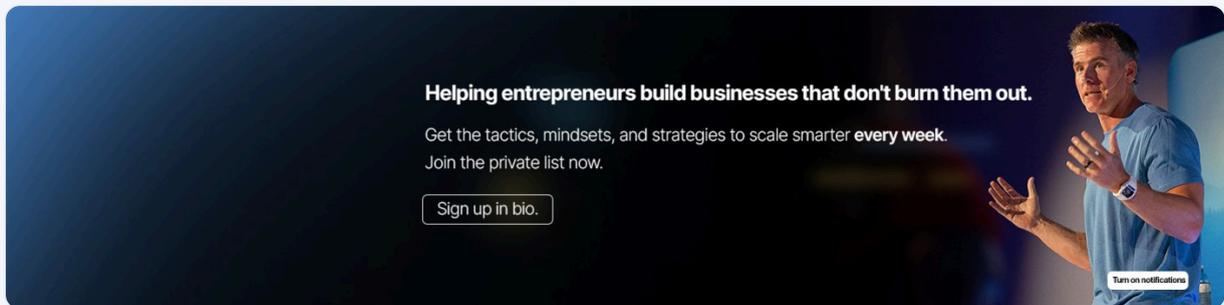
High-contrast banner with an on-stage photo + one bold promise tied to the core outcome (more time / less burnout) + one action (join the weekly list / turn on notifications). It works because it uses the biggest visual space to repeat the same promise the content delivers, while giving visitors one obvious 'next click' to enter the funnel.

Content Strategy

PILLAR	%	WHAT CRUSHES	EXAMPLES
Mindset + personal lessons (resilience, ambition, values)	**44%**	This wins when it's a clear, punchy manifesto people can repost or when it's a high-emotion personal story with a clean lesson. In the dataset, manifesto-style motivation produced multiple standout performers (8 posts at ≥1.5x, averaging 2.59x), while low-context "daily reminder" encouragement lagged (4 posts averaging 0.55x). The best versions use short lines, strong imperatives, and one simple rule readers can repeat to themselves.	Post 1 Post 2 Post 3
Leadership + culture (managers, hiring, team dynamics)	**23%**	This is the highest-performing pillar overall: leadership/people posts average 1.58x relative engagement (23 posts), and the strongest leadership call-outs (9 posts at ≥1.5x) average 2.58x. What works best is blunt, behavior-specific leadership guidance with clear consequences and "what to say instead" language; generic leadership soundbites and teaser-style videos underperform (5 posts averaging 0.60x).	Post 1 Post 2 Post 3
Systems + scaling playbooks (delegation, operating cadence, AI leverage)	**23%**	This pillar pops when the advice is "copy-and-paste ready," with numbered steps and specific settings (times, buckets, templates). Step-by-step delegation/systems posts averaged 2.43x (4 posts), while broader, less specific multi-step guides averaged 0.56x (6 posts). AI content follows the same rule: implementation systems average 2.15x (5 posts) while simple tool lists/novelty takes average 0.71x (4 posts).	Post 1 Post 2 Post 3
Promotions + offers (coaching, challenges, groups)	**10%**	Direct "DM me for coaching" posts with minimal value are the weakest cluster (6 posts averaging 0.34x). Promotions do better when they're attached to a real story or a concrete event (2 posts averaging 0.96x). The takeaway: earn the click/DM with a lesson or narrative first; don't lead with the ask.	Post 1 Post 2 Post 3

Conversion Strategy

Their Offer(s)

Founder coaching to scale the business while buying back time (initiated via DM keyword "COACH").

Weekly newsletter/list (200,000+ entrepreneurs) via recurring link CTAs and About section

Free DM-delivered playbooks/templates (EA system, AI prompts, scaling playbooks)

AI CEO Challenge and other event-based programs via external registration links

How They Promote in Posts

CTAs appear in about 57% of posts and are typically placed at the end, after the lesson, often separated by a divider or "P.S.". They mainly use two low-friction asks: a newsletter link (34 posts) and DM keywords for free resources (10 posts). In this dataset, posts with CTAs average ~1,380 total engagements per post vs ~1,160 without CTAs, suggesting the CTA doesn't hurt when it's value-first and aligned. Direct promotional posts are kept to about 10% of output and underperform on average (about 0.50x), so most selling is done softly or inside DMs.

Example 1 →   Example 2 →   Example 3 →

How They Promote in Profile

The profile repeats one clear promise (scale without burnout / buy back time) and uses the top real estate as a funnel: the banner pushes a weekly list and notifications, the About section ends with a newsletter signup link, and the headline includes a one-word DM instruction ("COACH") that matches the DM behavior in posts. The Featured section shows a single high-attention post for trust-building, but what it promotes can't be verified from the provided text.

View Profile →

Top 10 Posts

1 ### As long as you are alive, it's never too late.

A motivational post that removes the "I'm too late" excuse and pushes the reader to start now. It uses short, rhythmic lines and repetition to build momentum and ends with a simple rule: move first, then improve. The attached quote-style image mirrors the message so it can be shared on its own.

♡ 4265   ▭ 631   ⇄ 209

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2 ### Your team doesn't need a babysitter. They need a leader.

A leadership post arguing that micromanagement is a leadership problem, not an employee problem. It explains why managers track visibility when they can't measure outcomes, then shows how different talent levels respond (top performers leave, average performers stagnate). It ends with a trust-based alternative that gives autonomy and clear expectations.

♡ 3497   ▭ 406   ⇄ 213

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3 ### The world is run by:

A short, contrarian confidence boost for people who feel behind or not smart enough. It flips status by claiming success often belongs to imperfect students and failed employees, then reframes winning as behavior, not IQ. It ends with a direct, personal line inviting the reader to step into that identity.

♡ 3466   ▭ 298   ⇄ 101

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4 ### I used to think the best employees were the ones who never pushed back.

A leadership lesson that redefines what a great employee looks like. It admits a past mistake—valuing compliant employees—and replaces it with a new standard: high-agency people who challenge systems and manage themselves. It gives clear advice to both leaders (hire and reward them) and employees (become one).

♡ 2991   ▭ 256   ⇄ 275

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5 ### I haven't read my emails since June 2022.

A detailed delegation post showing how he stopped personally reading email by hiring an Executive Assistant and building clear systems. It lays out a repeatable operating method: inbox buckets, twice-daily check times, daily sync agenda, calendar standards, and meeting-prep rules. It ends by offering a complete implementation playbook via a simple DM keyword.

♡ 1573   ▭ 1902   ⇄ 36

6 Most companies have no idea how hard it is to be a manager. That's why they keep losing their best ones.

A post explaining why strong managers burn out and leave when companies promote without training. It lists the invisible demands of management—representing your team, pushing back up the chain, motivating people through uncertainty—and shows how that pressure gets misread as poor execution. It reframes managers as the people who turn chaos into clarity.

♡ 2979   ▢ 251   ⇄ 141

7 I haven't read my emails in 3 years.

A personal productivity post claiming he removed email from his workload by installing an EA-led system. It outlines a structured approach to inbox processing, short daily check-ins, calendar rules, and meeting preparation standards. It ends with a DM keyword offer for templates and a full guide.

♡ 1404   ▢ 1690   ⇄ 64

8 There's a reason your team stops talking when you enter the room.

A leadership post built around an uncomfortable workplace moment: the room goes quiet when the leader shows up. It argues that teams respond to what leaders do under stress and how they treat mistakes, then contrasts consistent leaders with "performing" leaders who have double standards. It ends with a self-audit question to drive reflection.

♡ 2589   ▢ 276   ⇄ 126

9 A few weeks ago I told my team that AI needs to do 92% of their work or they'll get left behind.

An AI adoption post that sets a bold internal standard, then explains how to make AI genuinely useful at work. It shares a step-by-step process for building prompts, saving context, using custom instructions, and turning workflows into reusable GPT setups. It clarifies what stays human (taste, decisions, emotional intelligence) so the advice feels practical, not hype.

♡ 1463   ▢ 1232   ⇄ 90

10 Turned 46 today.

A birthday reflection comparing his mindset at a younger age to how he thinks now. It lists belief shifts about work, generosity, freedom, and legacy, written in simple, skimmable lines. It closes with gratitude and a sense of shared journey with the audience.

♡ 2320   ▢ 333   ⇄ 9