



Chris Donnelly

Co Founder of Searchable.com | Follow for posts on Business, Marketing, Personal Brand & AI

1.2M followers • [View Profile](#)

9

POSTS / WEEK

1 PM, UTC

MAIN POSTING TIME

840

AVG REACTIONS
395 comments

100%

CALL-TO-ACTION
FREQUENCY

#1 SUCCESS FACTOR

He turns almost every post into a high-value “free resource” people can use right away, then makes the next step ridiculously easy (usually a one-word comment or a simple link). That combination—teach something practical, prove it with real numbers, then give a low-friction action—connects his profile positioning, content style, and conversion path into one repeatable growth loop.

FORMAT BREAKDOWN

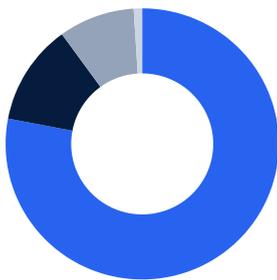


Image	78%	860 avg reactions
Carousel	12%	880 avg reactions
Video	9%	380 avg reactions
Text Only	1%	2060 avg reactions

7 Tactics You Can Steal

01 [Ask for one word in the comments to get the free thing](#)

02 [Bundle the free resource into named parts so it feels real](#)

03 Make a one-page chart people can save and repost fast

04 Put hard numbers and real names before you ask for anything

05 When you launch, explain it in three simple parts and examples

06 Teach the lesson first, then add a short P.S. about your offer

07 Treat your profile like a product page with one clear next step

7 Tactics You Can Steal

1

Ask for one word in the comments to get the free thing

He often gives away a specific resource, then asks people to comment one simple word to receive it. This works because it's the lowest-effort action a reader can take, so comments spike and LinkedIn keeps showing the post to more people. In his dataset, comment-keyword posts average about 1.92x relative engagement across 18 posts, and the biggest winners are free playbook/GPT/credit giveaways. To copy it: make the free item very clear, pick a single keyword, say you'll send it, and reply quickly so the thread stays active.

[Example 1 →](#)

[Example 2 →](#)

[Example 3 →](#)

2

Bundle the free resource into named parts so it feels real

Instead of vague advice, he offers a bundle with clear names and jobs (like "here are the tools inside, and what each one does"). It works because people can instantly understand what they're getting, and they can picture using it the same day. Several of his highest-performing posts are exactly this kind of "bundle" offer (multiple tools/modules) and they also drive unusually high comment volume (his dataset peaks at 6,526 comments on a single post). To copy it: bundle 3–5 small assets, name each one, and write one short line on what it helps with.

[Example 1 →](#)

[Example 2 →](#)

[Example 3 →](#)

3

Make a one-page chart people can save and repost fast

He turns messy topics into one-page comparisons and simple "use this for that" charts. This works because readers don't need to think— they can scan it, save it, and share it with a teammate. It's also proven to drive reposts: several of these one-page posts hit extremely high repost counts (his dataset tops out at 346 reposts). To copy it: pick one question your audience repeats, make a one-page answer with consistent sections, and offer a "high-res/PDF" version for people who want to share it.

[Example 1 →](#)

[Example 2 →](#)

[Example 3 →](#)

4

Put hard numbers and real names before you ask for anything

He regularly leads with specific numbers and recognisable names (dataset sizes, subscribers, views, MRR timelines, customer logos, guest lineups). This works because it makes big claims feel earned, so people are more willing to click, comment, or try the offer. You can see this same move across his biggest posts and his build-in-public updates, and it supports a very high-CTA feed without losing trust (99% of posts include a promotional path). To copy it: pick 2–3 proof points you can defend, put them near the top, and only then add your call-to-action.

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

5

When you launch, explain it in three simple parts and examples

His strongest product moments don't just announce—they teach: what changed in the market, what the product does in a few parts, and real examples of how you'd use it. This works because readers can quickly understand the problem and the solution without feeling like they're reading an ad. It also lets him attach a "free credits/trial" offer that feels like a helpful next step, not a pitch. To copy it: write one short paragraph on the shift, list 3 capabilities, and add 2–3 example questions/tasks the product can handle.

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

6

Teach the lesson first, then add a short P.S. about your offer

Most posts are value-first, then the product mention comes as a short "P.S." that matches the lesson. This works because the reader gets help even if they never buy, so the sales part feels earned and relevant. It also fits his performance pattern: educational AI-search posts average about 1.17x, while pure event/program promos average about 0.50x—so the feed stays education-led. To copy it: make the main post stand alone, then add a 1–2 line P.S. that says "if you want help doing this faster, here's the tool/free trial/free audit."

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

7

Treat your profile like a product page with one clear next step

He designs the top of his profile like a landing page: a bold promise, trust signals, and one obvious action (go to the Featured section). This works because it removes guesswork—anyone who likes a post knows exactly what to do next. It also matches his posting style: with constant CTAs in the feed, the profile has to catch and convert the extra attention instead of wasting it on a résumé layout. To copy it: rewrite your headline as "who you help + what you help them do," make your banner a single clear promise with proof, and feature one main lead magnet or trial link.

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

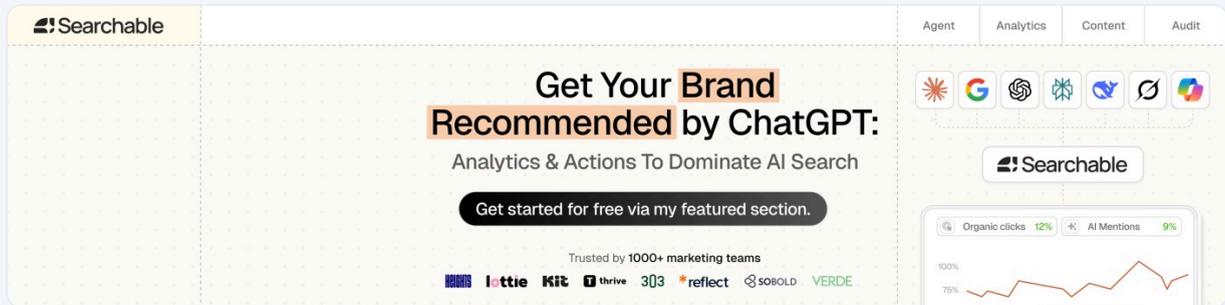
Profile Breakdown

HEADLINE FORMULA

Co Founder of Searchable.com | Follow for posts on Business, Marketing, Personal Brand & AI

[Credibility role/title + brand] | [Broad topics the audience already wants] | [Direct follow prompt].
It works because the role + company name signals "operator," the topics explain what you'll get in the feed, and "Follow for..." is an immediate instruction that turns profile views into follows.

BANNER STRATEGY



Landing-page style banner: one bold outcome promise ("get recommended by ChatGPT/AI search"), highlighted keywords, trust signals (logos + "Trusted by 1000+"), integration icons, a tiny "metrics" preview, and one button-like CTA that points to the Featured section. It works because it looks like a product page: clear promise, fast trust, and one obvious next step.

Content Strategy

PILLAR	%	WHAT CRUSHES	EXAMPLES
LinkedIn growth + personal brand lead-gen systems	30%	Free, concrete LinkedIn growth assets consistently beat hard-sell cohort/social-proof pushes. Comment-keyword giveaways average about 1.92x relative engagement across 18 posts, and value-first lead magnets in this area average about 3.02x (12 posts). In contrast, urgency/testimonial-heavy cohort sales posts in this theme are among the weakest (about 0.36x across 5 posts).	Post 1 Post 2 Post 3
AI tools + "how to use AI" workflows (non-search)	20%	Practical "do this, then this" AI workflow posts outperform abstract AI opinions. Tactical AI system posts average about 2.12x relative engagement across 11 posts, while more general commentary lands closer to about 1.01x (3 posts). These posts work best when they feel like a reference you can reuse (tool picks, workflows, repeatable processes).	Post 1 Post 2 Post 3
AI search / SEO / AEO visibility education	25%	Education about AI-driven visibility beats event/program promotion in this theme. Educational SEO/AEO/AI-search posts average about 1.17x across 14 posts, while summit/accelerator promo pushes average about 0.50x across 8 posts. The best-performing pieces simplify the new landscape into clear rules, examples, and "what to do next."	Post 1 Post 2 Post 3
Founder/business frameworks + building in public	25%	Structured business frameworks and "here's how it works" breakdowns do better than lighter reflections: step/list-based founder posts average about 1.75x (6 posts) vs less actionable versions around 0.87x (5 posts). Build-in-public works best when it includes real numbers, clear decisions, and a simple lesson others can steal.	Post 1 Post 2 Post 3

Conversion Strategy

Their Offer(s)

Searchable (searchable.com): an autonomous SEO & AEO / AI-search visibility platform with a 14-day free trial and/or free credits/audits.

Step By Step newsletter (email list)

The Creator Accelerator (cohort-based program)

AI Search Accelerator / implementation programs

Live events/webinars (e.g., Lead Generation Live, AI Search Summit)

Sponsored/partner tool promotions

How They Promote in Posts

CTAs are essentially always present: across 100 posts, every post includes at least one CTA (comment, link, subscribe, repost, register, etc.), and about 98% include an explicit link or “comment to get it” CTA. The highest-leverage conversion mechanic is comment-to-receive lead magnets (32 posts overall), especially one-word keyword comments, which also correlate with higher relative engagement (comment-keyword posts average about 1.92x across 18 posts). He usually puts the CTA at the end after delivering the value, and often uses a “free first” offer (trial/credits/audit/playbook) to lower risk before asking for money.

[Example 1 →](#)

[Example 2 →](#)

[Example 3 →](#)

How They Promote in Profile

The profile is built to convert attention immediately: the headline anchors authority + topics + a “Follow for...” prompt, the banner looks like a SaaS landing page with proof and a single CTA to the Featured section, the Featured section pushes a high-proof newsletter signup to capture owned audience, and the About repeats the primary product promise and URL while offering separate contact paths for higher-intent opportunities (qualified founders, speaking/brand deals).

[View Profile →](#)

Top 10 Posts

1



This 2026 LinkedIn Bible is the roadmap to 1M+ followers.

He offers a free named guide that claims to be a complete roadmap for building a huge LinkedIn following and turning it into leads. The post backs the promise with personal outcome claims, then lists what's inside as a scannable syllabus, and stacks an additional free live masterclass with named speakers.

♡ 2118 💬 6526 ↻ 79

2



My LinkedIn profile generates millions in revenue...

He reframes a LinkedIn profile as a sales page, not a résumé, and claims strong business outcomes from doing it well. He shares specific funnel targets and results, then offers a free profile playbook if readers comment a single keyword.

♡ 1771 💬 5093 ↻ 48

3



Utilising ChatGPT properly has made me millions on LinkedIn...

He claims AI, used correctly, can meaningfully improve LinkedIn results and offers a free bundle of custom GPT tools. The post lists each tool's purpose (hooks, ideas, lead-gen angles, algorithm guidance), stacks big proof numbers, and gates access behind a one-word comment.

♡ 1403 💬 4148 ↻ 49

4



This LinkedIn Coach GPT is trained on 300K+ posts.

He introduces a "content coach" GPT and anchors it in a large training dataset and build time. He explains the exact jobs it can do (plan, generate ideas, rank drafts, audit strategy) and adds a second value offer with an algorithm-focused webinar and a dataset claim.

♡ 1672 💬 3768 ↻ 43

5



6 months, and we finished the The LinkedIn GPT OS.

He announces a long-built "operating system" for using AI to create better LinkedIn content while saving time. The post lists the system modules (voice, ideas, research, quality control, visuals, prompt library) and offers free access through a one-word comment.

♡ 1215 💬 3961 ↻ 38

6



Everyone wants to know which AI is "the best."

He answers the "best AI" question with a task-based ranking and quick pros/cons for multiple models. The content is formatted like a reference card, prompts discussion by asking what readers use, and includes an optional high-res/PDF sharing gate plus a product tie-in.

♡ 3060 💬 526 ↻ 346

7 100 days ago I had an idea.

He tells a build-in-public story about creating a new product in a tight time window and walks through milestones in a clear timeline. He stacks founder credibility, explains what the product does, then offers free credits in exchange for a one-word comment.

♡ 2063 💬 1628 ↻ 17

8 Yesterday we launched Searchable



He announces a product launch and ties it to a bigger market shift in how search and traffic are changing. The post breaks the product into three clear capabilities with examples, includes social proof and logos, and offers free credits for commenters.

♡ 1209 💬 2120 ↻ 38

9 Most people blindly use ChatGPT for everything.



He argues that top performers don't use one AI for everything and shares a comparison cheat sheet across multiple tools. The post uses consistent sections (when to use, pros/cons, use cases), ends with a simple takeaway, and adds a share/PDF gate and a light product bridge.

♡ 2556 💬 462 ↻ 274

10 You can build an AI agent in 10 minutes.



He simplifies a complex topic by giving a clear step-by-step checklist for building an AI agent. The steps include specific tool options, what to define as inputs/outputs, how to add memory and guardrails, and how to test it on real tasks.

♡ 2410 💬 496 ↻ 284
