



Duncan Rogoff

Ex-Apple, PlayStation, Nissan → Building a \$1M personal brand with AI.
Everything I build, you get.

10k followers • [View Profile](#)

4

POSTS / WEEK

4 PM, UTC

MAIN POSTING TIME

30

AVG REACTIONS
40 comments

87%

CALL-TO-ACTION
FREQUENCY

#1 SUCCESS FACTOR

He turns every high-value post into a simple trade: clear proof and a step-by-step system upfront, then one easy comment word to get the exact asset. That single pattern ties everything together—his profile promises “everything I build, you get,” his content shows believable numbers and how-to steps, and his CTAs convert the attention into DMs and community members without killing engagement.

FORMAT BREAKDOWN

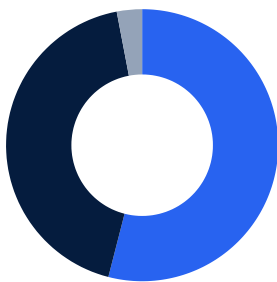


Image	54%	20 avg reactions
Video	43%	40 avg reactions
Text Only	3%	20 avg reactions

7 Tactics You Can Steal

01 [Ask people to comment one word before you send the free thing](#)

02 [Start your post with a punchy problem and one big number](#)

03 Make the money and time trade-off so simple anyone can repeat it

04 Share the steps and tool names, then give the exact file later

05 Use video when you're showing how something works

06 Do a fair side-by-side test and show the results in numbers

07 Keep sending people to one main place, even from different topics

7 Tactics You Can Steal

1 Ask people to comment one word before you send the free thing

He ends most posts with a one-word comment request (like “BUILD” or “PROMPTS”) and then sends the promised asset by direct message (DM). This works because it’s easier than clicking links, and all the extra comments help LinkedIn show the post to more people. In this dataset, posts with CTAs average about 2.02x relative engagement versus about 0.53x without, and CTAs appear in roughly 87–93% of posts depending on how they’re counted. To copy it: give real value in the post, offer a specific deliverable (template, guide, prompt pack), then ask for one clear keyword.

[Example 1 →](#)

[Example 2 →](#)

2 Start your post with a punchy problem and one big number

Many of his best posts open with a short, bold line plus a number (minutes, hours, views, or dollars). It works because people can understand the payoff in one second, so they stop scrolling and read the rest. You can see it in his highest-performing hooks that lead with time saved or a huge result, and those posts land far above his typical engagement ceiling. To copy it: write the first line as “Problem + number,” then immediately explain what caused it and what changed.

[Example 1 →](#)

[Example 2 →](#)

3 Make the money and time trade-off so simple anyone can repeat it

He often sells the idea by comparing two options with real math (for example, “old way costs this and takes this long” versus “new way costs this and takes this long”). This works because it removes debate—readers can quickly decide if it’s worth it for them, and they often argue about the numbers in the comments (which boosts reach). Several of his top-performing posts stack multiple comparisons in a row (minutes, dollars, and even annual savings). To copy it: pick one outcome, show a clear before/after table in words, and include one extra line of “if you do this X times per month, here’s the yearly cost.”

[Example 1 →](#)

[Example 2 →](#)

4

Share the steps and tool names, then give the exact file later

He explains the workflow clearly (what goes in, what happens, what comes out) and names the tools, but he keeps the exact template or full walkthrough behind the comment keyword. This works because the post already feels helpful and real, while the “exact version” is still worth asking for. It matches the broader pattern that detailed walkthroughs are the best-performing pillar (the most detailed ones average about 4.36x relative engagement). To copy it: write 5–8 steps, name the tools, show the expected result, then say “Comment X and I’ll send the template + video.”

[Example 1 →](#)[Example 2 →](#)**5**

Use video when you’re showing how something works

He leans on video for his biggest demos because it performs better in this dataset: video posts average about 2.53x relative engagement versus about 1.53x for images, and even median likes are higher on video (40 vs 22 for images). Video works because it proves the claim fast—people can see the result instead of trusting text. To copy it: record a simple screen share or a quick demo, add a clear on-screen “before → after” result, and keep the caption focused on the one promise and the one next step.

[Example 1 →](#)[Example 2 →](#)**6**

Do a fair side-by-side test and show the results in numbers

He gets strong engagement when he compares two tools by building the same thing in both and reporting the differences (time, cost, limits, and what was better or worse). This works because it feels honest (not hype) and gives readers something concrete to debate. In his tool content, the head-to-head comparison style is the best performer (comparison posts average about 4.06x relative engagement, while minor updates average about 0.33x). To copy it: choose one task, run it in two tools, show the same output goal, then list “Tool A vs Tool B” with 3–5 numbers.

[Example 1 →](#)[Example 2 →](#)**7**

Keep sending people to one main place, even from different topics

Even when the topic changes (content, automations, prompts, tools), he regularly routes people back to the same main destination: The Build Room. This works because the audience learns one habit (“comment BUILD”) instead of remembering a new link every time, and it reduces lost leads from scattered offers. “BUILD” shows up as the most common keyword (40 out of 97 posts), acting like a universal entry point. To copy it: pick one main offer, pick one default keyword, and only introduce new keywords when there’s a clear reason (like a product beta).

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

Profile Breakdown

HEADLINE FORMULA

Ex-Apple, PlayStation, Nissan → Building a \$1M personal brand with AI. Everything I build, you get.

Authority stack (recognizable logos/roles) → clear, measurable mission (building a \$1M personal brand) → modern lever (AI) → reciprocity promise (“Everything I build, you get.”). It works because the logos reduce doubt fast, the metric makes the story feel real (not vague), and the reciprocity line tells people exactly why to follow: they’ll get templates, systems, and behind-the-scenes builds.

BANNER STRATEGY



Landing-page-style banner with one main product name (The Build Room) + one big proof number (fast follower growth) + a short credibility line (years/results) + a single, obvious CTA (“Join the Build Room”) next to a clear personal image. It works because it answers three questions in one glance—what this is, why to trust it, and what to do next—so profile visitors don’t have to think or scroll.

Content Strategy

PILLAR	%	WHAT CRUSHES	EXAMPLES
Step-by-step automation walkthroughs (time saved + money made)	22%	<p>This is the highest-performing content type overall: automation walkthroughs average about 2.77x relative engagement across 21 posts, and the most detailed "full breakdown" versions (11 posts at $\geq 2.0x$) average about 4.36x. What wins is a clear outcome claim (minutes saved, dollars saved/made), a simple input→output flow, and named tools so people believe it's real. What loses is shorter, more "directional" automation talk without enough steps (6 posts under 1.0x average about 0.64x).</p>	Post 1 Post 2 Post 3
Monetization + community growth (Build Room, Money Mode, offer clarity)	43%	<p>Offer/community posts perform best when they come with a fresh proof point and a concrete promise (for example, "free access" paired with results and a clear deliverables list). In this category, the strongest promos (5 posts at $\geq 2.0x$) average about 5.83x relative engagement, while repeated reminders without new proof tend to fade (13 posts under 1.0x average about 0.71x). Pure mindset/personal content is the weakest bucket overall (22 posts average about 0.62x), but contrarian business-model framing is the "mindset" format that holds up best.</p>	Post 1 Post 2 Post 3
Real estate AI video product case studies (ROI + novelty)	12%	<p>This pillar spikes when it feels new and measurable: the strongest real estate posts (5 posts at $\geq 2.0x$) average about 5.27x relative engagement and usually include polarizing framing plus tight ROI math (time, cost, inquiries). But it also shows clear novelty decay: the weakest posts in the same theme (3 posts under 1.0x) average about 0.49x when the pitch repeats without new proof, new numbers, or a new angle. One data point is inconsistent across summaries (a "403% more inquiries" post appears in both "works" and "flops" examples), which reinforces the core lesson here: the same claim can hit or miss depending on freshness, proof, and framing.</p>	Post 1 Post 2 Post 3

AI creative + tool battles (brand demos, comparisons, updates)

23%

Tool content wins when it's a clear head-to-head test with numbers: comparison-style posts (4 posts at $\geq 2.0x$) average about 4.06x, while minor "update commentary" tends to stall (4 posts under 1.0x average about 0.33x). Creative content wins when it's tied to a recognizable output and a repeatable process: big-brand-style demos with steps perform far better (4 posts average about 3.52x) than "mass variation" posts without a strong story or anchor (5 posts under 1.0x average about 0.35x).

Post 1

Post 2

Post 3

Conversion Strategy

Their Offer(s)

The Build Room — a hands-on AI/automation community focused on building sellable systems and landing \$3K–\$5K clients fast (templates, challenges, live help/coaching).

Showplace (AI real-estate listing video SaaS beta)

Money Mode / Money Mode AI (free clarity tool/flow)

Affiliate promotion: David Iya's "Business Builders Club"

How They Promote in Posts

He sells directly inside the posts, usually in the last 1–3 lines, using a keyword comment that triggers delivery by DM ("Comment X and I'll send..."). CTA usage is extremely high: one count shows 84 of 97 posts (86.6%) and another shows 90 of 97 (92.78%); either way, the pattern is consistent—most posts have a CTA. In this dataset, posts with CTAs average about 2.02x relative engagement versus about 0.53x for posts without CTAs, suggesting the "value first, then keyword" style is not hurting reach. The most common CTA is a lead magnet (67 instances) rather than a hard sell, which keeps the ask feeling like a fair trade.

[Example 1 →](#)

[Example 2 →](#)

[Example 3 →](#)

How They Promote in Profile

The profile is built like a sales page: the headline stacks authority (recognizable brands) + a measurable mission + a clear promise to share assets, and the banner works like an above-the-fold ad for The Build Room with proof and a single CTA. The About section qualifies the right person (stuck learning AI but not getting clients), future-paces a specific outcome (\$3K–\$5K clients), and gives a simple next step (join The Build Room or DM "AI"). The Featured section reinforces a "fast path" promise to move high-intent profile visitors into the funnel.

[View Profile →](#)

Top 10 Posts

1



I'm opening The Build Room for FREE.

He announces free access to his community and frames it through a personal before/after: months spent learning without clients, then a first paid automation and a path to meaningful income. He lists what members get (a challenge, automations, templates) and draws a hard line against common "learn forever" paths. The post ends with a one-word comment request to get access.

♡ 179 💬 744 ↻ 9

2



Posting manually is killing your growth in 2025.

He claims manual posting across platforms wastes hours and shares a specific automation setup to publish everywhere with a simple tracking sheet. The post outlines the system parts and how they connect, including cadence and error-proofing to avoid double-posting. He offers the exact workflow and guide via a comment keyword.

♡ 121 💬 533 ↻ 4

3



I turned my basic n8n automation into a crazy micro-saas

He tells a build-in-public story about turning a simple automation into a small product for real estate video marketing. The post walks through the progression from data sourcing to feature upgrades (script, voice, animation, captions, and an AI agent) and emphasizes the speed improvement. It ends with a comment keyword for access and a request to share with relevant contacts.

♡ 222 💬 352 ↻ 6

4



The man is fake. The house isn't.

He reframes the "AI authenticity" debate by showing an AI-generated property video and arguing that buyers care about usefulness, not whether the presenter is real. He explains the process from listing to finished video and stacks time/cost comparisons plus savings math. He offers beta access with a one-word comment request and mentions a limited user cap.

♡ 200 💬 353 ↻ 11

5



I just created a brand-level Audi commercial.

He claims he produced a brand-level commercial using AI and contrasts it with traditional agency cost and timeline. He leans on past brand experience to argue that "taste" matters more than tools, then shares a clear step-by-step process and tool stack. He offers deeper training through a comment keyword.

♡ 144 💬 368 ↻ 5

6



12M views. One automation. 4 minutes.

He describes an automation that recreates a viral short-form video format and republishes it across platforms quickly using a defined tool stack. The post lays out the steps from URL input to analysis, recreation, and distribution, then connects it to a monetization angle by comparing it to pricey social management services. He invites readers into his community via a comment keyword.

♡ 131 💬 272 ↻ 6

7



Google AI Studio just killed the \$40/month AI coding tool.

He runs a simple head-to-head test by building the same small app in two tools and reporting speed, cost, and practical limits. He shares balanced pros and cons instead of a pure takedown, then ties the result to faster MVP validation. The post ends with an invite via a comment keyword.

♡ 140 💬 234 ↻ 6

8



Claude Sonnet 4.6 dropped yesterday. I rebuilt everything by noon.

He responds to a new model release by translating the feature into practical business use cases, including running multiple always-on “agents” and processing large libraries in one go. He adds an economic claim about cost dropping while output stays high. He offers a clearly scoped prompt pack through a comment keyword.

♡ 101 💬 274 ↻ 3

9



Your LinkedIn posts take 1+ hour to write.

He claims he built a system that drafts posts faster while matching your voice by learning from your own best-performing content. The post breaks the workflow into phases (research then writing) and names the tools used for each part. He offers the video walkthrough and template via a comment keyword.

♡ 110 💬 250 ↻ 4

10



I automated my newsletter creation in 10 minutes.

He positions newsletters as a high-converting channel and frames automation as the way to publish consistently without losing hours each week. The post describes a simple pipeline that turns existing content into newsletter drafts using a named tool stack and a low monthly cost anchor. He offers a step-by-step guide via a comment keyword.

♡ 107 💬 241 ↻ 3