

Fons Mans

Visual Artist & Designer

44k followers • [View Profile](#)

2

POSTS / WEEK

10 AM, UTC

MAIN POSTING TIME

160

AVG REACTIONS

10 comments

35%

CALL-TO-ACTION

FREQUENCY

#1 SUCCESS FACTOR

They win by making each post feel like a tiny, high-value “gallery label”: one clear idea (a new trick, a trend shift, or a short belief) that you understand in one second. The profile stays intentionally quiet so the work and ideas carry the trust, and then conversions happen inside occasional posts with simple, low-pressure next steps (link, DM, or email).

FORMAT BREAKDOWN

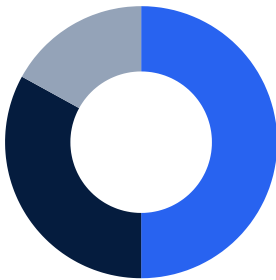


Image	50%	170 avg reactions
Text Only	33%	110 avg reactions
Video	17%	590 avg reactions

7 Tactics You Can Steal

- [01 Start with a one-line “new trick” people can use today](#)
- [02 Explain a trend using “old vs new” and real names](#)
- [03 Ask for examples only when you’re building a real list](#)

04 Keep the caption tiny when the picture already tells the story

05 Write "repost-ready" lines people can use as their own motto

06 When you share a link, say why it matters in one line

07 Promote rarely, and make the "ask" one clean step

7 Tactics You Can Steal

1 Start with a one-line “new trick” people can use today

They often open with a single sentence that promises a clear win (“you can do X now”) and nothing else. This works because people don’t have to guess what they’ll get—so they stop scrolling, watch, and share it with friends. The data backs the format: video posts average about 4.585x relative engagement (10 posts) vs 1.926x for images and 1.155x for text-only, and their biggest tool-style post hit 14.46x relative engagement. To copy it: write the first line like an app update headline, then show the result in a short clip.

[Example 1 →](#)

[Example 2 →](#)

2 Explain a trend using “old vs new” and real names

When they share an opinion, they don’t stay vague—they compare what’s rising to what it’s replacing and name real examples. This works because people can picture it right away and they feel invited to respond (“yes, I’ve seen that too” or “I disagree”). In their philosophy pillar, the strongest, most specific takes average about 6.378x relative engagement, while generic maxim-style posts average about 0.498x. To copy it: write three beats—what you’re seeing, what it’s replacing, and two or three examples people recognize.

[Example 1 →](#)

[Example 2 →](#)

3 Ask for examples only when you’re building a real list

Their best questions aren’t random—they’re tied to a real collection or project (“drop examples so I can add them”). This works because commenting feels like contributing, not just boosting a post, so replies come faster and in higher quality. Even though CTA posts average lower overall interactions in the 60-post sample (about 281.5 with a CTA vs 413.7 without), this specific “help me collect” CTA shows up in one of their highest performers (7.97x relative engagement). To copy it: share one strong example first, then ask for one specific kind of link/name people can paste in comments.

[Example 1 →](#)

[Example 2 →](#)

4

Keep the caption tiny when the picture already tells the story

Many of their best-performing visual posts use almost no caption—just a clear label—so the image/video does the heavy lifting. This works because it lowers reading effort to near zero, and it turns your post into something people can quickly show someone else. It also fits the performance pattern: visual formats (especially video) do far better than text-only in their dataset (about 4.585x vs 1.155x average relative engagement). To copy it: write a short label (name + what it is), then make the visual detailed enough that people can explore it on their own.

[Example 1 →](#)[Example 2 →](#)**5**

Write “repost-ready” lines people can use as their own motto

They publish short, calm statements about craft and career that readers can repost as self-expression. This works because sharing becomes identity (“this is what I believe”), not just “this is interesting.” Several of their highest performers are simple value statements, and they outperform the generic-advice style posts inside the same pillar (top set around 6.378x vs bottom set around 0.498x relative engagement). To copy it: write one sentence that feels like a personal rule, then add one plain follow-up line that makes it complete.

[Example 1 →](#)[Example 2 →](#)**6**

When you share a link, say why it matters in one line

Their link shares stay simple: name the source, say it’s worth reading, and show a visual preview so people know what they’ll get. This works because it removes the “should I click?” doubt and makes the post easy to repost as a helpful resource. It also matches their broader pattern: the biggest reach comes from pure value posts with no heavy ask, while CTA posts average about 32% fewer interactions (281.5 vs 413.7). To copy it: write one sentence of endorsement, put the link right there, and include a screenshot/clip that shows the table of contents or key visuals.

[Example 1 →](#)[Example 2 →](#)**7**

Promote rarely, and make the “ask” one clean step

They mostly publish value and taste-building content, then occasionally switch to a direct ask with one clear action. This works because it protects trust: in the 60-post sample, only about 16.7% of posts are promotional, and the audience rewards the non-CTA value posts more on average (413.7 interactions vs 281.5 with CTAs). To copy it: keep promo posts to about one out of six, write a one-sentence pitch, and give one next step (one link or one DM instruction).

[Example 1 →](#)[Example 2 →](#)

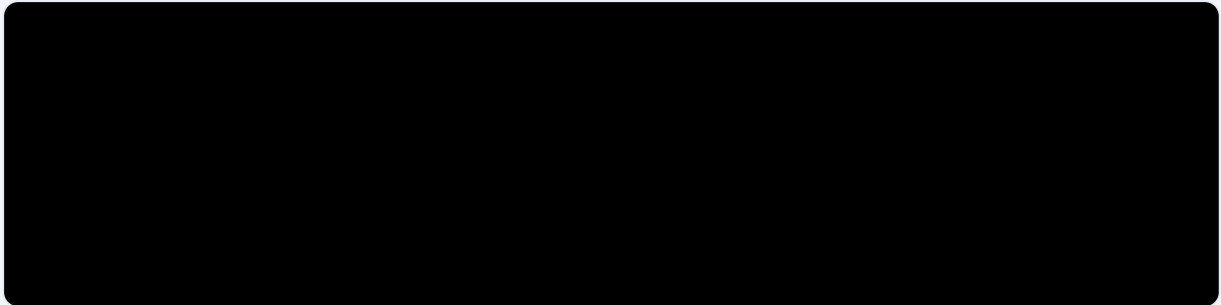
Profile Breakdown

HEADLINE FORMULA

Visual Artist & Designer

[Creative identity] & [Adjacent identity] (optional: [signature style/medium]). Why it works: it's instantly clear, keeps the brand broad (useful when your work spans formats), and lets your feed/portfolio prove skill; high follower count and consistent visuals do the credibility work instead of long headline copy.

BANNER STRATEGY



A fully black/blank banner that acts like a neutral gallery wall. Why it works: it removes noise, makes colorful Featured/content pop by contrast, and signals confidence and restraint—so the work becomes the main message.

Content Strategy

PILLAR	%	WHAT CRUSHES	EXAMPLES
Tool tips, quick demos, and useful design resources	8%	Short demos and concrete “here’s what changed / here’s how to do it” content is the upside in this pillar—especially video-led. Across the 60-post sample, video posts average about 4.585x relative engagement (10 posts) vs 1.926x for images (30 posts) and 1.155x for text-only (20 posts). Within the tools pillar specifically, actionable reveals with clear context dramatically outperform lightweight wishes/concepts (about 9.550x vs 0.740x average relative engagement in the compared sets).	Post 1 Post 2 Post 3
Design opinions and career principles	27%	The big wins here are specific, story-like takes (not vague advice). In this creator’s philosophy pillar, the strongest examples average about 6.378x relative engagement (top set of 4 posts), while generic maxim-style posts average about 0.498x (bottom set of 5). Posts do best when they name what’s changing, what it’s replacing, and why it matters right now—so people can agree/disagree and add their own experience.	Post 1 Post 2 Post 3
Work drops and inspiration (your work + great work you spot)	42%	“Make it self-explanatory” is the difference maker. High-context work drops (clear labels like ‘Made for X’ / ‘Made in Y’ / named deliverable) average about 2.050x relative engagement (set of 5), while low-context throwbacks/research/undefined-caption posts average about 0.564x (bottom set of 5). Inspiration/curation also spikes when it’s a clear callout with strong visuals and a simple point of view (top set averaging about 6.177x vs weaker, unsure asks around 0.563x).	Post 1 Post 2 Post 3
Opportunities, hiring, and community questions	23%	This pillar works when the post is an opportunity or a useful collection effort, not a plain promo. In the self-promo/opportunity pillar, value-framed launches/opportunities average about 2.118x relative engagement (top set of 4), while bare functional promos average about 0.355x (bottom	Post 1 Post 2 Post 3

PILLAR

%

WHAT CRUSHES

EXAMPLES

set of 4). Comment prompts perform best when they're attached to something concrete (a tool, a list, a real decision) so replying feels easy and useful.

Conversion Strategy

Their Offer(s)

Offgrid studio work (visual/brand identity and scalable visual systems; plus hiring for the studio ecosystem).

Artifact (readartifact.com) design publication/newsletter

Recruiting/connector workflow (curated designer lists, intros, hiring posts)

Third-party product promotion via referral link (appears occasionally)

How They Promote in Posts

CTAs are used in roughly a third of posts in the 60-post sample (reported as 21/60 \approx 35%, though another labeling method reports \sim 23%—the difference is mainly whether question-style prompts are counted as CTAs). When CTAs are used, they're usually placed at the end and kept low-friction (a simple link, a "drop examples" question, or a DM/email instruction). On average, posts with CTAs perform lower in this sample (about 281.5 total interactions vs 413.7 without, \sim 32% lower), so the system relies on earning attention with pure value first, then converting with occasional, very clear asks.

[Example 1 →](#)

[Example 2 →](#)

[Example 3 →](#)

How They Promote in Profile

The profile is intentionally minimal: a black banner with no offer, an identity-only headline, and a blank About section. Featured content functions as authority/credibility more than a sales page, so most conversion happens inside posts via direct links (Artifact) or direct-response steps (DM/email for hiring and curation).

[View Profile →](#)

Top 10 Posts

1



You can now turn any image into a vector in Figma 🤖 (without plugins)

A short announcement of a new, practical Figma workflow: turning an image into a vector without needing a plugin. The post is paired with a video so viewers can see the result quickly and decide to try it themselves.

♡ 2353 💬 88 ↻ 75

2

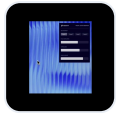


"Make it feel human"

A short essay about a shift in design taste toward work that feels more organic, textured, and imperfect. It contrasts this with the prior era of ultra-smooth, polished aesthetics and ties the change to what becomes valuable as AI makes "perfection" easier.

♡ 2107 💬 30 ↻ 62

3



I'm seeing more studios and in-house teams building brand-specific visual tools.

An observation that more teams are building brand-specific generators and visual tools, supported by a concrete example shown in a video. It ends by asking people to share other examples so the creator can collect them for a project.

♡ 1286 💬 69 ↻ 31

4



Finder Portfolio — Made in Framer

A visual showcase of a portfolio concept designed like a familiar file-browser interface. The caption stays minimal, letting the detailed UI image communicate the idea and invite exploration.

♡ 1279 💬 43 ↻ 9

5



Vercel just released Geist Pixel

A quick product-release callout that highlights a new drop from a well-known brand. The post uses video, implying a fast visual preview rather than a long explanation.

♡ 1029 💬 20 ↻ 33

6

I hope every designer reaches a point in their career where they can decline projects that don't align with their life or design philosophy.

A values-based career message about gaining the freedom to say no to misaligned work. It reframes success as choosing meaningful projects and enjoyable collaborators.

♡ 963 💬 38 ↻ 26

7



Loving these new Granola illustrations.

A short, positive callout of a brand's new illustration work. The video and thumbnail carry the substance, with the caption acting as a simple label.

♡ 979 💬 25 ↻ 8

8



**An insightful piece from Google Design on their AI visual design language:
<https://lnkd.in/eVntP6qR>**

A curated resource share pointing to a Google Design article about AI visual design language. The post includes a visual preview that helps people understand what the resource covers before they click.

♡ 847 💬 11 ↻ 23

9



Note to self

A minimalist caption paired with a designed quote image about overthinking less and creating more. The main message lives in the visual, making it easy to screenshot and share.

♡ 808 💬 18 ↻ 34

10



Introducing Artifact — A weekly publication exploring the craft, process, and beauty behind exceptional design.

A clear launch announcement for a weekly design publication, with a simple cover-style visual and a direct destination URL. The post focuses on what it is and where to find it, without extra pitch.

♡ 569 💬 7 ↻ 4
