



# Frank Greeff

\$180M exit. \$0 Raised. Now trying it again with Kinso

24k followers • [View Profile](#)

**5**

POSTS / WEEK

**10 PM, UTC**

MAIN POSTING TIME

**160**

AVG REACTIONS

20 comments

**15%**

CALL-TO-ACTION

FREQUENCY

## #1 SUCCESS FACTOR

He consistently grabs attention with a big, specific claim (a number, a win, a problem, or a rejection), then immediately makes it feel real with a human moment and “receipts” (proof, names, screenshots, or exact metrics). That builds trust fast, so he can talk about building Kinso and his community often without sounding salesy—people already believe the story, so they lean in.

## FORMAT BREAKDOWN

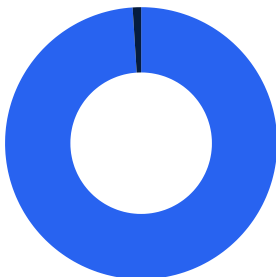


Image	99%	160 avg reactions
Text Only	1%	140 avg reactions

## 7 Tactics You Can Steal

01 [Start with a big claim, then add a warm human detail](#)

02 [Show proof with numbers and screenshots so people believe you](#)

03 Tell a tiny story with a twist, then end with one strong line

---

04 If you want comments, pick a "villain" and show your real cost

---

05 Make your network feel real by naming people and what they do

---

06 Turn progress updates into a simple scoreboard people can scan

---

07 Sell without being pushy: teach the pain, then offer DMs

# 7 Tactics You Can Steal

## 1 Start with a big claim, then add a warm human detail

He often opens with a bold, scroll-stopping claim (a big number or an elite situation), then quickly adds a human detail so it doesn't feel like bragging. This shows up in 6 of his 10 highest-performing posts that lead with a clear "status" or "big-number" hook. The best versions then include one personal value moment (a gift, a humility line, a joke) to keep people on his side. To copy it: write your biggest true claim in the first line, then add one sentence that shows heart (who it helped, what it cost, or what you learned).

[Example 1 →](#)

[Example 2 →](#)

[Example 3 →](#)

[Example 4 →](#)

## 2 Show proof with numbers and screenshots so people believe you

Many of his best posts don't just say things—they show proof with hard numbers, screenshots, or a simple "receipt" image. This makes big stories feel real, and it gives readers something concrete to react to (which increases comments and shares). It also matches the biggest winners, which range roughly from 2.3× to 3.3× his normal engagement. To copy it: pick one key metric (views, revenue, waitlist, time, distance), put it in the post, and add a screenshot or photo that supports the story.

[Example 1 →](#)

[Example 2 →](#)

[Example 3 →](#)

## 3 Tell a tiny story with a twist, then end with one strong line

His top content reads like a short movie: something goes wrong, there's a decision moment, and then a satisfying payoff. This keeps people reading even when the topic is business or product, and it makes the ending feel worth commenting on. Several of his highest performers are built around this exact arc (rejection → proof, struggle → finish, plan → surprising result). To copy it: write in three beats (problem, turning point, result) and finish with one short line that shows momentum.

[Example 1 →](#)

[Example 2 →](#)

[Example 3 →](#)

## 4 If you want comments, pick a "villain" and show your real cost

When he wants conversation, he calls out a specific thing that feels unfair, explains it in plain words, and then shares what it cost him personally. That mix makes people feel something and gives them a clear side to take. One of his biggest discussion posts also hit the dataset's highest comment count (156), showing how well this format pulls debate. To copy it: name the frustrating rule, explain it like you're telling a friend, then share your real number (time, money, stress) and your opinion.

[Example 1 →](#)

[Example 2 →](#)

[Example 3 →](#)

---

**5**

### **Make your network feel real by naming people and what they do**

His community posts don't stay vague—he names specific people, their roles, and what they're building, so the "room" feels real. This style is a proven winner: the strongest community/culture cluster averages about 2.00× relative engagement (5 posts). It also makes readers want to join in ("I want to be around that"). To copy it: with permission, name a few people, add one line about what makes them impressive, and end with an open invite question.

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

### **Turn progress updates into a simple scoreboard people can scan**

Instead of a long "we're doing well" paragraph, he posts a clean scoreboard of outputs and results (often with one benchmark to prove it's good). This fits his best-performing Kinso pattern: sharp hook + tangible numbers + a clear moment tends to outperform abstract explaining (about 2.33× vs 0.42× in the dataset). The scan-friendly format also makes it easy to save and share. To copy it: write a short headline, then list 8–15 metrics in one-line bullets, and include one comparison to a normal baseline.

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

### **Sell without being pushy: teach the pain, then offer DMs**

Even though Kinso is mentioned often, he keeps most asks soft and late in the post, so the feed stays trust-first. Direct CTAs are rare (about 15% of posts), and posts with CTAs average about 193 total engagements versus about 209 without—so he mainly "sells" by being useful, not by asking. When he does convert, it's often private (DM for early access) or participation-based (ask for feedback). To copy it: describe one frustrating daily problem, show your simple fix, and if you want leads, invite people to DM you after the value.

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

PART 2

# Profile Breakdown

HEADLINE FORMULA

**\$180M exit. \$0 Raised. Now trying it again with Kinso**

Big outcome credential → contrarian constraint → current build. It works because the first number creates instant authority (\$ outcome), the second creates a memorable differentiator (\$0 raised), and the last part gives a clear reason to follow (what he's building now).

BANNER STRATEGY



Use a warm, candid community/lifestyle photo (people together around a table) instead of a product graphic. The message is “high-trust rooms and real relationships,” which makes the bold numbers in the headline/about feel more believable and makes the brand feel human, not corporate.

# Content Strategy

PILLAR	%	WHAT CRUSHES	EXAMPLES
<b>Kinso build-in-public (real moments + product progress)</b>	<b>34%</b>	Specific “moment + numbers” updates win. In this dataset, Kinso posts with a sharp hook, tangible numbers, and a clear moment average about 2.33× relative engagement (6 posts), while more abstract concept/explainer posts average about 0.42× (5 posts). Use concrete proof (waitlist counts, open rates, lines of code, distribution stats) and tie it to one real event (rejection, milestone, shipping).	<a href="#">Post 1</a> <a href="#">Post 2</a> <a href="#">Post 3</a>
<b>Community, team, and hiring as momentum stories</b>	<b>20%</b>	“We’re building a magnet” stories outperform typical hiring updates. The best community/culture cluster averages about 2.00× relative engagement (5 posts), versus the broader community/team pillar averaging about 1.25× (20 posts). What tends to underperform: isolated team-member spotlights without a bigger story arc (about 0.70× across 5 posts).	<a href="#">Post 1</a> <a href="#">Post 2</a> <a href="#">Post 3</a>
<b>Founder lessons + money + discipline (with real stakes)</b>	<b>29%</b>	Personal stories with numbers and a clear lesson perform strongly: money/exit/retirement-style narratives average about 1.63× (5 posts), while lighter motivation/observations average about 0.48× (5 posts). Fitness works when it’s a high-stakes endurance story (about 1.73× across 3 posts) and drops when it’s a simple “we did a run” update (about 0.59× across 2 posts).	<a href="#">Post 1</a> <a href="#">Post 2</a> <a href="#">Post 3</a>
<b>Other people’s founder wins + podcast clips + AI takes (when story-first)</b>	<b>17%</b>	This pillar wins when it’s a clear story about an outcome (with a person, a journey, and specifics): big founder-outcome storytelling averages about 2.12× (4 posts). It underperforms when it’s general AI/tool commentary without a strong character and stakes (about 0.55× across 5 posts).	<a href="#">Post 1</a> <a href="#">Post 2</a> <a href="#">Post 3</a>

# Conversion Strategy

## Their Offer(s)

Kinso AI (a unified inbox for business communication with AI prioritisation and AI-drafted replies)

Chew the Fat podcast (interviews)

Kinternship / hiring for Kinso's distribution team

Founder/community gatherings and office community moments

## How They Promote in Posts

CTAs are used sparingly (about 13–15% of posts) and usually appear at the end after the story or lesson. In this dataset, posts with CTAs average about 193 total engagements per post versus about 209 without (around 7.8% lower), so the main conversion engine is credibility and momentum rather than frequent hard asks. When CTAs show up, they're mostly low-friction: a question to spark comments, "link in comments," "apply in comments," or occasional DM-based early access.

[Example 1 →](#)

[Example 2 →](#)

[Example 3 →](#)

## How They Promote in Profile

The profile is built to pre-sell trust fast: a high-signal headline (big exit + bootstrap proof + current company) and an About section that stacks specific social proof (waitlists, team pedigree, community). The banner and Featured post reinforce community and access, but there's no clear, explicit "next step" visible in the provided About/Featured text (like a waitlist link or a single repeated CTA), so conversion likely happens through repeated Kinso posts and inbound DMs rather than a profile-driven click path.

[View Profile →](#)

## Top 10 Posts

1



### At 29 years old, I made enough money to retire. Here's the lie everyone tells you about having money...

He shares that he could retire young, then challenges common sayings about money in a short numbered list. He makes it personal with a concrete example of what money changed for his family, and ties the lesson back to why he keeps building.

♡ 538    💬 38    ↻ 1

---

2



### Charlie Gearside just sold his business for \$1.6B. No wonder he isn't moving with us into the new office. Bro is probably building his own 😏

He congratulates a founder on a massive exit using a playful joke, then shifts to admiration for the person's character and work ethic. The post turns a single win into a bigger point about what's possible in their local startup scene.

♡ 522    💬 25    ↻ 0

---

3



### 6 months ago a 13 year old reached out for me to be his mentor. Now he's going to San Fran to pitch YC?

He tells a mentorship story about a very young builder who takes specific advice, executes daily, and earns a surprising result. He backs it up with quotes, a clear timeline, and a standout metric that makes the outcome feel undeniable.

♡ 470    💬 38    ↻ 6

---

4



### Here is one of the most ridiculous things about building business in Australia

He calls out a policy he believes punishes hiring, explains it simply with a clear threshold, and shares his own cost even while the business is still early. He closes with a line that acknowledges it's a privileged problem, which softens the rant.

♡ 303    💬 156    ↻ 1

---

5



### We're accidentally creating the startup hub of Sydney.

He describes his office turning into a gathering place for builders and leaders, and lists specific people and teams showing up. The post ends with an open invitation that makes others want to be part of the momentum.

♡ 418    💬 37    ↻ 1

---

6



### I had 1 big goal for 2025: complete a 100km run. I learnt more about myself in that 14 hour period than I have in a long time.

He walks through a long endurance challenge with timestamps, doubts, a moment where quitting feels logical, and the final push to finish. He shares the physical consequences afterward, which makes the lesson feel earned.

♡ 394    💬 33    ↻ 0

---

7



**At 28, I spent three days on Richard Branson's Island with millionaire founders, and they all had one thing in common, (no, not some bullsh\*t hack)**

He opens with a high-status setting, then rejects cliché advice and delivers a simple execution lesson: shorten the time between idea and action. He grounds it in his own building process, including early ugly attempts and fast iteration.

♡ 385    💬 41    ↻ 0

---

8



**Today we're celebrating 1 year of building to a \$100m business. Here's our 2025 Kinso AI wrapped.**

He shares a “year wrapped” update with a long, scannable list of output and traction metrics across marketing, engineering, and demand. He adds a benchmark to show performance against a typical standard, then ends with confidence about what’s next.

♡ 388    💬 34    ↻ 0

---

9



**Today I received a Whatsapp from an investor that rejected us earlier this year (Because "We don't believe you will be able to build Kinso")**

He shares a rejection, quotes the doubt directly, then delivers a satisfying twist: replying through the very product they didn’t believe he could build. The post is part founder grit story, part subtle product proof.

♡ 372    💬 45    ↻ 0

---

10



**At Kinso AI we try be ‘first’ to a lot of things**

He lists how the team tries to move fast in marketing and product, then escalates into a funny, memorable brand moment. The post mixes real behind-the-scenes process with self-aware humor.

♡ 360    💬 48    ↻ 0

---