



Gary Vaynerchuk

Chairman – VaynerX, CEO – VaynerMedia, Creator – VeeFriends

5.9M followers • [View Profile](#)

25

POSTS / WEEK

1 PM, UTC

MAIN POSTING TIME

1530

AVG REACTIONS

265 comments

21%

CALL-TO-ACTION

FREQUENCY

#1 SUCCESS FACTOR

He turns big, emotional work truths into simple “say-it-in-one-line” beliefs that people can share as their identity. His profile stacks enough credibility that these blunt takes feel earned, and he almost never sells in the feed—so the audience stays open to the rare ask and to clicking the Featured resource on his profile.

FORMAT BREAKDOWN

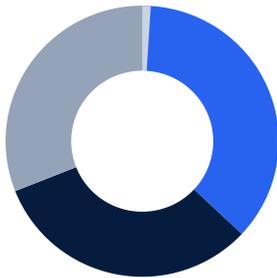


Image	37%	3030 avg reactions
Text Only	32%	1120 avg reactions
Video	31%	1040 avg reactions
Carousel	1%	1660 avg reactions

7 Tactics You Can Steal

01 [Start by saying the common belief is wrong](#)

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06 Use real numbers and targets so advice feels believable

07 Use CTAs like seasoning: mostly share or comment, not links

7 Tactics You Can Steal

1 Start by saying the common belief is wrong

Many of his biggest posts open by flipping a popular idea in the first line (like “it’s not X, it’s Y”). About 7 of his 10 best-performing posts use this kind of ‘myth vs truth’ hook, and those best posts land around ~4.0–6.2x relative engagement. Do it yourself: write one sentence that starts with “Most people think...” then immediately follow with “Truth is...” and keep it simple enough to repeat out loud.

[Example 1 →](#)

[Example 2 →](#)

[Example 3 →](#)

2 Repeat the same few big messages until people memorize them

He doesn’t chase new topics every day—he repeats a small set of beliefs (kindness, trust, happiness, action) in many angles. The ‘kindness/trust as business strategy’ cluster is only 8 posts, but it averages about 3.76x relative engagement and includes multiple top performers. Do it yourself: pick 3 core beliefs you want to be known for, and write 10 variations for each (story version, rule version, list version, blunt version) before you invent new themes.

[Example 1 →](#)

[Example 2 →](#)

3 Write like you talk: short lines, strong words, clear commands

Several of his top posts read like spoken advice: short bursts, strong emotion, and direct commands. This style makes the message feel real, and people can’t help reacting because it sounds like a person—not a memo. Do it yourself: write in 1–2 line chunks, use one strong verb per line (“stop,” “trust,” “take”), and end with a simple command people can agree or argue with.

[Example 1 →](#)

[Example 2 →](#)

[Example 3 →](#)

4 Put the main idea on an image people can repost

In this dataset, image posts are the clear winner: they average about 2.44x relative engagement (36 posts), while videos average about 0.95x (30 posts) and text-only averages about 1.14x (31 posts). Images work because someone can ‘get it’ in one second and share it without rewriting your words. Do it yourself: turn your best one-liner into a simple graphic (high contrast, few words) and keep the caption short so the image does the heavy lifting.

[Example 1 →](#)

[Example 2 →](#)

5

Teach with a tiny list people can try today

When he gives a short list, the advice stops feeling like a speech and starts feeling like something you can do. Several of his strongest posts include simple lists (what managers must do, or a short 'how to' checklist) that are easy to save and share. Do it yourself: write a headline line, then list 3–7 short action lines that start with verbs (listen, cut, stop, start), and make each line skimmable in under 2 seconds.

[Example 1 →](#)[Example 2 →](#)

6

Use real numbers and targets so advice feels believable

He often uses exact numbers (salary, money, or daily effort targets) to make an idea feel concrete instead of motivational. That 'numbers + contrast' approach shows up in one of his highest performers (~5.0x relative engagement), and the same "do X a day" style also outperforms generic career encouragement (1.28x vs 0.69x relative engagement in the career-change subset). Do it yourself: include one specific number (price, time, count) and one clear target ("do this 30 times") so readers can picture the action.

[Example 1 →](#)[Example 2 →](#)

7

Use CTAs like seasoning: mostly share or comment, not links

CTAs show up in roughly one-fifth of posts (about 19–21%), and they underperform on average: CTA posts get about 2,392 interactions vs about 3,007 without CTAs (around 20.5% lower). When he does use a CTA, it's usually at the end and it's about helping someone else ("share this") or doing a quick report-back in comments, not a hard sell. Do it yourself: keep most posts CTA-free; when you add one, ask for a share or a simple comment, and save link promos for rare moments.

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

PART 2

Profile Breakdown

HEADLINE FORMULA

Chairman – VaynerX, CEO – VaynerMedia, Creator – VeeFriends

Role stack + brand proof + creator/IP signal: “Chairman – VaynerX | CEO – VaynerMedia | Creator – VeeFriends.” It works because titles act as instant proof of scale, the company names validate real-world operations, and the IP line signals modern creator reach—so readers trust strong opinions fast.

BANNER STRATEGY



Dark, high-contrast, minimalist brand banner (moody texture + clean geometric mark). It works because it's easy to read on mobile, doesn't distract from the face/name, and quietly anchors the profile to a bigger 'house of brands' identity (premium, serious, modern) instead of a cluttered promo billboard.

Content Strategy

PILLAR	%	WHAT CRUSHES	EXAMPLES
Mindset, happiness, and resilience	52%	Short, high-conviction reframes about what "winning" really is outperform softer reflection posts. In this dataset, the sharp "redefine success / happiness > money" style averages about 2.49x relative engagement across 5 posts, while longer, gentler prompt-style reflections average about 0.43x across 5 posts.	Post 1 Post 2 Post 3
People-first leadership and culture (kindness, trust, management)	23%	The biggest spike inside leadership is 'kindness/trust is ROI' framing: it averages about 3.76x relative engagement across 8 posts and includes the strongest performers in the dataset. More mechanical HR/ops-style leadership posts underperform (about 0.62x across 5 posts), like meeting-duration tweaks and formal review frameworks.	Post 1 Post 2 Post 3
Career change and practical 'do this tonight' plays	8%	Concrete, step-by-step job/career change instructions beat vague encouragement. Posts that give a clear prescription (often with a volume target) average about 1.28x relative engagement across 5 posts, while generic 'create content / change your life' encouragement averages about 0.69x across 3 posts.	Post 1 Post 2 Post 3
Marketing, media, and business trend takes (with promos kept rare)	17%	Broad, contrarian trend framing performs best inside this pillar (about 0.85x across 4 posts), while direct promotion/announcement posts are the clear drag on performance (about 0.18x across 4 posts and sit at the bottom of the distribution). The winning version is a strong point of view about where attention is going; the losing version is a 'check this out' or partner/news post with little standalone value.	Post 1 Post 2 Post 3

Conversion Strategy

Their Offer(s)

Profile-led lead magnet: "47 Pages That Will Change Your Entire Marketing Organization & Approach" (Featured resource on the profile).

VeeFriends collectibles/drops promoted via livestream events (e.g., Whatnot)

Substack article/newsletter traffic (off-platform long-form)

VaynerX/VaynerMedia ecosystem updates and announcements

How They Promote in Posts

He posts at very high volume (about 25 posts/week) but keeps true promotion rare (about 3 of 98 posts, ~3.06%). CTAs appear in roughly one-fifth of posts (about 19–21%), usually as the final line (about 79% of CTA posts place it at the end), and they underperform on average (about 2,392 interactions with CTAs vs about 3,007 without, ~20.5% lower). Most CTAs are built for distribution and conversation (share/repost/comment), while the few 'sell' posts are simple and specific (event + link).

[Example 1 →](#)

[Example 2 →](#)

[Example 3 →](#)

How They Promote in Profile

The profile does the heavy lifting for conversion: the headline stacks authority (multi-role operator + creator/IP), the About section stacks proof (track record, investments, distribution), and the Featured section gives the clearest 'next step' with a bold, outcome-driven resource. The banner stays brand-forward and uncluttered, reinforcing a premium holding-company vibe rather than pushing a direct call-to-action.

[View Profile →](#)

Top 10 Posts

1



Back in the day when I was starting they swore that being nice was a weakness

...

He shares that early in his career people told him being nice in business was weak and that he should treat employees more coldly. He explains he was willing to give up money to stay aligned with his values. He ends by saying kindness pays off in business and asks readers to share it with someone who needs it.

♡ 10211 💬 710 ↻ 478

2



Most new managers think that becoming a manager is the “graduation.” Truth is, it’s the reverse.

He argues that becoming a manager isn’t a reward where you get served—it’s a job where you serve your team. He contrasts doing the work yourself with leading through emotional intelligence. He lists what managers must do and closes with a one-line leadership rule.

♡ 9893 💬 536 ↻ 902

3



The world is full of talkers who complain and envy doers.

He draws a sharp line between people who talk and complain and people who take action. He pushes readers to stop waiting and actually try their idea, warning that regret later in life is the real cost. He ends with a simple push to take a shot.

♡ 8591 💬 940 ↻ 636

4



Stop micromanaging dumb sh*t that actually doesn't matter.

He calls out leaders who constantly check on employees and police productivity, especially around remote work. He argues that this control mindset hurts culture and performance, and that leaders should give people space and respect. He sums it up with a short trust-first principle.

♡ 7966 💬 553 ↻ 936

5

If you make \$57,000 a year and have the work-life balance that you want and you’re happy as sh*t, you f*cking won.

He reframes success away from income and toward happiness and work-life balance. He uses specific salary comparisons and a real-life lifestyle detail to make the contrast vivid. He ends with a question that invites readers to reflect on how they feel when they wake up.

♡ 8106 💬 863 ↻ 210

6



Hope this helps someone tonight 🌙 ... these things can unlock much more happiness and release a lot of tension in your chest

He frames the post as help for someone feeling anxious or heavy at night. The core message is delivered as a short checklist of mindset shifts meant to reduce stress and overthinking. The tone is permission-giving and focused on relief.

♡ 7525 💬 336 ↻ 489

7



It's not how many hours you work. It's how productive you are in the hours you work.

He argues that counting hours is the wrong scoreboard and that productivity and fulfillment in the hours you do work matter more. He ties the point to both business and life, pushing against performative busyness. The message is delivered in a short, decisive style.

♡ 6729 💬 848 ↻ 569

8



People don't get that kindness is the best business strategy.

He makes a direct claim that kindness isn't soft—it's a real business advantage. He adds personal emotion about how harmful the "nice guys finish last" belief is. He connects kindness to a simple business rule: give value first and you build leverage.

♡ 6530 💬 840 ↻ 479

9



Building a great culture starts with surrounding yourself with individuals who show humanity, kindness, and positivity.

He argues that culture is built by who you allow close to the team and what behavior you tolerate. He warns leaders not to ignore someone damaging the environment just because they perform well on paper. The takeaway is to protect the culture even when it's uncomfortable.

♡ 6306 💬 645 ↻ 673

10



Life is ups and downs for everyone...

He reflects on how everyone experiences highs and lows and that many people struggle because they fight the low moments. He encourages learning to accept hard seasons instead of resisting them. The message frames resilience as the path back to joy.

♡ 6185 💬 683 ↻ 478