



Greg Isenberg

CEO of Late Checkout, a portfolio of internet companies

239k followers • [View Profile](#)

2

POSTS / WEEK

4 PM, UTC

MAIN POSTING TIME

480

AVG REACTIONS

115 comments

54%

CALL-TO-ACTION

FREQUENCY

#1 SUCCESS FACTOR

He repeatedly turns fresh, trusted "outside proof" (charts, platform updates, rumors) into simple, buildable next steps that founders can act on immediately. That makes his posts feel both true ("here's the evidence") and useful ("here's what to do with it"), and his soft "note:" CTAs convert well because they're the natural next step after high-value idea maps and playbooks.

FORMAT BREAKDOWN

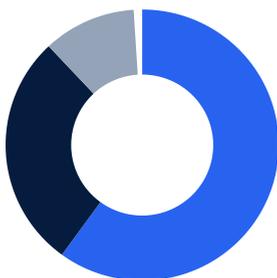


Image	60%	550 avg reactions
Text Only	28%	470 avg reactions
Video	11%	300 avg reactions

7 Tactics You Can Steal

01 [Start with a real chart or release, then list what to build](#)

02 [Write like a checklist people can skim in ten seconds](#)

03 Explain the new rule with three simple options and examples

04 Tie your post to something happening right now, not "someday"

05 Say a bold opinion, then answer the obvious comeback yourself

06 Turn big news into a one-page cheat sheet with clear sections

07 Teach a 3-step plan with numbers so people can copy it

7 Tactics You Can Steal

1

Start with a real chart or release, then list what to build

He opens with a trusted outside “thing” people already care about (a chart, a release, a big company update), then turns each part into a clear business idea. This works because the outside proof makes people believe you, and the idea list makes the post worth saving and sharing. In his best-performing style inside AI/trends, the “announcement → how it works → buildable wedges” format averages 3.6378x relative engagement (9 posts) versus 0.7000x for vague trend takes (6 posts). To copy it: screenshot or quote the artifact, pull out 5–10 buckets from it, and write one concrete “you could build X for Y” line for each.

[Example 1 →](#)

[Example 2 →](#)

[Example 3 →](#)

2

Write like a checklist people can skim in ten seconds

He uses numbered lists, short lines, and very concrete words (tool names, prices, percentages) so readers can “get it” instantly. This works on LinkedIn because people scroll fast, and skimmable posts are more likely to be saved and shared. His default high-leverage format supports this: image posts average 1.8259x relative engagement versus 1.2678x for text-only and 0.9709x for video. To copy it: pick one theme, write 10–25 numbered bullets, and make every bullet include a specific noun (a tool, a number, a real example).

[Example 1 →](#)

[Example 2 →](#)

[Example 3 →](#)

3

Explain the new rule with three simple options and examples

When something changes, he reduces it to a tiny “menu” of choices (like: block it, allow it, or charge for it), then gives everyday examples of who wins and how. This works because people can repeat the idea to a friend, and examples help them picture how it affects them. The same “mechanism → examples → opportunities” structure is the top performer inside his AI/trends content (3.6378x on average for 9 posts). To copy it: state the new rule in one sentence, list 2–3 options in plain words, then give 5 specific examples across different industries.

[Example 1 →](#)

[Example 2 →](#)

[Example 3 →](#)

4

Tie your post to something happening right now, not “someday”

He often anchors the post to an immediate moment (“tomorrow,” “just released,” “this week”), so people feel a reason to read and comment now. This works because timely posts trigger curiosity and debate, and they also give readers a ready-made reason to share (“did you see this?”). Most of his biggest posts start from a fresh chart, platform update, or rumor—about 7 out of his 10 highest performers have that “just happened” feeling. To copy it: lead with the time cue in the first line, explain what changes, then add 3–7 predictions about what happens next.

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

5

Say a bold opinion, then answer the obvious comeback yourself

He states a clear stance that invites disagreement, then includes the rebuttal inside the post so the conversation stays on his terms. This works because people can’t resist responding when they disagree, but they also respect a post that shows both sides. In his personal/mindset content, the version with real stakes and a clear stance averages 2.2256x relative engagement (9 posts) while abstract reflections average 0.4125x (4 posts). To copy it: write your opinion in one sentence, add “Here’s the argument against me...,” then explain why you still believe your view.

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

6

Turn big news into a one-page cheat sheet with clear sections

Instead of rambling about news, he packages it like a simple “one pager”: what happened, what it means, who it helps, and what to do next. This works because structure makes the post feel complete and easy to save, and the “what to do” section turns readers into builders instead of spectators. The same structured “facts → meaning → opportunities” approach aligns with his strongest AI/trend format (3.6378x average for 9 posts) compared to vague trend statements (0.7000x average for 6 posts). To copy it: use 4–6 bold section headers and keep each section to 2–5 short bullets.

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

7

Teach a 3-step plan with numbers so people can copy it

He breaks a hard goal into phases with simple numbers (money ranges, time, accuracy targets) and tells readers what to do in each phase. This works because numbers make the plan feel real, and phases reduce overwhelm—people can start at step one today. When he goes deep and operational, those playbooks average 2.7614x relative engagement (7 posts) versus 0.4880x for lightweight idea teasers (5 posts). To copy it: pick one outcome, write three phases, include numbers in each phase, and add 1–2 example scripts people can reuse.

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

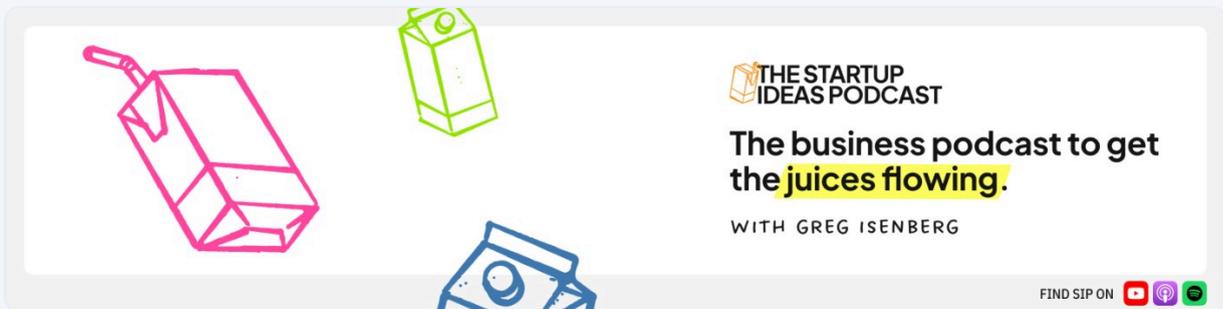
Profile Breakdown

HEADLINE FORMULA

CEO of Late Checkout, a portfolio of internet companies

[Senior role] at [distinct brand/vehicle], a [plain-English description of what it is]. It works because "CEO" signals decision power, the branded vehicle ("Late Checkout") is memorable, and the simple descriptor ("portfolio of internet companies") instantly explains scope (builder + investor/operator), which matches the audience he attracts (founders, operators, partners).

BANNER STRATEGY



Make the banner a single "billboard" for one primary channel, with the name of the show/product, a bold highlighted phrase, and platform icons showing exactly where to consume it. It works because it creates one obvious next step on profile visits (subscribe/listen), and the icons remove the 'where do I go?' friction in one glance.

Content Strategy

PILLAR	%	WHAT CRUSHES	EXAMPLES
AI / tech news turned into business opportunities	32%	This is his highest-performing pillar: 31 of 96 posts (32.29%) with the strongest average engagement (2.3390x). The winning sub-format is "announcement → explain how it works → what to build next": 9 posts in this style average 3.6378x relative engagement. The weak version is generic trend talk without a clear mechanism or buildable wedge: 6 such posts average only 0.7000x.	Post 1 Post 2 Post 3
Step-by-step playbooks and startup ideas (how-to, frameworks, lists)	22%	Detail wins. His high-detail operational playbooks (7 posts) average 2.7614x relative engagement, because they give steps, constraints, and examples people can actually copy. Lightweight "startup idea" teasers (5 posts) average 0.4880x because they don't give enough to save or act on.	Post 1 Post 2 Post 3
Founder mindset + personal stories with a clear point	30%	Personal posts do well when they include real stakes plus a clear stance people can react to: 9 posts in this style average 2.2256x relative engagement. Abstract, poetic reflections are the weakest cluster here: 4 posts average 0.4125x.	Post 1 Post 2 Post 3
Promos, community prompts, and quick engagement posts	16%	Straight promos (like 'watch now' or quick tests) are his weakest cluster: 5 posts average 0.3420x relative engagement. Promotions work much better when they're wrapped in a story or milestone so they still feel like content: 5 of these "story-first promos" average 1.5840x.	Post 1 Post 2 Post 3

Conversion Strategy

Their Offer(s)

Ideabrowser (ideabrowser.com): startup ideas, trends, and prompts (free + paid plans).

Late Checkout Agency (latecheckout.agency)

YouTube / The Startup Ideas Podcast / documentary content

How They Promote in Posts

He uses CTAs in a little over half his posts (about 52 of 96 posts \approx 54%). The CTA is usually a soft postscript at the end ("note: ..."), so the main post still feels complete; posts with any CTA average about 1.89 relative engagement versus 1.19 without a CTA. Most CTAs point to Ideabrowser (39 posts) and match the reader's intent right after a list of ideas or a framework; service CTAs are framed as fit-based ("if you're building X, my team helps").

[Example 1 →](#)

[Example 2 →](#)

[Example 3 →](#)

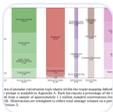
How They Promote in Profile

The banner acts like a billboard for the podcast and shows platform icons so visitors know exactly where to go. The headline quickly explains his authority and scope (operator of a portfolio), which makes his "ideas" product and agency feel credible. The About section stacks proof (roles, acquisitions, major logos, press) and then functions as a link hub to Ideabrowser, the agency, and other owned properties; the Featured section isn't clearly set up in the provided data, so the banner + About carry most of the conversion path.

[View Profile →](#)

Top 10 Posts

1

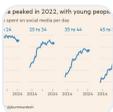


OpenAI JUST released how people are using chatgpt

He reacts to an OpenAI chart about how people use ChatGPT and turns each usage category into a specific startup wedge. The post uses the chart's percentages to make the demand feel proven, then suggests concrete "verticalized" products that match those behaviors. He ends with a short recap and a soft note pointing builders to Ideabrowser.

♡ 5534 💬 314 ↻ 338

2



THIS chart is the CLEAREST signal of where the internet is heading. Brainrot is OUT.

He shares a third-party chart showing social media time peaked and is now falling, especially for younger people. He argues this signals a shift away from synthetic-feeling feeds toward "real, slow, intentional" experiences. He then lists business ideas that fit the shift, like slow media, private groups, provenance/identity layers, and IRL events.

♡ 3612 💬 460 ↻ 274

3



the rumor is openai drops "agent builder" tomorrow and wow, if that's true thats a BIG DEAL

He shares a rumor about an imminent OpenAI release and explains why it could change how people build automated workflows. He contrasts today's "duct-tape" stack of tools with a simpler native workflow builder, then lays out what that could mean for software and automation markets. The post ends with forward-looking implications that invite debate.

♡ 2877 💬 367 ↻ 178

4

okay, let me get this straight...

He writes a long, numbered list of specific things modern AI tools can do across content, coding, automation, and sales. The post name-drops tools and gives quick examples so readers can immediately picture using them. He closes by tying the list to a single big claim about what solo builders can do now.

♡ 2477 💬 260 ↻ 205

5



cloudflare just BROKE the internet's business model. they launched "pay per crawl"

He explains Cloudflare's "pay per crawl" idea and why it could change how websites get paid when AI crawlers use their content. He reduces the change to simple choices (block, allow, or charge), then gives examples of who could monetize valuable knowledge. He extends the idea to second-order effects like valuations and incentives around content libraries.

♡ 2118 💬 206 ↻ 192

6



Apple JUST quietly announced something that's a lot BIGGER than it looks: "the Mini Apps Partner Program"

He highlights an Apple program and reframes it as a major distribution shift toward embedded "mini apps" inside larger host apps. He explains why this could change downloads, monetization, and how founders get distribution. He then lists business opportunities created by the shift, like toolkits, marketplaces, analytics, and mini-app dev services.

♡ 2017 💬 185 ↻ 195

7



i paid my mortgage off today. in one shot. thank you internet.

He shares a personal financial milestone and credits years of building on the internet. He explains the lesson as compounding small projects over time, with concrete small-dollar examples. He also addresses the predictable criticism about investing versus paying off debt and explains why he still chose peace of mind.

♡ 2021 💬 357 ↻ 7

8



2026 is the GREATEST time to build a startup in 30 years

He makes a bold macro claim about the best time to start a company and backs it with personal credibility. He lists many specific shifts that support the claim, from changes in software costs to new distribution and pricing models. He ends with a motivational urgency line about the window closing.

♡ 1808 💬 195 ↻ 153

9



The CLEAREST path to \$5m ARR AI startup is something nobody talks about on LinkedIn/X, is BORING and requires 0 venture investors.

He lays out a phased playbook for building a business by starting manual, then using AI to automate, then packaging it into tiers. The post includes clear revenue ranges and example positioning, and it explains how to market by solving problems in public. It argues that "boring" work and customer learning beat rushing into software.

♡ 1876 💬 183 ↻ 88

10



My 1 pager on what you need to know about today's OpenAI's gpt-oss announcement

He summarizes an OpenAI open-weights announcement in a tight "one pager" format. He explains what changes (cost, privacy, offline use), which industries benefit, and what kinds of products become possible. He closes with a simple checklist for builders to pick a market and act.

♡ 1782 💬 193 ↻ 150