

Ian Bedford



Payment Partnerships • LinkedIn Top 1% Social Seller • Trusted by High-Risk Fintech Leaders in iGaming, Forex, Crypto & E-Com • Let's Connect, Build & Grow Together

11k followers • [View Profile](#)

5

POSTS / WEEK

9 AM, UTC

MAIN POSTING TIME

50

AVG REACTIONS
40 comments

68%

CALL-TO-ACTION
FREQUENCY

#1 SUCCESS FACTOR

He builds trust by sounding like a real person in a noisy feed: clear opinions, honest stories, and specific numbers instead of “perfect” content. That voice matches his profile promise (straight-talking high-risk payments partner), so when he finally says “DM me” (often around events), it feels like a natural conversation—not a sales pitch.

FORMAT BREAKDOWN

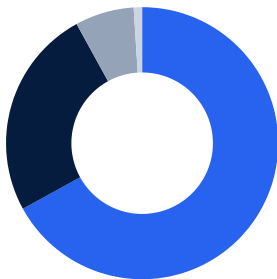


Image	67%	50 avg reactions
Text Only	25%	40 avg reactions
Video	7%	50 avg reactions
Carousel	1%	40 avg reactions

7 Tactics You Can Steal

01 [Start with a blunt feeling, then write it in short lines](#)

02 [Say one bold thing, then prove it with real numbers](#)

- 03 Tell a tight story with one real detail people can picture

- 04 End stories with "share yours" questions to pull comments in

- 05 Turn milestones into "what no one saw" posts, not brag posts

- 06 Write event posts like funny field notes, not "I'm here" posts

- 07 Make "DM me" feel earned by being helpful most days

7 Tactics You Can Steal

1 Start with a blunt feeling, then write it in short lines

He often opens with a simple, blunt feeling (frustrated, fed up, tired) and writes it in short, broken lines so it's impossible not to skim-read. This works because people instantly recognize the emotion and can react fast without working hard. This style shows up repeatedly among the highest-performing posts, including the biggest outlier at 17.18x relative engagement. Do it by writing the first 1–2 lines like a plain confession, then list 3–5 specific reasons on separate lines.

[Example 1 →](#)

[Example 2 →](#)

[Example 3 →](#)

2 Say one bold thing, then prove it with real numbers

When he makes a strong claim, he often adds specific numbers (impressions, growth, comparisons) so it doesn't feel like a vague rant. It works because numbers make people trust the point and they're easy for others to reply to with their own numbers. Several of the highest-performing posts use this "claim + numbers" combo, including posts above 2x relative engagement. Try it by making one clear statement, then add 2–3 numbers that show what changed, what grew, or what dropped.

[Example 1 →](#)

[Example 2 →](#)

[Example 3 →](#)

3 Tell a tight story with one real detail people can picture

His best stories are anchored by one clear, real detail (a sign, a moment, a contrast) that makes the scene easy to imagine. This works because people remember pictures more than advice—and it feels like real life, not "content." Story-led lessons in this account average ~1.44x relative engagement versus a generic inspirational example at ~0.49x. Copy it by picking one moment, quoting one line, or describing one object, then ending with the lesson in one sentence.

[Example 1 →](#)

[Example 2 →](#)

[Example 3 →](#)

4 End stories with "share yours" questions to pull comments in

Instead of asking people to judge an idea, he asks them to share a story ("what happened to you?"). This works because it's easier to answer with a personal example than to debate a big topic. Across the set of posts scored for CTAs, posts with CTAs average slightly higher relative engagement (about 1.35 vs 1.28) and the most common CTA is a final-line question. Use it by writing your story, then ending with a very specific prompt that starts with "What's the most..." or "Have you ever...".

[Example 1 →](#)

[Example 2 →](#)

[Example 3 →](#)

5

Turn milestones into “what no one saw” posts, not brag posts

When he hits a milestone, he shares the numbers—but quickly pivots to the unglamorous parts (tired days, hard weeks, messy moments). It works because the proof builds credibility and the struggle makes it relatable, so people support it instead of rolling their eyes. Multiple top-performing posts use this exact structure and sit around ~2.4–2.5x relative engagement. Copy it by writing: results (3 numbers) → “but here’s what no one saw” (3 bullets) → one simple lesson.

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

Write event posts like funny field notes, not “I’m here” posts

His event posts do best when they read like a mini diary: travel problems, meeting chaos, small lessons, and one real business result. That works because it helps both kinds of readers—people who were there (they relate) and people who weren’t (they feel like they learned something). In his event content, story-style posts average ~1.45x relative engagement versus ~0.27x for basic attendance prompts. To copy it, write 3 quick “things I learned today” bullets and finish with one question about other people’s takeaways.

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

Make “DM me” feel earned by being helpful most days

He rarely hard-sells in the feed; only about 8 out of 99 posts are clearly promotional (~8.1%, about 1 in 12). Most of the time he builds trust with stories, jokes, and practical observations, then switches to a direct DM invite when there’s a real reason (usually an event window or an intro). That’s why the ask doesn’t feel pushy—it feels like a natural next step after people have “met” him through content. Do it by keeping promotion occasional, tying it to a specific situation (“I’m there on Tuesday”), and making the DM offer service-first (“I’ll connect you”).

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

Profile Breakdown

HEADLINE FORMULA

Payment Partnerships • LinkedIn Top 1% Social Seller • Trusted by High-Risk Fintech Leaders in iGaming, Forex, Crypto & E-Com • Let's Connect, Build & Grow Together

[What you do] • [Credibility badge people recognize] • Trusted by [exact buyer] in [specific niches] • [Friendly, low-pressure invite]. Works because it leads with the exact problem area, stacks quick proof (ranking/authority + "trusted by" + niche names), and ends with a human CTA that lowers resistance to connecting.

BANNER STRATEGY



Big, friendly face + one clear promise in bold text + 2–3 quantified proof points (years, client count, ranking) on a clean background. Works because it repeats the headline's outcome in a faster-to-scan way, and the numbers make the claim feel real before someone ever reads the About section.

Content Strategy

PILLAR	%	WHAT CRUSHES	EXAMPLES
Platform talk + creator honesty (LinkedIn/Al/feed + how it feels)	29%	Blunt, honest takes about the platform and content fatigue are the highest-leverage theme: 8 posts average ~3.55x relative engagement (including the biggest outlier at 17.18x). What underperforms is low-context "placeholder" posting—4 posts average ~0.66x relative engagement—because there's nothing concrete for people to react to.	Post 1 Post 2 Post 3
Event field-notes (what actually happened + what you learned)	18%	Event content performs when it reads like on-the-ground notes with specific scenes and jokes: 8 event story posts average ~1.45x relative engagement. Pure logistics/attendance prompts underperform hard: 3 posts average ~0.27x because they don't give the reader anything useful or entertaining to repeat in the comments.	Post 1 Post 2 Post 3
Sales/partnership stories (real situations, not generic advice)	19%	When sales/partnership lessons are told as real stories, they perform much better: story-led lessons average ~1.44x relative engagement. Generic inspirational partnership content is the weakest inside this topic area (one example at ~0.49x) because it feels like a poster, not lived experience.	Post 1 Post 2 Post 3
Human + industry personality (values, gratitude, and inside jokes)	34%	Heartfelt personal/wellbeing posts are strong: 5 posts average ~1.48x relative engagement, especially when they feel specific and sincere (not "seasonal filler"). On the industry side, "inside baseball" jokes and buzzword/jargon roasts are reliable mid-to-high performers: 5 posts average ~1.31x, while abstract/weird/philosophical takes underperform (3 posts average ~0.52x).	Post 1 Post 2 Post 3

Conversion Strategy

Their Offer(s)

PAYSTRAX high-risk payments partnerships / processing (helping high-risk businesses solve onboarding, compliance, and payment flow challenges)

Event-based meetings (ICE Barcelona, PAY360, etc.) as a front door to partnership talks

Introductions/referrals to teammates and industry peers (connection broker role)

How They Promote in Posts

He uses CTAs frequently and lightly, usually as the last line: a simple question that invites replies. Depending on how posts are counted, roughly 62–68% of posts include a CTA (both figures show up in the dataset), and CTA posts have slightly higher average relative engagement (about 1.35 vs 1.28). Direct “DM me” CTAs are much rarer (6 examples counted) and are mostly tied to event logistics or making introductions, which keeps them from feeling salesy.

[Example 1 →](#)

[Example 2 →](#)

[Example 3 →](#)

How They Promote in Profile

Profile conversion is DM-first: the headline and banner repeat the same promise (payment partnerships for high-risk verticals) and stack fast proof (Top 1% Social Seller, years, client scale). The About section uses an outcomes-first reframe (“I don’t sell payments...”) and ends with a direct “message me” CTA. The Featured section, as shown here, doesn’t clearly act as a conversion asset (no obvious lead magnet or booking step), so the main conversion path remains conversation via messages.

[View Profile →](#)

Top 10 Posts

1 I'm totally sick of LinkedIn

He shares an unfiltered rant about being tired of posting and tired of what the feed has become. He lists specific frustrations like AI clutter, copycat content, declining impressions, and the pressure to overthink everything. He ends by asking readers if they feel the same.

♡ 706 💬 798 ↻ 8

2 10,000+ cold calls over the years

He tells a throwback story from door-to-door selling card machines, centered on a tattoo shop sign that brutally rejects sales reps. He quotes the sign's lines and adds a self-aware twist that his product back then wouldn't even have helped that business. He ends by asking readers to share the most creative rejection they've had.

♡ 228 💬 120 ↻ 0

3 I'm totally fed up with LinkedIn, so last week I wrote a post about it.

He follows up on a previous frustration post and shares how strongly it performed, including a specific impression number. He explains he nearly didn't publish because he was tired of the feed and of overthinking what to post. He turns it into a lesson about posting honestly and asks if others have been hesitating lately.

♡ 166 💬 151 ↻ 0

4 ICE Barcelona. Wrapped. 🍷

He recaps an industry event and adds a quick personal detail about flying out after his daughter's birthday party. He shares a practical observation that the best conversations often happen in hallways and between stands, not at booths. He signals real follow-ups from the event and asks others what their highlight was.

♡ 178 💬 53 ↻ 0

5 🎉 10K followers. Built mostly on tired posts and showing up anyway.

He celebrates a follower milestone but frames it as imperfect consistency rather than a victory lap. He shares practical rules that worked for him (use your own voice, stay in your lane, keep formats simple) and includes gritty behind-the-scenes moments that prove the effort. He closes with gratitude and a reminder you don't need to go viral to keep going.

♡ 128 💬 91 ↻ 0

6 One year of posting consistently on LinkedIn. 📌

He marks a year of consistent posting with clear before/after numbers (followers, impressions, recognitions). Then he pivots to what people didn't see: posting from airports, tough personal moments, and exhaustion. He ends with a simple lesson about consistency and a more balanced intention for the next year.

♡ 100 💬 116 ↻ 0

7



LinkedIn is NOT LinkedIn anymore.

He argues the platform has shifted toward other social networks' worst habits (rage bait, engagement obsession, performative perfection). He backs the claim with a sharp comparison between two posts' impression numbers. The tone invites debate about how the algorithm shapes behavior.

♡ 113 💬 92 ↻ 0

8



He posts an ultra-short, sarcastic "announcement" saying LinkedIn has finally defeated him. The whole post is basically a punchline in the style of a corporate announcement. It reads like a quick mood update for anyone burned out by posting.

♡ 115 💬 79 ↻ 0

9



Day One at ICE Barcelona es reminded me of a few things, I'd forgotten.

He shares a "day one" recap from a conference using a list of practical, funny lessons (meetings, shoes, steps). He adds small travel and logistics friction to make it feel real. He also mentions tangible outcomes like partnership interest and people recognizing his content, then asks others for their biggest takeaway.

♡ 138 💬 54 ↻ 2

10



Absolute Proud Dad Flex ❤️

He shares a personal post celebrating his son's career steps into commercial partnerships. He makes it vivid by contrasting his own high-risk payments world with his son's property development deals and reputation-driven work. The tone blends pride, humor, and sincerity.

♡ 147 💬 43 ↻ 0
