

Jason Vana



Create a brand system to attract better-fit, higher-paying clients. | I build b2b service brands that stand out + drive revenue. Founder/CEO at Shft.Agency. Brand Strategist. Known as #SassyJason

85k followers • [View Profile](#)

5

POSTS / WEEK

2 PM, UTC

MAIN POSTING TIME

80

AVG REACTIONS
70 comments

41%

CALL-TO-ACTION
FREQUENCY

#1 SUCCESS FACTOR

He wins by repeating one money-driven idea ("become the only choice") everywhere, then proving it with posts that are either emotionally real or sharply opinionated—but always end with a clear lesson people can use. That builds trust fast, keeps the feed memorable, and makes the next step (newsletter, bundle, or call) feel like the obvious continuation instead of a random pitch.

FORMAT BREAKDOWN

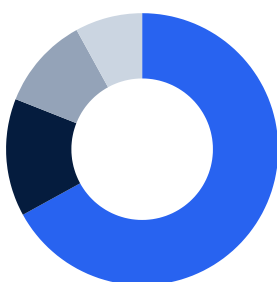


Image	67%	80 avg reactions
Video	14%	90 avg reactions
Carousel	11%	60 avg reactions
Text Only	8%	90 avg reactions

7 Tactics You Can Steal

01 [Share a hard personal moment, then connect it to a work lesson](#)

02 [Start with a bold opinion, then give a simple replacement checklist](#)

03 Keep some posts insanely short: one complaint and one clear target

04 Write lists that make people tag friends and add their own picks

05 Say who your advice is not for, so the right people listen

06 Teach with one easy rule, then show good and bad examples

07 Put the sales pitch in a PS after the value

7 Tactics You Can Steal

1 Share a hard personal moment, then connect it to a work lesson

He sometimes opens with something real and scary from life, then turns it into a clear lesson about how to run a better business. This works because people lean in for the human story, then stay because the takeaway helps them. In his data, personal posts average about 1.62x relative engagement, and the high-stakes ones tied to a lesson average about 3.27x (with the top story hitting 4.56x). To copy it: share the concrete facts (what happened, what you felt), then end with one simple “here’s what this proved” rule.

[Example 1 →](#)

[Example 2 →](#)

2 Start with a bold opinion, then give a simple replacement checklist

He doesn’t stop at a rant—he gives people something to do instead, usually as a numbered or bullet list. It works because the bold opinion gets comments (people agree or argue), and the checklist gets saves and shares (people can reuse it). Call-out posts average about 1.61x relative engagement, and several of his top performers sit in the ~1.4x–2.3x range using this “hot take + steps” structure. To copy it: attack one common belief, then write a short list of what you want people to do instead.

[Example 1 →](#)

[Example 2 →](#)

[Example 3 →](#)

3 Keep some posts insanely short: one complaint and one clear target

He occasionally posts something you can read in five seconds: one clear complaint, one clear target, and a matching visual. This works because almost everyone can react quickly, so comments pile up fast without needing people to think hard. One of his top posts using this “tiny open letter” style hit about 1.7x relative engagement. To copy it: write a one-sentence message to a clear “you” (a platform, an industry, a common behavior) and stop before you over-explain.

[Example 1 →](#)

[Example 2 →](#)

[Example 3 →](#)

4

Write lists that make people tag friends and add their own picks

He turns opinions into lists: people to follow, things to copy, questions to answer—so the comments section basically writes itself. This works because lists invite simple replies (tagging, thanking, adding another name, sharing a personal answer). One of his top list-style posts landed around 1.55x relative engagement, and it naturally pulls in extra reach through the people mentioned. To copy it: make a short list, add one line of “why,” then ask readers to add one more item in the comments.

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

5

Say who your advice is not for, so the right people listen

He draws a hard line around who he serves and who he ignores, instead of trying to please everyone. This works because the right readers feel “finally, someone gets my situation,” and the wrong readers often argue—both outcomes drive engagement and clarity. A top post built on this buyer-filter approach hit about 1.44x relative engagement and used a striking proof point to back it up. To copy it: write “This is not for…” and “This is for…” and include one specific example of the results you care about (not vanity metrics).

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

6

Teach with one easy rule, then show good and bad examples

He often teaches by giving one simple rule (a “test”) and then showing a few examples that make the rule stick. This works because examples remove guesswork—readers instantly see what to copy and what to avoid. His strongest educational posts average about 1.43x relative engagement, far above weaker education (about 0.72x), and this “rule + examples” structure is a big reason why. To copy it: write the rule in one sentence, then add 2–4 quick examples (including at least one ‘bad’ one).

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

7

Put the sales pitch in a PS after the value

He usually teaches first, then sells as a simple “PS” at the end, so the main post still feels generous. This works because people don’t feel tricked into reading an ad, and the buyers who are convinced by the lesson have an easy next step. In his dataset, posts with any CTA average about 1.04x relative engagement vs about 1.16x without a CTA (and even removing the biggest outlier, non-CTA posts are still slightly higher), so keeping the CTA low-friction matters. To copy it: finish the lesson, add a one-line PS with one action (subscribe/book/buy), and avoid stacking multiple asks.

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

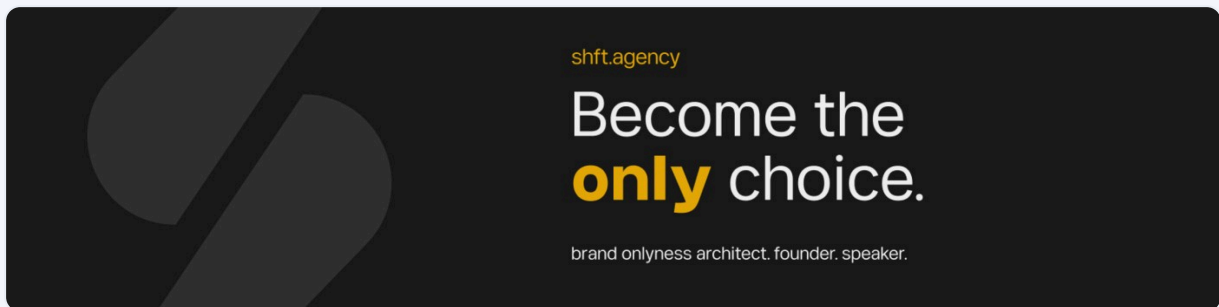
Profile Breakdown

HEADLINE FORMULA

Create a brand system to attract better-fit, higher-paying clients. | I build b2b service brands that stand out + drive revenue. Founder/CEO at Shft.Agency. Brand Strategist. Known as #SassyJason

Outcome-first promise → who it's for + what you build → business impact → credibility stack → memorable personal tag. It works because the first words name the economic result ("better-fit, higher-paying clients"), the mechanism ("brand system") removes vagueness, and the role/authority markers (Founder/CEO + strategist) signal seniority while the signature tag makes him easy to remember and talk about.

BANNER STRATEGY



Minimal, high-contrast "billboard" with one core promise ("Become the only choice") + short domain (shft.agency) + role identifiers + bold logo mark. It works because it visually repeats the same positioning idea as the headline/about, and it removes friction by putting the next step (site visit) in the highest-visibility spot.

Content Strategy

PILLAR	%	WHAT CRUSHES	EXAMPLES
Revenue-first brand & positioning teaching (clear definitions + usable rules)	60%	This is the bulk of his output, and it performs best when it's immediately reusable: tight definitions, simple rules, and step-by-step checklists. His strongest educational cluster averages about 1.43x relative engagement, while weaker "inside baseball / update" education averages about 0.72x—so the difference is usually whether a reader can apply it today. Video also edges other formats on average (about 1.20x for video vs 1.13x for images), so the biggest ideas are worth saying on camera.	Post 1 Post 2 Post 3
Contrarian call-outs (anti-fluff, platform complaints, "hot takes")	10%	These posts are his most reliable non-personal engagement engine: rant/call-out posts average about 1.61x relative engagement vs pure education at about 1.04x. The best ones stay universal (things lots of people are already annoyed by) and keep the point simple enough to argue with in one comment—so the thread fills up fast.	Post 1 Post 2 Post 3
Ecosystem + offers (newsletter, audits, bundles, bookings)	21%	Promotion works best when it's attached to a lesson or a confession, not when it's a pure "go buy / go subscribe" push. Overt ecosystem/offer posts average about 0.83x relative engagement overall, and the weakest promo style (especially "teaser for tomorrow's email") averages about 0.67x—so the winning move is to earn attention first, then sell as the fastest next step.	Post 1 Post 2 Post 3
Personal resilience (high-stakes moments tied to a business takeaway)	10%	Personal posts are the highest-upside "spike" lever, but only when the stakes are real and there's a clear takeaway. Personal posts average about 1.62x, and the high-stakes, lesson-backed ones average about 3.27x—while low-stakes updates can drop to about 0.44x. The pattern: concrete details + emotional honesty + one business principle proven by the story.	Post 1 Post 2 Post 3

Conversion Strategy

Their Offer(s)

SHFT Agency's core service: the Onlyness Brand System (positioning/brand system to become the only choice and drive revenue).

Brand Shft email newsletter

Paid strategy/onlyness calls, workshops, and audits (limited slots)

Digital products (e.g., All-in-One Strategy Bundle)

Brand Launchpad (4-week brand strategy offer)

How They Promote in Posts

About 41.27% of the posts include a CTA, usually placed at the very end as a PS. Posts with a CTA averaged about 157.85 total interactions vs about 175.65 without; even after removing the biggest outlier, non-CTA posts still average slightly higher (about 161.28), so he generally protects engagement by keeping the body value-first and making the CTA a single, clear next step (subscribe, book, or buy). He promotes most heavily through the newsletter (owned audience), then uses time-bound audits/consults and occasional bundle promos.

[Example 1 →](#)

[Example 2 →](#)

[Example 3 →](#)

How They Promote in Profile

The profile is built like a straight line to a sale: the banner repeats the core promise and shows the domain, the headline leads with the business outcome and the "system," the About reads like a sales page and ends with "message me / book a call," and the Featured section links directly to the main offer page—so anyone who likes a post can immediately take the next step without hunting.

[View Profile →](#)

Top 10 Posts

1



I was in the ER twice this week with chest pains.

He shares two ER visits for chest pains and explains why it felt especially serious because of a strong family history of heart problems. After giving the medical update and results, he pivots into a business point: his work and revenue didn't collapse because the business had the right systems and team support.

♡ 411 □ 279 ↻ 3

2



Most personal branding "experts" are an absolute joke.

He calls out common personal branding advice as useless for building a real brand, then reframes what "actually" builds one. He shares an ordered checklist of the elements he believes matter most and ends with a buyer-beware question about real client results.

♡ 193 □ 152 ↻ 3

3

2025 has been a sh*t year.

He lists a long series of personal hardships from the year, including many medical events, and explains how it affected his life and business. He shares it to offer hope, framing the year as a hard chapter that can still lead to a better next one.

♡ 188 □ 110 ↻ 2

4



Dear LinkedIn,

He posts a short open letter asking LinkedIn to fix engagement manipulation, speaking on behalf of creators who aren't using pods or paying for engagement. A reaction visual reinforces the frustration.

♡ 184 □ 71 ↻ 3

5



My least favorite part of building a brand strategy:

He argues that mission/vision/values work is often "fluffy" and doesn't help clients make money faster. He explains he rebuilt his process to remove those items from the core strategy and reports faster delivery and fewer revisions as the outcome.

♡ 129 □ 124 ↻ 2

6



Confession: I hate most of the large accounts on LinkedIn.

He admits he dislikes many big LinkedIn creators because he sees their content as recycled or fake. Then he shares a curated list of smaller creators and what each is best at, encouraging readers to follow them.

♡ 135 □ 101 ↻ 0

7



Fluffluencers have it hard.

He uses satire to criticize creators who preached authenticity and then switched to promoting AI-written content. He argues that using AI is fine, but calling it “authentic” is misleading, and pairs the message with a simple meme-style visual.

♡ 118 💬 103 ↻ 3

8

I ignore the LinkedIn experts.

He explains that most “LinkedIn expert” advice is designed for a different buyer than the one he targets. He lists what he believes his ideal customers look like and argues that tactics aimed at virality don’t matter if the goal is revenue from the right clients.

♡ 109 💬 108 ↻ 2

9

Creating a new category is a balancing act.

He teaches a simple rule for naming a category: it must be familiar enough to understand but different enough to stand out. He uses several funny “bad label” examples and one clear “good” example to show how the rule works in practice.

♡ 141 💬 76 ↻ 2

10



Positioning is not a brand.

He teaches positioning by first listing what it is not (to clear up common confusion), then lands a simple definition about what people think of you when you’re not in the room. He adds a long checklist of factors that shape positioning across a business.

♡ 112 💬 101 ↻ 2