



jessie van breugel

I help coaches + service providers turn LinkedIn into their #1 client-acquisition channel | start with the system in my featured section

90k followers • [View Profile](#)

8

POSTS / WEEK

1 PM, UTC

MAIN POSTING TIME

120

AVG REACTIONS
125 comments

95%

CALL-TO-ACTION
FREQUENCY

#1 SUCCESS FACTOR

They turn almost every post into a “free resource trade”: a bold promise, a very specific downloadable guide, and a one-word comment that pulls people into DMs. That same “one next step” is repeated on the profile (headline + banner + Featured), so high-engagement posts don’t just get views—they reliably turn attention into conversations and applications.

FORMAT BREAKDOWN

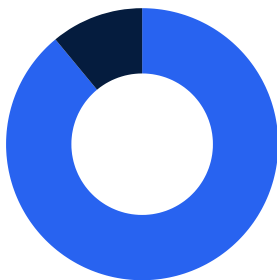


Image	89%	150 avg reactions
Text Only	11%	40 avg reactions

7 Tactics You Can Steal

01 [Ask for one-word comments before you send the free guide](#)

02 [Start with a bold comparison that people can't ignore](#)

03 Make your free thing feel huge using clear numbers and lists

04 Teach like a recipe: simple steps that replace a painful cost

05 Turn your method into a "kit of parts" people can collect

06 Put the helpful cheat sheet in the post, not just the DM

07 Add "repost for priority" and a backup link when demand spikes

7 Tactics You Can Steal

1

Ask for one-word comments before you send the free guide

They regularly offer a real, useful guide and ask for a single word in the comments to get it. This works because it's easy to do, it creates lots of comments (which helps reach), and it also starts a DM conversation with people who already raised their hand. In the sample, keyword-comment posts (39 out of 63) average 5.12x relative engagement vs 0.42x for posts without that keyword loop. To copy it: make a one-page-to-25-page asset, pick a simple keyword, and tell people exactly what to comment to receive it.

[Example 1 →](#)

[Example 2 →](#)

[Example 3 →](#)

2

Start with a bold comparison that people can't ignore

Several of their best posts open with a simple "this beats that" or "this replaces that" claim. It works because readers already have strong opinions about the popular tool or behavior you're challenging, so they stop, read, and respond. You can copy it by picking one familiar default in your market and making a clear claim tied to a result people care about (leads, time saved, money saved), then immediately offering your proof or guide.

[Example 1 →](#)

[Example 2 →](#)

3

Make your free thing feel huge using clear numbers and lists

Their highest-engagement giveaways don't feel like a "tip"—they feel like a big bundle with clear parts (pages, prompts, workflows). This works because people can instantly picture the value and decide "I want that," without needing to trust vague promises. One clear example is a massive prompt library and another is a long playbook; those "big-number assets" are a major growth lever, with AI resource drops averaging 7.36x relative engagement in the sample. To copy it: name the asset, list what's inside as bullets, and include at least one concrete number (pages, templates, prompts, steps).

[Example 1 →](#)

[Example 2 →](#)

4

Teach like a recipe: simple steps that replace a painful cost

They often anchor the post to a cost people hate paying (time, a monthly bill, wasted hours) and then lay out a simple step-by-step workflow to replace it. This works because it turns the post from “interesting” into “I can do that today,” which leads to more saves, shares, and “send me the guide” comments. You can see this in workflow posts that promise faster output with clear steps, and in the dataset images and structured how-tos outperform plain text (median likes 153.5 for image posts vs 43 for text-only). To copy it: start with the cost, show a short numbered workflow, and end with a guide people can request.

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

5

Turn your method into a “kit of parts” people can collect

Instead of sharing one tip, they bundle their process into named pieces (like skills, files, or roles) that map to real tasks people do. This works because a list of “parts” feels like a full system and makes people think, “I want the whole set,” not just one idea. It also makes the content easy to skim, which is key on LinkedIn. To copy it: take your process, break it into 5–10 named parts, explain what each part helps with in one short line, and offer the full kit as a downloadable resource.

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

6

Put the helpful cheat sheet in the post, not just the DM

Some of their biggest posts still give real value even if you never comment, usually through a strong visual or a structured checklist inside the post itself. This works because people can “get a win” instantly, which earns trust, saves, and shares—while the DM resource is the bonus that drives comments. In the sample, image posts outperform text-only posts (median likes 153.5 vs 43), which fits this “show it, don’t just say it” approach. To copy it: include a simple one-page checklist or visual, then offer the deeper guide in DMs for people who want the full version.

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

7

Add “repost for priority” and a backup link when demand spikes

They often add urgency language like “repost for priority access” or “my inbox is full,” and sometimes include a direct download link when DMs can’t keep up. This works because people feel they need to act now, and the repost request gives them a simple way to help (and share your post). In the sample, posts with urgency language (24 out of 63) average 6.71x relative engagement vs 1.25x for posts without it. To copy it: add one line that asks for a repost, and keep a ready-to-paste direct link so you can switch from DM-only to “comment or download” when volume is high.

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

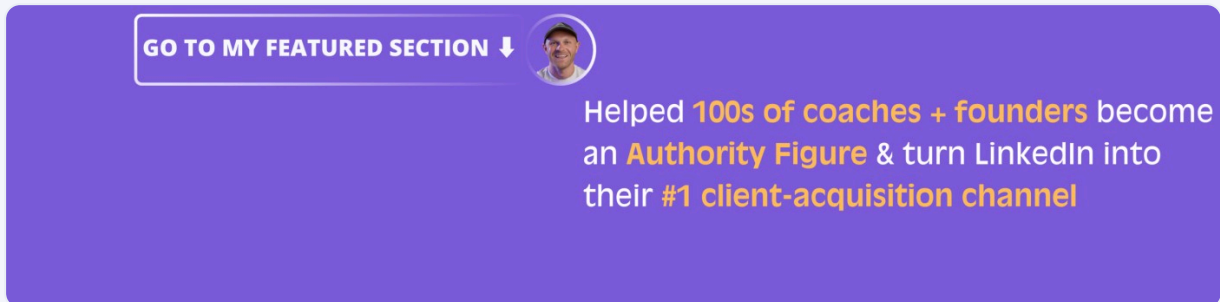
Profile Breakdown

HEADLINE FORMULA

I help coaches + service providers turn LinkedIn into their #1 client-acquisition channel | start with the system in my featured section

I help [specific audience] get [clear money/lead outcome] using [simple mechanism/channel] | Start with [one free system] in my Featured section. Why it works: it answers “who is this for, what do I get, how do we do it” in one scan, then tells you exactly what to click next. Credibility markers are baked into the promise (client-acquisition outcome, “system” language that signals repeatability) instead of vague role labels.

BANNER STRATEGY



The banner features a dark purple background. On the left, there is a white-bordered button with the text "GO TO MY FEATURED SECTION" and a downward-pointing arrow. To the right of the button is a small circular profile picture of a man. Further right, the text reads: "Helped 100s of coaches + founders become an Authority Figure & turn LinkedIn into their #1 client-acquisition channel". The words "100s of coaches + founders", "Authority Figure", and "#1 client-acquisition channel" are highlighted in orange.

High-contrast brand background + a big, direct instruction (“go to my Featured section”) + an arrow pointing to the click + a short proof line (“helped 100s...”) with a few key words highlighted. Why it works: it removes decision fatigue (people don’t wonder where to start), repeats the exact same next step as the headline, and adds instant trust without forcing anyone to read paragraphs.

Content Strategy

PILLAR	%	WHAT CRUSHES	EXAMPLES
AI toolkits, prompts & workflows (free guides people can use today)	38%	What wins here is packaging AI into a tangible “thing” people can claim right now (kits, guides, prompt libraries) and delivering it through a simple keyword comment. In the sample, AI kit/guide giveaways (20 posts) average 7.36x relative engagement, while general AI commentary without a clear “delivery mechanism” (4 posts) averages 0.75x. The difference is that the winning posts feel like an asset (not an opinion) and make the next step obvious.	Post 1 Post 2 Post 3
LinkedIn client-acquisition systems (profile, inbound, lead magnets, DMs)	25%	The strongest “LinkedIn system” posts are fast-fix audits and concrete templates. Profile/headline audit-style offers (4 posts) average 5.42x relative engagement, and inbound/lead-magnet system guides (7 posts) average 3.67x—both beat longer system explainers/hot takes without a new tool/resource (5 posts averaging 0.85x). The theme: people engage more when they can immediately apply the advice to their own profile or inbound flow.	Post 1 Post 2 Post 3
Business model + authority building (offers, leverage, trust, positioning)	22%	This pillar performs best when it’s tied to a clear operating change (“stop selling time,” “build a system”) and then connected to a specific action or blueprint. Even the better-performing posts in this category still lag the resource-drop pillars: the best sub-set here (3 posts) averages 0.61x relative engagement, while more abstract positioning/case-story posts without a fresh asset (3 posts) average 0.23x. The big lesson: this audience rewards business advice more when it comes with a practical next step.	Post 1 Post 2 Post 3

Direct program promotion (applications, cohorts, workshops, tools)

14%

Direct promotion is consistently the weakest performer in this dataset: promotion posts average 0.19x relative engagement, suggesting the audience mainly engages for tools and systems and only tolerates occasional offers. "Join/DM me" style announcements (5 posts) average 0.18x, and even the better promo posts with more pre-sell logic (4 posts) average only 0.20x. The promos that do best explain the trap, who it's for, and what the system changes before asking for the next step.

Post 1

Post 2

Post 3

Conversion Strategy

Their Offer(s)

Authority Group / Authority Figures (application-based coaching + support to build a LinkedIn client-acquisition system).

Free system trainings, guides, playbooks, and AI workflows delivered via comment-keyword to DM

Otto (positioning/voice support tool)

Live workshops/trainings tied to lead magnets and packaging

How They Promote in Posts

CTAs are present on nearly every post: 60 out of 63 posts (95.24%) include a CTA, usually as a simple instruction to comment a keyword and receive a free resource in DMs. This style drives outsized engagement (CTA posts average 866.72 total engagements per post vs 84.33 for non-CTA posts, though most posts include CTAs), and it also turns public attention into private DM conversations where selling can happen naturally. Paid offer promos show up less often (13 out of 63 posts are direct promotions), and direct promo content tends to underperform (promotion posts average 0.19x relative engagement), so most “selling” is done through value-first resources and DM follow-ups rather than hard pitches.

[Example 1 →](#)

[Example 2 →](#)

[Example 3 →](#)

How They Promote in Profile

The profile is built around one next step. The headline tells you to start with the system in Featured, the banner visually repeats that instruction with an arrow, Featured hosts a “complete system” training asset, and the About section points to a single application link. Posts then feed this path by pushing people into DMs via keyword comments and, when needed, sending them to Featured/profile links for the full system and application.

[View Profile →](#)

Top 10 Posts

1



Claude beats ChatGPT for getting leads on LinkedIn.

Jessie makes a direct tool comparison tied to a business result (more leads) and introduces a free mastery guide built around her workflow. She lists what the guide includes and frames it as the fix for people using the tool the wrong way, then tells readers to comment a keyword to get access.

♡ 1778 💬 5358 ↻ 127

2



After 24+ months of testing Canva to get inbound leads

Jessie frames the post as the result of a long experiment and offers a large playbook focused on using Canva for inbound lead generation. She makes the resource feel substantial with specific inclusions, then asks readers to like and comment a keyword to receive it via DM.

♡ 1155 💬 2745 ↻ 33

3



Claude turns you into an elite LinkedIn marketer.

Jessie offers a full "kit" of AI skill files designed for lead generation tasks on LinkedIn. She lists each skill by name so readers can quickly picture how they'd use it, then gives a simple setup sequence and a keyword to comment for access.

♡ 1205 💬 2080 ↻ 25

4



Claude is insane for lead gen (most people don't know this)

Jessie positions a free library of marketing prompts as a way to create lead-gen content, lead magnets, email sequences, and scripts quickly. She ties the offer to common pain points like paying for content or wasting time, then asks for a single keyword comment to send it.

♡ 768 💬 2405 ↻ 44

5



Hire Hormozi, Gary Vee & Seth Godin for \$0 with Claude.

Jessie offers a "mega prompt" and frames it as access to the thinking of multiple well-known marketing styles inside one tool. She explains the common mistake of using AI as a typing helper, then positions the prompt as a structured way to improve offers and lead-gen content, with a keyword to request it.

♡ 702 💬 1618 ↻ 21

6



Stop spending \$2k/mo on a designer. Use Claude + Gemini.

Jessie targets a specific recurring cost and claims a simple AI workflow can replace it. She contrasts the old slow process with a faster tool-to-tool workflow, lays out the steps, and asks readers to comment a keyword for the setup guide.

♡ 757 💬 1523 ↻ 10

7



I just promoted Claude over ChatGPT in my content system.

Jessie shares a change to her content system and promises a concrete output goal: multiple real posts in under an hour. She frames the problem as a painful tradeoff between wasting hours or sounding robotic with AI, then offers a workflow guide behind a keyword comment.

♡ 388 💬 1850 ↻ 28

8



99% of LinkedIn Profiles leave money on the table.

Jessie uses loss framing to argue most profiles are costing people money, then offers a complete system to fix it. She stacks credibility with specific results and research claims, previews what's inside the system, and asks readers to comment a keyword to receive it, supported by a detailed visual guide.

♡ 805 💬 1392 ↻ 28

9

After 5+ years on LinkedIn, I'm happy to announce:

Jessie takes a strong stance against cold outreach and introduces an inbound sales approach built around lead magnets, nurture, and a step-based DM flow. She positions the guide as a way to get inbound interest without spammy pitching and asks readers to comment a keyword to receive it.

♡ 631 💬 1532 ↻ 21

10



Nano Banana is the best-kept secret for leads on LinkedIn.

Jessie introduces a newly launched AI image tool as a "best-kept secret" for creating visuals and carousels that help generate leads. She claims it can replace time-consuming design work, then offers a mastery guide with prompts and a workflow, gated by a keyword comment.

♡ 517 💬 1225 ↻ 37
