



Justin Welsh

The \$10M Solopreneur | Helping 100,000+ experts turn their expertise into income.

839k followers • [View Profile](#)

9

POSTS / WEEK

1 PM, UTC

MAIN POSTING TIME

2330

AVG REACTIONS
860 comments

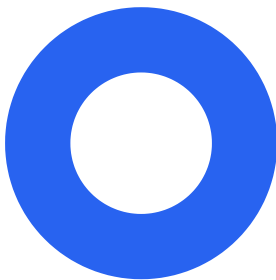
100%

CALL-TO-ACTION
FREQUENCY

#1 SUCCESS FACTOR

He turns big, emotional beliefs into simple checklists people can use immediately, and he repeats that same "expertise → income" promise everywhere (profile, posts, and CTAs). The content builds trust fast because it's easy to scan, easy to save, and feels earned through real stories and real numbers. Then the CTA is always the next logical step: "If you want to do this too, here's the system/newsletter."

FORMAT BREAKDOWN



■ Image 100% 2330 avg reactions

7 Tactics You Can Steal

01 [Start with one strong sentence, then give a simple list](#)

02 [Use "two types of people" labels so readers pick a side](#)

03 Tell a turning-point story, then give one clear next step

04 Say something people don't expect, then back it up with numbers

05 Quote the doubts people hear, then flip them into fuel

06 Add a quick "this is hard" paragraph so it feels honest

07 Give full value first, then place one link at the end

7 Tactics You Can Steal

1 Start with one strong sentence, then give a simple list

He often opens with a blunt one-liner, then immediately follows with a short list people can scan in seconds. This works because lists are easy to save, easy to share, and easy to argue with in the comments ("which one matters most?"). In the highest-performing set, 6 of the best-performing posts use a numbered list or checklist, and several of them land around $\sim 2x$ – $2.67x$ relative engagement. To copy it: write your first line like a headline, then give 4–8 bullets that a reader can try today.

[Example 1 →](#)

[Example 2 →](#)

[Example 3 →](#)

2 Use "two types of people" labels so readers pick a side

He turns messy life and business topics into a simple choice: one kind of person does X, another kind does Y. People comment because they want to show what kind of person they are, or they disagree with your labels. Several of the best-performing posts use this winner/loser, creator/consumer, builder/talker style split, with multiple examples above $\sim 1.7x$ – $2.45x$ relative engagement. To copy it: name the two groups in plain words, list the behaviors for each, then end with one sentence telling readers which side to choose.

[Example 1 →](#)

[Example 2 →](#)

[Example 3 →](#)

3 Tell a turning-point story, then give one clear next step

He uses a simple story arc—time span, a painful moment, the lesson learned—and then gives the reader a concrete next step. Stories work because they make the advice feel earned, not preached, and the "next step" removes the reader's "okay, but what do I do?" problem. Turning-point posts with specific numbers average about $\sim 1.73x$ relative engagement across 5 posts, and multiple top performers use timelines like "17 years" or "a full year." To copy it: write the moment you changed your mind, include one specific number, then end with the single action you wish you'd taken sooner.

[Example 1 →](#)

[Example 2 →](#)

[Example 3 →](#)

4

Say something people don't expect, then back it up with numbers

He makes a surprising claim, then proves he's not guessing by adding exact counts, time spans, or dollars. The numbers make the lesson feel real, and they give people something concrete to react to ("wow, that's a lot" or "I disagree"). One of the strongest posts pairs a bold statement with very specific multi-platform publishing totals and reaches ~2.65x relative engagement. To copy it: keep the claim short, then add one hard number from your real experience (clients, years, projects, posts, revenue, attempts).

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

5

Quote the doubts people hear, then flip them into fuel

He writes the exact criticism people hear ("that won't work," "you're not ready") so readers feel understood fast. Then he flips it: the thing you're being mocked for is the thing you need to keep going. This works because people share posts that put words to their private fears, and it creates momentum to act. A top-performing example reframes a 'bad' trait as necessary and lands around ~2.03x relative engagement. To copy it: list 3–6 real doubts in quote form, then end with one sentence that tells the reader to act anyway.

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

6

Add a quick "this is hard" paragraph so it feels honest

He often balances hope with a short reality check ("this will be painful," "not a guarantee"). That honesty builds trust because readers don't feel tricked by hype, and it makes the optimistic message more believable. You can see this in several top-performing posts where the big promise is immediately followed by a grounded caveat, and they still land around ~1.65x–1.67x relative engagement. To copy it: after your list, add 1–2 sentences saying what's difficult, then finish with why it's still worth it.

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

7

Give full value first, then place one link at the end

Every post in the dataset ends with a link CTA (100 out of 100), but it's usually after a complete lesson or story. That works because the reader already got something useful, so the link feels like a 'next step,' not an interruption. There's also a clear performance signal in CTA type: posts with non-course CTAs (newsletter/essays/guides) average about ~1.27x relative engagement, while the dominant course CTA averages ~1.01x. To copy it: finish the post's main idea first, then add one simple invite line and one link (no extra pitches).

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

Profile Breakdown

HEADLINE FORMULA

The \$10M Solopreneur | Helping 100,000+ experts turn their expertise into income.

[Big, quantified identity proof] | Helping [clear audience label] turn [their asset] into [desired outcome] (+ optional scale proof like "100,000+"). It works because the first half answers "why trust you?" in one glance, and the second half makes the promise so plain that the right people self-select immediately.

BANNER STRATEGY

Turn your expertise
into your **income.**

Featured in / **Forbes** BUSINESS INSIDER **Entrepreneur** **VICE** **IH** INDIE HACKERS

Minimal, high-contrast banner that repeats the exact transformation promise ("Turn your expertise into your income.") and adds "Featured in" logos as instant third-party proof. It works because visitors see one consistent message across headline + banner, and the logos lower the fear of being sold to by an unproven creator.

Content Strategy

PILLAR	%	WHAT CRUSHES	EXAMPLES
Life, happiness, and simple principles (the "boring basics")	35%	Principle-led posts that turn a big topic (happiness, reputation, luck) into a short, clear checklist are the strongest performers inside this pillar—several of these principle posts reach roughly ~2.01x relative engagement when they lean into optimism + basic human decency. What loses here is self-focused lifestyle flexing (like "here's my schedule/no meetings"), which averages about 0.60x relative engagement across a small set of posts.	Post 1 Post 2 Post 3
Business building and execution (build, ship, sell)	34%	Clear "stop talking, start building" prompts are the most dependable pattern here: the build/ship/do-it-now cluster averages ~1.49x relative engagement across 7 posts. What underperforms is ultra-broad simplification ("business is simple, ignore the noise") without a fresh framework or story, which averages ~0.56x relative engagement across 3 posts.	Post 1 Post 2 Post 3
Personal stories that prove credibility (turning points, fear, and ownership)	21%	High-stakes turning-point stories with specific numbers (quitting, salary comparisons, burnout, family context) outperform generic motivation, averaging ~1.73x relative engagement across 5 posts. What tends to flop is teasing an essay/newsletter without giving enough of the payoff inside the post itself, averaging ~0.49x relative engagement across 3 posts.	Post 1 Post 2 Post 3
Audience building and visibility (writing, promotion, being seen)	10%	The stronger posts here are simple, universal career truths about visibility (why louder/more visible people win), which average ~1.30x relative engagement across a small set. Behind-the-scenes process talk about content mechanics underperforms (about ~0.57x relative engagement across 2 posts), likely because readers want the lesson, not the backstage tour.	Post 1 Post 2 Post 3

Conversion Strategy

Their Offer(s)

THE CREATOR MBA DIGITAL COURSE (self-guided masterclass) — learn.justinwelsh.me/creator-mba

The Expert OS (free 30-day challenge/course)

The Saturday Solopreneur newsletter

Free 2026 LinkedIn Growth/Writing Guide bonus tied to newsletter signup

Occasional essays/articles

Occasional third-party resource promotion (single product link in the dataset)

How They Promote in Posts

He uses end-of-post link CTAs in 100% of posts, usually after delivering a full framework or story so the ask feels earned. The most common CTA is The Expert OS (66 of 100 posts), while newsletter CTAs appear in 31 of 100 posts; in this dataset, non-Expert-OS CTAs average ~1.27x relative engagement vs ~1.01x for Expert-OS CTAs. CTAs are framed as simple invitations (“Join...”, “Start Day 1...”) and often include extra value (like an instant guide) to reduce hesitation.

[Example 1 →](#)

[Example 2 →](#)

[Example 3 →](#)

How They Promote in Profile

The profile is set up like a simple two-lane path: the banner + headline repeat one promise (expertise → income) and add trust (big numbers + “featured in” logos). The Featured section pushes a low-friction email signup (newsletter with large subscriber count), while the About section carries the clearest paid offer with a direct “Start watching” link. The result is: posts drive attention and free signups, and the profile closes the loop for visitors ready for the paid next step.

[View Profile →](#)

Top 10 Posts

1



A stupid simple way to stand out in business (and life):

He argues that one of the biggest advantages in work and life is simply being easy to work with. The post lays out a short set of behaviors—optimism, fast replies, and doing what you said you'd do—and contrasts them with common mistakes that frustrate teams.

♡ 7149 💬 1282 ↻ 329

2



Your brain is sick and tired of content.

He claims constant content consumption makes people feel worse, and that creating is the healthier default. He supports the point with precise publishing totals across platforms and ends with a tight list of lessons about creating, consuming, and originality.

♡ 6792 💬 1413 ↻ 478

3



Losers play zero-sum games.

He frames success as an "abundance" game: supportive people tend to win more than bitter, zero-sum thinkers. He adds a small dose of nuance by admitting exceptions, then invites readers to adopt a more generous identity.

♡ 6486 💬 1197 ↻ 353

4

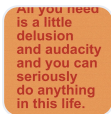


Unhappy people ignore the basics.

He says many people overthink happiness while ignoring the fundamentals. The post turns "being happy" into a short list of basic, unglamorous moves around relationships, health, ownership, and time protection.

♡ 5254 💬 1234 ↻ 205

5



You need delusion.

He reframes "delusion" and "audacity" as necessary traits for building something new. The post lists common discouraging phrases people hear and argues that waiting to feel "ready" is what keeps people stuck.

♡ 4939 💬 1341 ↻ 369

6



Maybe nobody in your family is an entrepreneur.

He talks about growing up around a traditional career path and why friends or family may not understand entrepreneurship. He removes blame, then turns that lack of context into an upside: you can define success without inherited assumptions.

♡ 5111 💬 1033 ↻ 301

7



I spent 17 years building things for other people.

He reflects on a long career building for employers and the uneasy feeling of being one company change away from losing income. A burnout moment becomes the turning point where he decides to build an asset for himself instead.

♡ 4896 💬 1156 ↻ 323

8



Talking about your idea feels like progress.

He argues that talking about plans can trick you into feeling productive while you avoid real work. He admits he did this for a long time, then shares the simple behavior change that helped him finally build something real.

♡ 4553 💬 860 ↻ 220

9



I'm convinced: You'll never work for a better company than the one you build.

He claims the best "company" you'll ever work for is the one you create yourself. He lists the benefits of ownership (learning, responsibility, flexibility), while acknowledging it's hard and messy.

♡ 4305 💬 1025 ↻ 141

10



The more you do, the luckier you get.

He uses a familiar proverb and explains what "luck" looks like in real life. The post turns luck into repeatable habits like reading more, reaching out, showing up, and sharing knowledge.

♡ 4034 💬 1234 ↻ 139