



Katie A.

Founder & CEO of Club Peppermint | Building a Luxury 80s Inspired Start Up Fashion Brand ⚡🏆

129k followers • [View Profile](#)

4

POSTS / WEEK

9 AM, UTC

MAIN POSTING TIME

1430

AVG REACTIONS
380 comments

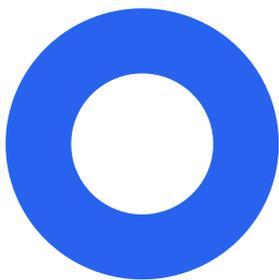
100%

CALL-TO-ACTION
FREQUENCY

#1 SUCCESS FACTOR

She turns her profile and feed into one clear “I’m building this” story, then proves it with raw moments, real numbers, and simple lessons people can use. That mix of emotion (hooks), proof (specific details), and participation (easy questions + repost asks) keeps reach high week after week, so when she does make an ask (waitlist, partners, investors, tools), it feels earned and timely.

FORMAT BREAKDOWN



■ Image 100% 1430 avg reactions

7 Tactics You Can Steal

01 [Start with a line people feel in their gut](#)

02 [Admit something embarrassing, then tell the exact lesson you learned](#)

03 Tell the story fast, then give 3 to 5 lessons

04 Turn a milestone into a mini playbook people can copy

05 When you promote a tool, teach a whole system first

06 End with an easy question, then say why to repost

07 Make your profile say what you're building and when

7 Tactics You Can Steal

1 Start with a line people feel in their gut

She often opens with a quote, command, or “big mistake” claim that makes people instantly agree or disagree. That first line earns attention, and then she backs it up with personal details and a simple takeaway so it doesn’t feel like drama. Three of her highest-performing posts (relative engagement from ~1.57 up to ~2.56) use this exact “punchy opener → proof → lesson” pattern. To copy it: write your first line so someone would text it to a friend, then immediately add 2–3 real details (numbers, ages, what happened) to prove you mean it.

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

2 Admit something embarrassing, then tell the exact lesson you learned

She shares a real “I was embarrassed/I even lied” moment, then explains what changed and what it taught her. People comment more when the story feels risky and honest, because it gives them permission to share their own version. Two of her top-performing posts (relative engagement ~1.62–1.72) use this vulnerability-first structure. To copy it: name the embarrassing thing in one sentence, explain the fear behind it, then give a short list of the new rule you live by.

[Example 1 →](#)[Example 2 →](#)

3 Tell the story fast, then give 3 to 5 lessons

Many of her best posts read like: “here’s where I started” → “here’s the turning point” → “here’s what I do now,” followed by a numbered list. The story makes it relatable, and the list makes it easy to skim, save, and repost. Three of her top-performing posts (relative engagement ~1.56–1.71) combine a personal arc with a numbered framework. To copy it: keep the story to 5–8 short lines, then end with a numbered list that someone could screenshot.

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

4 Turn a milestone into a mini playbook people can copy

When she shares progress, she doesn’t stop at “big news”—she adds the behind-the-scenes steps (what changed, what systems she’s using, what she’s learning). That makes the post useful even for people who don’t care about the brand, which widens the audience. Across her broader BTS content, milestone + proof posts average ~1.395x relative engagement, while lower-stakes BTS updates average ~0.575x. To copy it: announce the milestone in one line, then add a checklist of what you did and what you’d do differently next time.

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

5

When you promote a tool, teach a whole system first

Even in ads, she starts with a real founder problem (messy contacts, finance chaos, payments) and then gives a full set of habits people can use without buying anything. That keeps trust high and makes the post shareable, so the tool feels like a helpful add-on, not the main point. This matches the wider pattern where her Folk system-style sponsored posts average ~1.407x, while tool/trend ads without strong “how I run things” teaching average ~0.487x. To copy it: write the “how to” list first, then mention the tool as one optional way to make it easier, with a clear link at the end.

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

End with an easy question, then say why to repost

Every post ends by inviting people to join in—usually a question—and most also ask for a repost. This works because it turns readers into participants, and the comment volume helps reach stay high over time (100 out of 100 posts include an engagement question; repost asks show up in 85 out of 100). It also fits her comment-heavy baseline (avg ~397 comments; median ~381). To copy it: ask a question anyone can answer from their own life, then add one sentence that tells them who they should repost it for (a friend, a founder, a student).

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

Make your profile say what you're building and when

Her profile tells one simple story fast: who she is (Founder/CEO), what she's building (a very specific brand), and when it's coming (launch window in the banner). That makes new visitors understand in seconds what they're following, and it matches the content style where most posts are build-in-public stories and lessons. She also adds trust signals in the About section (like moving 60,000+ units in a year) so the bold story doesn't feel like hype. To copy it: add “I'm building...” to your headline, put a timeline in your banner, and include one concrete proof point in your About.

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

Profile Breakdown

HEADLINE FORMULA

Founder & CEO of Club Peppermint | Building a Luxury 80s Inspired Start Up Fashion Brand ⚡🏆

[Authority role] + [Brand name] | Building [very specific, memorable offer] in [clear category] (optional: launch timing). It works because "Founder & CEO" signals decision-maker credibility, the brand name is searchable/rememberable, and "Building..." frames the profile as a live journey people can follow (not a static resume), which matches her build-in-public content.

BANNER STRATEGY



Minimal "billboard" banner: solid premium color + brand name + short descriptor + clear launch window (e.g., "Launching Early 2026"). It works because it confirms the niche and the timeline in 2 seconds, creates anticipation, and makes the account feel like a founder-led story in progress rather than a finished product catalog.

Content Strategy

| PILLAR | % | WHAT CRUSHES | EXAMPLES |
|--|-----|--|---|
| Tools, systems & sponsored workflows (run the business better) | 29% | <p>This pillar wins when the tool is NOT the point. Posts that teach an operations habit or system first, then mention the tool as the helper perform far better: her Folk organisation/CRM posts average ~1.407x relative engagement across 6 posts. The weakest results come from tool/trend commentary that doesn't feel tied to a real founder pain (6 posts average ~0.487x).</p> | Post 1 Post 2 Post 3 |
| Founder mindset, career moves & personal brand lessons | 27% | <p>The strongest version is "bold confession or strong opinion → simple numbered framework." Confessional, structured mindset posts average ~1.584x relative engagement across 5 posts, while more general motivation/habit posts average ~0.783x across 6 posts. In personal-brand content specifically, adding concrete outcomes matters: metric-led posts average ~1.385x versus higher-level debate posts at ~0.935x (2 posts each).</p> | Post 1 Post 2 Post 3 |
| Club Peppermint build-in-public (milestones, leadership, launch prep) | 26% | <p>BTS works when it includes a clear milestone plus proof you're moving (lists, checklists, "here's what changed," "here's what we did"). Her top milestone BTS posts average ~1.395x relative engagement across 6 posts, while lower-stakes BTS updates average ~0.575x across 6 posts. The winning posts don't just celebrate—they teach: team process, quality standards, launch prep, and the exact steps behind the milestone.</p> | Post 1 Post 2 Post 3 |

**Personal
backstory, identity
& resilience (origin
stories)**

18%

High-stakes story + hard specifics is the unlock. Her "adversity + numbers" story posts average ~1.627x relative engagement across 7 posts, while softer reflection/community stories average ~0.785x across 6 posts. The best ones include real-world details (age, job, starting cash, living situation, profit/results) and then widen into a bigger point people care about (fairness, resilience, belief).

Post 1

Post 2

Post 3

Conversion Strategy

Their Offer(s)

Club Peppermint — unisex luxury 80s-inspired athleisure/sportswear (pre-launch), primarily via waitlist sign-ups at clubpeppermint.com.

SEIS fundraising / investor interest (handled through LinkedIn DMs/messages)

Sponsored/affiliate founder tools (e.g., folk CRM, Xero, Notion, Taplio, Noota, Airwallex, Fireflies, Lovable, Bland, etc.)

How They Promote in Posts

CTAs are constant and conversation-first: 100% of posts include at least one CTA, typically placed at the end after the story/lesson. Every post asks an engagement question (100/100), and repost asks show up in 85/100 posts; that likely supports her strong comment volume (avg 397 comments; median 381) and keeps the audience warm between promotions. Promotions are frequent but not overwhelming: 36 of 100 posts are promotional (36%), roughly one promo every ~2.8 posts, and even promos usually start with a real problem + useful steps before the link or DM ask.

[Example 1 →](#)

[Example 2 →](#)

[Example 3 →](#)

How They Promote in Profile

The banner acts like a conversion billboard by stating the brand and launch window, and the headline reinforces the build-in-public promise ("Building..."). The About section stacks credibility (including a concrete unit-sales proof point) and ends with a direct DM CTA for partnerships. The main conversion gap is that the Featured section appears empty, so there's no single-click hub (waitlist, lookbook/manifesto, partnership form, investor overview) for people who are ready to act and don't want to DM.

[View Profile →](#)

Top 10 Posts

1



"Did you build your company with daddy's credit card?" 🤔👉

She shares a sexist assumption someone made about how she funded her company, and explains why it hit so hard. She gives raw personal context about her family situation and then lays out exactly how she bootstrapped (including specific starting money, jobs, and results). She widens the story into a bigger point about bias in funding, then closes with lessons and a clear prompt to comment and repost.

♡ 3721 💬 911 ↻ 36

2



I always used to be SO EMBARRASSED to tell people about this..... 😭

She admits she used to hide failures and even lie about them because she feared looking incompetent as a young founder. She then explains the mindset shift that helped her become open about mistakes. The post finishes with a numbered list of reframes and a question inviting others to share their own lesson.

♡ 2469 💬 648 ↻ 23

3



I wasn't always an "entrepreneur."

She lists the jobs she had before building a company and describes the motivation behind wanting more control over her time. She explains how she started building while still working and studying, and shares a few practical lessons about starting with what you have and not quitting too early. She ends with a simple question about readers' first jobs and asks for a repost.

♡ 2493 💬 589 ↻ 25

4



I used to think this was so EMBARRASSING... 😊😭

She explains she used to hide that she was struggling while building her startup, especially as a young founder learning everything through self-study. She shares how being honest and asking for help changed her results and relationships. She then gives clear reasons to ask for help and challenges readers to comment what they're struggling with.

♡ 2360 💬 573 ↻ 15

5



This is one of the BIGGEST mistakes people make... 🙄

She argues that waiting until you feel fully qualified is a major mistake, then backs it with her own story of starting without traditional credentials. She gives a clear checklist of actions people can take in today's job market, like building a personal brand and networking. She closes with a question asking readers to name their "unfair advantage."

♡ 2317 💬 595 ↻ 24

6



I took a bet on THIS... and you'll never guess what happened 🤖

She uses a curiosity-style opener to set up a "bet on myself" story, then reveals specific results from starting small and bootstrapping. She transitions into a time-sensitive update about opening a fundraising round and asks interested people to message her. She also includes a numbered set of lessons and a question about risks readers have taken.

♡ 2248 💬 638 ↻ 21

7



My business would have CRASHED and BURNED a long time ago if I didn't have this one skill... 😊

She claims one skill saved her business, then explains it's about being organized and why disorganization breaks startups. The post is labeled as an ad, but it still delivers a full list of practical organization habits and only then mentions the tool she uses. She ends by asking what systems others use.

♡ 2168 💬 694 ↻ 18

8



We all need to STOP doing this!!! 🤖

She calls out the habit of comparing yourself to others and admits she used to do it constantly while building her company. She describes the emotional swing that comparison creates, then shares a numbered list of ways she breaks the cycle. She ends with reassurance and a prompt to comment what helps others.

♡ 2146 💬 674 ↻ 32

9



Building a company felt IMPOSSIBLE until I did this ONE thing... 🤖

She says building a company felt impossible until she started building a personal brand, then explains how sharing her journey brought in mentors, meetings, and customers. She ties the idea to her own timeline and growth, and then gives a numbered list of practical tips for posting. She finishes with a question about doors that opened from sharing online.

♡ 2267 💬 541 ↻ 39

10



I seriously CAN'T get over this!!! 🤖

She celebrates a clear milestone—growing from solo to a team—and explains how her role changed as a leader. She shares specific operating habits she's using to keep the team aligned, like clear briefs and short weekly check-ins, alongside a sponsored tool mention. She ends by asking readers to share their most game-changing system.

♡ 2199 💬 631 ↻ 17