

Lara Acosta

Entrepreneur and investor building businesses online | Featured on Forbes, Kajabi + Semrush | Helped 3,000+ people grow their personal brand and scale their businesses.

314k followers • [View Profile](#)

4

POSTS / WEEK

1 PM, UTC

MAIN POSTING TIME

1430

AVG REACTIONS
770 comments

90%

CALL-TO-ACTION
FREQUENCY

#1 SUCCESS FACTOR

She makes people feel something first (big, relatable life stories with a clear “before vs now”), then earns trust with real proof and a simple lesson anyone can use. Almost every piece ends with one clear action (comment, tag, repost, or join a free training), and her profile gives a straight path from that attention into a free offer and paid programs.

FORMAT BREAKDOWN

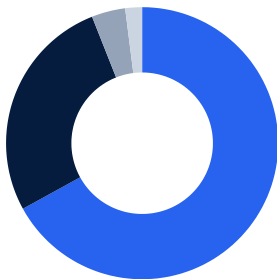


Image	67%	1650 avg reactions
Video	27%	1010 avg reactions
Carousel	4%	1100 avg reactions
Text Only	2%	1240 avg reactions

7 Tactics You Can Steal

01 [Tell a before-and-after story, and don't hide the messy part](#)

02 [Start with “POV” so readers picture themselves in the win](#)

03 Write one punchy “bumper sticker” line people can repeat

04 Ask for one comment word before you send the free resource

05 Teach the full steps first, then pitch at the very end

06 Avoid tiny “go here now” promos—add a story or steps

07 Use images (not video) for text-heavy ideas, and post at lunch

7 Tactics You Can Steal

1 Tell a before-and-after story, and don't hide the messy part

She often starts with where she is now, then quickly jumps back to the awkward or hard beginning, with one detail that makes her look human (not polished). This works because people trust you more when you admit the "ugly" part, and they can picture themselves making the same jump. Many of her very best posts follow this exact before/after shape, and family-style story posts average about 1.62x relative engagement in her sample. Write 6–10 short lines: "what happened," "what it used to look like," "what changed," then one simple lesson.

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

2 Start with "POV" so readers picture themselves in the win

She uses "POV" hooks to pull people into a scene fast, like they're living it too. This works because it turns your post from "my story" into "your possible future," so more people stop scrolling and react. Several of her highest-performing posts are built around this exact first-line pattern. Do it by writing "pov:" plus one clear moment, then keep the lines short and visual.

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

3 Write one punchy "bumper sticker" line people can repeat

Her strongest lesson posts usually include one short line that sums up the whole point, like a quote you'd screenshot. This works because readers love sharing simple lines that make them feel smart or seen, and it gives them an easy way to comment ("That line hit"). You see this style again and again across her top-performing content: story first, then a clean one-liner lesson. After you draft your post, delete extra words until the main lesson fits on one line.

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

4 Ask for one comment word before you send the free resource

Instead of only dropping a link, she often asks people to comment one word to get the free thing. This works for two reasons: it sparks lots of comments (which helps reach) and it shows her who is truly interested so she can follow up. She uses engagement-question CTAs heavily (46 posts in the sample), and the "comment a word" version is one of her go-to moves. Pick one simple word ("BREAKDOWN"), promise what they'll get, and send it by message.

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

5

Teach the full steps first, then pitch at the very end

Even when she's selling, she usually gives a full checklist or playbook first and puts the sign-up link in a PS/PPS. This works because readers feel helped before they're asked to click, so the CTA feels like the next step instead of an ad. In her sample, external-link CTA posts average about 0.98x relative engagement vs about 1.27x for posts without external links—so earning trust before the link matters. Write the steps like you're handing someone your notes, then add one clear "If you want help, here's the link" at the end.

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

Avoid tiny "go here now" promos—add a story or steps

Her weakest posts are short, urgency-only promos with almost no context. In the sample, these minimal-context promo posts average about 0.47x relative engagement, so they may get clicks but they don't build much momentum in the feed. The fix is simple: add one short story (what happened) and 3–5 steps (what to do) before the link. If you can't add context, save it for an email or comments instead of making it a standalone post.

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

Use images (not video) for text-heavy ideas, and post at lunch

When the idea is mostly words (a lesson, list, or story), she leans on image-led posts because they perform better in her data. Images average about 1.21x relative engagement while videos average about 0.74x, and median likes are higher for images (about 1,654.5) than video (about 1,010). She also concentrates posting around lunch time: 12–1 PM is 86% of posts, with 1 PM the most common hour. Turn your key message into a clean image, keep the caption skimmable, and publish around 1 PM UTC.

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

PART 2

Profile Breakdown

HEADLINE FORMULA

Entrepreneur and investor building businesses online | Featured on Forbes, Kajabi + Semrush | Helped 3,000+ people grow their personal brand and scale their businesses.

[High-status role/identity] + [clear domain you operate in] | Featured on [recognizable brands/outlets] | Helped [number] [specific audience] achieve [specific outcome]. Why it works: it says who she is, what she does, then lowers doubt with borrowed credibility (press/logos) and a big quantified result.

BANNER STRATEGY



Big photo of Lara + one main promise (personal branding) + one simple next step (subscribe to YouTube) + a row of trust logos and "number 1" style ranking claims. Why it works: visitors instantly see (1) credibility, and (2) exactly what to do next—no scrolling or guessing.

Content Strategy

PILLAR	%	WHAT CRUSHES	EXAMPLES
Personal stories, identity, and values (community-first)	36%	<p>The strongest posts in this lane are high-stakes personal stories with a clear “before vs now” moment and a human reason behind the win (especially family/parents): the parent/family milestone set averages about 1.62x relative engagement (4 posts). What tends to lag is short, abstract motivation without concrete scenes or specifics (5 posts average about 0.87x relative engagement).</p>	Post 1 Post 2 Post 3
LinkedIn growth and writing lessons (how to win on the platform)	27%	<p>“Platform-insider” and prediction-style posts perform best here, averaging about 1.25x relative engagement (3 posts). Pure swipe-file/resource-drop posts without much story or proof underperform (3 posts average about 0.65x relative engagement).</p>	Post 1 Post 2 Post 3
Business building, lead gen, and launches (proof + playbooks)	31%	<p>Launch/offer posts work best when they start with a belief shift or story and then give a real framework before the ask (3 posts average about 1.35x relative engagement). The biggest miss is ultra-short promo posts with little context (3 posts average about 0.47x relative engagement).</p>	Post 1 Post 2 Post 3
Partners, tools, and “I tried this” experiments	6%	<p>Partner posts do best when the brand is tucked inside a real story or repeatable system (3 posts average about 1.10x relative engagement). Seasonal/gimmick-first partner posts tend to underperform (2 posts average about 0.52x relative engagement).</p>	Post 1 Post 2 Post 3

Conversion Strategy

Their Offer(s)

Literally Academy paid education/coaching programs (personal brand, LinkedIn growth, lead gen, monetisation)

Free live trainings/challenges/masterclasses (lead capture)

Free 7-day course lead magnet (profile Featured)

Kleo (writing/content software)

YouTube and newsletter (owned audience)

Affiliate/partner tools (e.g., Apollo, Loom, Lovable, Synthesia, Unplugged)

How They Promote in Posts

CTAs are extremely frequent: about 90.36% of the provided posts (75 of 83) include some CTA, usually at the end in PS/PPS after the story or framework. CTAs slightly shift engagement: posts with CTAs average about 1,545 likes, 783 comments, and 29 reposts; posts without CTAs average about 1,443 likes, 980 comments, and 18 reposts (more comments, fewer reposts). External-link CTAs are common too (about 69.88% in another cut of the same dataset) and correlate with lower relative engagement (about 0.98x with link CTAs vs about 1.27x without), so she often protects reach by leading with value and using comment-keyword CTAs to deliver resources by DM.

[Example 1 →](#)

[Example 2 →](#)

[Example 3 →](#)

How They Promote in Profile

The profile is built like a simple funnel: the headline and About stack identity + press + big numbers to remove doubt fast, then offer a clear “menu” of next steps (YouTube, newsletter, membership). The banner repeats credibility (logos/claims) plus a single top-of-funnel action. The Featured section spotlights one main lead magnet (a free 7-day course) aligned to the same promise, turning profile visitors into email subscribers before pitching paid programs/software.

[View Profile →](#)

Top 10 Posts

1



pov: you become the first millionaire in your family

She shares becoming the first millionaire in her family and contrasts it with a recent low point of unemployment and mental health struggle. The emotional center is her father's sacrifice and her promise to keep going for him, ending with an encouragement to others on a similar path.

♡ 4374 💬 1391 ↻ 56

2



pov: you're building a 7-figure online business in dubai

She paints an aspirational snapshot of building a seven-figure online business in Dubai, then walks through an age-based timeline from unemployment to consistent posting to global opportunities. She credits daily commenting for a year as the concrete behavior that led to a key partnership and launches.

♡ 2978 💬 1203 ↻ 25

3



I failed to get into my dream university when I was 18.

She tells a long "full circle" story: rejection from her dream university at 18, then returning years later as a headlining guest speaker. She connects it to her father's earlier scholarship journey and frames the moment as shared family redemption.

♡ 2771 💬 1135 ↻ 34

4



I got invited to the LinkedIn HQ in London, and what I haven't stopped thinking about what I heard...

She describes visiting LinkedIn HQ and shares what she believes the platform is prioritizing next, especially around video and monetization. She also gives a practical non-video path to win by aligning profile, content, and comments to show expertise, then asks readers to comment a word to get a short masterclass.

♡ 2322 💬 1547 ↻ 44

5



pov: you woke up on january 1st and decided to change

She uses a New Year reset moment to talk about personal reinvention and habit change. She backs the message with her own transformation claims across health and business and closes by asking people to share their goals in the comments.

♡ 2773 💬 1052 ↻ 52

6

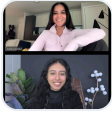


pov: you turned 28 and you're richer than ever.

She marks a birthday milestone and redefines "wealth" away from money and toward friendships and community. The tone is grateful and inclusive, and she ends by inviting readers to tag someone they celebrate.

♡ 2711 💬 1073 ↻ 22

7



I just made my most important Gen-Z hire of my career.

She shares a hiring story where she chose someone without relying on a CV or traditional interview, using LinkedIn reputation and visible work instead. She lists specific outcomes the hire delivered quickly and ends with a lesson for hiring managers.

♡ 2623 💬 1150 ↻ 28

8



My screentime is 10hrs+ every week.

She opens with a blunt confession about overworking and burnout habits, then shares an off-grid "reset" experiment with strict constraints (no phone, no laptop, no signal). She describes the mental benefits and ends with an easy question for readers about their own screen time.

♡ 2655 💬 1095 ↻ 15

9



Big confession: I'm a big fan of "small accounts".

She says she loves small creators and publishes a curated list of people she thinks deserve more attention, with short notes on each. She encourages hesitant posters and ends by asking readers to nominate other creators so she can follow them.

♡ 2715 💬 974 ↻ 34

10



2 weeks ago, I was flown out to the US by my first client.

She tells a full-circle client story: early insecurity on the first sales call, then later being flown out and speaking on stage for that same client. She includes a clear LinkedIn-based catalyst (a post leading to a DM) and ends with a gratitude-based tagging prompt.

♡ 2413 💬 1024 ↻ 15
