



Lasse Flagstad

The B2B AI Growth Guy

34k followers • [View Profile](#)

2

POSTS / WEEK

4 PM, UTC

MAIN POSTING TIME

40

AVG REACTIONS

55 comments

100%

CALL-TO-ACTION

FREQUENCY

#1 SUCCESS FACTOR

He turns every post into a simple trade: a big, specific business win plus the exact prompts/templates to copy it. That single choice ties everything together—his profile promises “free stuff,” his content explains the system in plain steps, and his CTA (comment + connect) turns public attention into private conversations where deals happen.

FORMAT BREAKDOWN



■ Image 100% 40 avg reactions

7 Tactics You Can Steal

- 01 [Ask people to comment one word before you send the freebie](#)
- 02 [Start with a big number people can picture, then explain it](#)
- 03 [Give your method a name, and show the steps like a recipe](#)

04 Describe AI like a worker you hired, not a tool you tried

05 Open with a bold opinion people will want to argue with

06 List the exact tools you used so people believe it's real

07 Turn your giveaways into a short daily series people follow

7 Tactics You Can Steal

1

Ask people to comment one word before you send the freebie

He ends posts with a one-word comment prompt (like "TEAM") and asks people to connect so he can send the resource in messages. This works because comments boost reach, and the connect step turns a random reader into someone you can follow up with later. In the 20-post sample, this exact "comment + connect" CTA showed up in every post (20 out of 20), and his biggest breakout reached 7.03x relative engagement with 485 comments. To copy it: give away one specific asset, pick a one-word keyword, and make the last lines a simple checklist (comment, connect, optional repost bonus).

[Example 1 →](#)

[Example 2 →](#)

2

Start with a big number people can picture, then explain it

Many of his top posts open with a clear number (money, calls, leads, minutes) and then repeat it inside the steps so it feels believable. This works because people can instantly judge if the post matters to them, and the repeated numbers make the story feel like a mini case study instead of hype. The very best post in the set hit 7.03x relative engagement, and several other top posts sit around ~2x relative engagement while keeping the hook math front-and-center. To copy it: put the biggest result in the first line, then show 3-5 steps that connect the result to something the reader can do today.

[Example 1 →](#)

[Example 2 →](#)

3

Give your method a name, and show the steps like a recipe

He doesn't just share tips—he packages them as named systems and then lists the steps in order. This works because a name makes it easy to remember and share, and a step list makes it feel doable (not "guru advice"). You see this step-by-step "system" style repeatedly in the highest-performing posts, including posts with 1.7-1.9x relative engagement and above. To copy it: name the workflow (two words is enough), list the steps with numbers, and show what the final output looks like.

[Example 1 →](#)

[Example 2 →](#)

4

Describe AI like a worker you hired, not a tool you tried

His strongest hooks make AI sound like a person or a whole team doing real work (a marketing team, a harsh offer critic, a research analyst). This works because “a worker” is easier to imagine than “a feature,” and it makes the value feel bigger than a prompt tip. Posts that frame Gemini as a full replacement for a department averaged about 2.92x relative engagement across five posts, far above the overall average of about 1.33x. To copy it: pick a job your audience wants done, say “this does the job,” then show the exact tasks it completes from start to finish.

[Example 1 →](#)[Example 2 →](#)**5**

Open with a bold opinion people will want to argue with

Some of his best posts start with a line that feels risky (“do the opposite of what you’re doing”) and then quickly explains the real problem behind it. This works because people can’t resist replying when they disagree, and those comments pull the post to more feeds. You can see this approach in multiple top posts around ~1.05x relative engagement that are designed to spark debate, not just teach. To copy it: lead with one strong sentence, then immediately back it up with a real situation and a step-by-step fix.

[Example 1 →](#)[Example 2 →](#)**6**

List the exact tools you used so people believe it's real

He regularly names the actual tools and parts (like automation software, spreadsheets, and data sources) instead of speaking in general terms. This works because specificity builds trust fast—readers can tell it’s something that was built, not just imagined. Several top posts combine tool lists with strong results and sit between ~1.05x and ~2.11x relative engagement. To copy it: include a short “stack” list (3–6 items), explain what each part does in one line, and show what comes out at the end.

[Example 1 →](#)[Example 2 →](#)**7**

Turn your giveaways into a short daily series people follow

He runs giveaways as a calendar-style series (daily drops) instead of random one-offs. This works because it trains people to come back tomorrow, and it makes each new post feel like part of a bigger set worth collecting. Multiple top posts are explicitly framed as days in a series and still hit strong relative engagement (around ~1.7–1.9x). To copy it: pick a theme for 7–24 days, keep the format consistent (hook → steps → keyword), and make each day a stand-alone win with a clear downloadable asset.

[Example 1 →](#)[Example 2 →](#)

Profile Breakdown

HEADLINE FORMULA

The B2B AI Growth Guy

Formula: [Market/ICP keyword] + [mechanism keyword] + [outcome keyword] + [memorable persona tag]. Example structure: "B2B" + "AI" + "Growth" + "The ... Guy." Why it works: it's instantly scannable, packed with search/buyer keywords, and the persona tag makes it easy for other people to remember and refer you ("talk to the X guy"). Credibility marker: the mechanism/outcome pairing implies practical results, not vague interest.

BANNER STRATEGY

Take all my stuff for free.
When you're done - **hire** me to help.

-Certified B2B meme-lord
-Decent at digital growth too



Formula: Big copy-first promise + "free resources" cue + clear paid next step + a personality flag. His banner essentially says: "Take all my stuff for free → when you're done, hire me to help," with bold, meme-like wording and small resource thumbnails to suggest a library of real assets. Why it works: it lowers trust barriers (free value first), makes the business intent obvious (hire-me path), and matches the tone of the posts so visitors feel like they landed in the right place.

Content Strategy

PILLAR	%	WHAT CRUSHES	EXAMPLES
AI prompt packs that create marketing assets (offers, research, lead magnets, emails)	50%	This is the highest-leverage theme: in the sample, prompt/asset posts averaged about 1.84x relative engagement (10 posts) versus about 0.63x for conversion-ops posts (4 posts). The biggest winners are "AI replaces a whole job" angles tied to a concrete deliverable (5 posts averaged about 2.92x relative engagement) because they feel like a shortcut to a real outcome, not a toy demo. What tends to lag even inside this pillar is more meta content (like posting recaps) or angles that feel less tied to a clear Gemini/prompt deliverable (2 posts averaged about 0.41x relative engagement).	Post 1 Post 2 Post 3
Lead capture automations (filtering, enrichment, prospecting, inbox systems)	20%	The strongest versions are operational automations with a speed/volume claim people can picture (for example, hundreds of leads handled in minutes). In this sample, the "specific and measurable automation" style averaged about 1.69x relative engagement (2 posts), while more abstract outreach/automation claims were weaker at about 0.93x (2 posts). These posts also benefit from showing the exact output (like Qualified/Unqualified/Nurture groups or enriched contact fields), which makes the value feel tangible.	Post 1 Post 2 Post 3
Sales conversion and nurturing systems (pre-call, email nurture, scoring, coaching)	20%	This pillar is lower-engagement overall in the sample (about 0.63x relative engagement across 4 posts), but it has a clear bright spot: "sales help you can use today" (like prompts that coach calls or handle objections before a call) outperforms heavier ops templates. In this sample, prompt-based sales enablement averaged about 0.91x (2 posts) vs about 0.35x for lead-scoring and booking-flow templates (2 posts). The posts that do best here connect the system directly to booked calls or revenue and then offer the exact templates.	Post 1 Post 2 Post 3

Ads and channel tests (Meta ads + general experiments)

10%

This is the weakest theme for this audience: two Meta ads posts averaged about 0.23x relative engagement and sit near the bottom of the sample. Even when the outcome is decent (calls booked), ads tactics seem to attract fewer comments and shares than “free prompt/automation” posts. If included, it works best as a supporting topic, not the main event.

Post 1

Post 2

Post 3

Conversion Strategy

Their Offer(s)

Done-with-you / done-for-you implementation and consulting to automate B2B growth (lead gen, sales systems, and AI-driven workflows), implied through the profile banner and the DM-first conversion flow.

Free prompt packs and automation templates delivered via DM (comment keyword + connect)

Featured lead magnet/tool-style asset ("GPT-5 Sales Assistant" prompts)

Podcast authority ("Breakthrough Moments," referenced in the profile)

How They Promote in Posts

In the 20-post sample, every post includes a CTA (20/20 = 100%), typically placed at the end. The pattern is direct and gift-like: "comment a keyword" + "connect" so he can send the asset in DM, often with a "repost for bonus" layer to encourage sharing. Because there are no non-CTA posts in this sample, there's no clean baseline to compare, but these CTA posts still average about 48 likes, 83 comments, and 8 reposts, and the best-performing post reached 485 comments and 7.03x relative engagement.

[Example 1 →](#)

[Example 2 →](#)

[Example 3 →](#)

How They Promote in Profile

The profile acts like a landing page for the giveaway engine: the banner explicitly bridges "take my free stuff" to "hire me," the headline is keyword-dense (B2B + AI + Growth) to match the content, and the About section stacks credibility and ends with a simple "message me" CTA. The Featured section points to a concrete, named asset ("GPT-5 Sales Assistant") via a LinkedIn update link, giving warmed visitors something specific to click or request.

[View Profile →](#)

Top 10 Posts

1



Gemini 3.0 just hacked my marketing

He claims an AI setup can run a full marketing department from a single transcript, then walks through a clear workflow for research, voice capture, content creation, and nurture emails. The post ends with a giveaway that trades a one-word comment and a connection for the full prompt pack.

♡ 228 💬 485 ↻ 29

2



I turned Gemini 3.0 Pro into Alex Hormozi. It booked me 4 calls last week

He frames AI as a blunt offer critic modeled after a well-known business personality, then explains how the prompt pack tears down and rebuilds an offer using buyer language and clear value logic. He backs it with booked-call and revenue claims, then gives away the prompts via a keyword comment.

♡ 72 💬 144 ↻ 11

3



This AI automation filtered 500 B2B leads in 3 minutes.

He shares a free automation that enriches and sorts leads into clear buckets like qualified, unqualified, or nurture. The post calls out the tool stack and ends with a comment keyword that unlocks the template and setup guide.

♡ 81 💬 131 ↻ 11

4



4 LLMs + this prompt = \$50,000 ICP research

He positions a research prompt as the equivalent of expensive market research and explains how it pulls live buyer complaints from places like forums and review sites. He packages it as a day in a holiday giveaway series and tells readers to comment a keyword to receive it.

♡ 61 💬 128 ↻ 11

5



I make \$25,000+ per month directly through my emails.

He claims strong monthly revenue from email and explains a repeatable way to turn bigger content into small, instantly useful "micro assets" that keep people opening messages. He then offers the exact prompt and setup as a giveaway through a keyword comment.

♡ 62 💬 111 ↻ 14

6



Gemini 3 Pro builds me 4,000 word lead magnets in 20 minutes.

He claims AI can create long-form lead magnets quickly and at high quality, then addresses the common fear of generic output by introducing a named multi-prompt flow. He shares several proof points and gives away the prompts as part of a holiday series.

♡ 59 💬 118 ↻ 5

7



Here's how I find the email of any B2B lead in just minutes

He explains why social engagement is hard to monetize without contact info, then shows a tool that pulls emails and company data at scale. The post is framed as part of a "tools in days" series and ends with a keyword comment CTA to get the setup.

♡ 45 💬 80 ↻ 8

8



I gave my sales team \$10,000+ in sales training with these prompts.

He opens with a provocative claim about replacing traditional sales leadership with prompts, then describes a system that reviews call transcripts and produces coaching feedback automatically. He offers the full setup (templates, automations, guide) via a keyword comment.

♡ 42 💬 57 ↻ 12

9



I booked 20 calls in 4 days with LinkedIn DMs.

He shares a before/after story about getting ignored in DMs, then lays out a value-first outreach system that sends helpful resources before asking for a call. He offers the prompts, templates, and automation behind it via a keyword comment.

♡ 46 💬 59 ↻ 6

10



This software turns any task into an automated prompt.

He introduces a tool that turns work tasks into structured prompts and explains a repeatable process to get better outputs than generic prompting. The post includes multiple proof-style examples and gives the tool away through a keyword comment.

♡ 41 💬 57 ↻ 13