



Manthan Patel

I teach AI Agents and Lead Gen | Lead Gen Man(than) | 100K+ students

159k followers • [View Profile](#)

11

POSTS / WEEK

5 AM, UTC

MAIN POSTING TIME

170

AVG REACTIONS

70 comments

88%

CALL-TO-ACTION

FREQUENCY

#1 SUCCESS FACTOR

He consistently turns complicated AI and growth topics into "ready-to-use" checklists, comparisons, and step-by-step builds that feel immediately doable for beginners and still useful for pros. Then he ends with one simple action (pick an option, comment a keyword, or try a tool), which creates lots of replies and moves high-intent people into DMs or onto his course/service links.

FORMAT BREAKDOWN

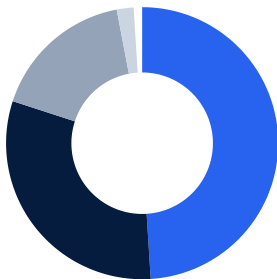


Image	49%	190 avg reactions
Video	31%	160 avg reactions
Carousel	17%	160 avg reactions
Text Only	2%	20 avg reactions

7 Tactics You Can Steal

01 [Write a "next year" list and end with "pick one"](#)

02 [Explain a hot new thing in one line, then give the big list](#)

03 Start with a strong opinion, then prove it with real numbers

04 Teach one simple build as a 3–5 step pipeline

05 Ask for one keyword comment before sending the free template

06 Use an image or video when you want the post to spread

07 Tell a short story with a twist, then ask “which side are you?”

7 Tactics You Can Steal

1 Write a “next year” list and end with “pick one”

He often ties a list to a near-future year, then gives a clear set of items people can choose from. It works because the year creates urgency (“this is what matters next”) and the list is easy to skim and save. This list/roadmap format is a proven winner here (about 2.79x relative engagement across 4 roadmap posts, with top examples above 4x). To copy it: pick a time frame, write 8–15 items, and end with one simple question like “Which one are you doing first?”

[Example 1 →](#)

[Example 2 →](#)

[Example 3 →](#)

2 Explain a hot new thing in one line, then give the big list

When something is trending, he starts with one plain-English definition, then immediately gives a big, organized list people can use (often with a few quick setup steps). This works because it fixes confusion fast and then rewards the reader with a “bookmark-worthy” resource. This topic style is a repeatable performer: his MCP posts average about 1.86x relative engagement across 5 posts, and the deepest integration-list version spikes to 4.5x. To copy it: write one sentence that explains the trend, then add a grouped list (“for sales... for design... for hiring...”) plus a tiny checklist to try it.

[Example 1 →](#)

[Example 2 →](#)

[Example 3 →](#)

3 Start with a strong opinion, then prove it with real numbers

He opens with a punchy statement that people can agree or disagree with, then backs it up with specific numbers and a fair “where it works / where it doesn’t” breakdown. This works because the first line stops the scroll, but the numbers make it feel real instead of clickbait. You can see it in several of his highest performers (multiple posts above ~2.5x to ~3.4x relative engagement) where the claim is supported with costs, percentages, or before/after results. To copy it: write one bold sentence, add 3–5 hard facts, then include a short “use this when...” list so readers can apply it to themselves.

[Example 1 →](#)

[Example 2 →](#)

[Example 3 →](#)

4

Teach one simple build as a 3–5 step pipeline

His best “I built this” posts read like a recipe: problem → steps → tools → what you get at the end. This works because readers can picture copying it, and the named tools make it feel concrete and trustworthy. These implementation-heavy posts consistently land among his top performers (for example, a full scrape→clean→store workflow reached about 2.82x relative engagement). To copy it: name the exact output, list 3–5 steps with verbs, and call out the key tool choices that solve the common failure point.

[Example 1 →](#)[Example 2 →](#)[Example 3 →](#)**5**

Ask for one keyword comment before sending the free template

He often gives the lesson in the post, then asks people to comment one keyword to get the full guide, workflow file, or breakdown. It works for two reasons: lots of comments can push the post wider, and he builds a list of people who clearly want the resource so he can message them directly. In one large sample, posts with CTAs averaged about 349.91 interactions vs 142.50 without CTAs (many of these CTAs are simple questions or keywords, not hard sells). To copy it: finish with “Comment ‘X’ and I’ll send it,” then actually deliver quickly in DMs and keep the resource tightly matched to the post topic.

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

Use an image or video when you want the post to spread

Most of his reach comes from posts that include something visual people can learn from fast (an image, a screen demo, or a video). This works because people understand it in seconds and are more likely to save or share it. Across his posts, images average about 1.37x relative engagement (42 posts) and videos about 1.36x (27 posts), while text-only is the clear outlier at about 0.12x (2 posts). To copy it: turn your main idea into one graphic, checklist, or short clip and keep the text focused on the takeaway, not a long essay.

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

Tell a short story with a twist, then ask “which side are you?”

He sometimes uses a quick real-life moment to set up a “two types of people” contrast, then asks readers to pick a side. This works because it’s easy to read, easy to relate to, and the comment is low-effort (“I’m the first type” / “I’m the second type”). This style produced his most viral non-technical post (about 4.01x relative engagement), showing he can mix in lighter content without breaking the brand. To copy it: write a 4–8 line story, add one twist line, then end with a simple identity-choice question.

[Example 1 →](#)[Example 2 →](#)

PART 2

Profile Breakdown

HEADLINE FORMULA

I teach AI Agents and Lead Gen | Lead Gen Man(than) | 100K+ students

[What I teach / main topic keywords] + [business outcome] | [memorable brand nickname/wordplay] | [one big proof number]. Why it works: it's searchable (AI agents, lead gen), instantly tells people what result to expect, and reduces doubt with a single scale proof (students).

BANNER STRATEGY



High-contrast brand banner: logo/brand name + simple "growth" visual cue (upward arrow) + one clear URL (leadgenman.com). Why it works: it behaves like a website header—one message, one destination—so people don't have to think about what to do next.

Content Strategy

PILLAR	%	WHAT CRUSHES	EXAMPLES
AI learning roadmaps, diagrams, and "what to learn next" posts	44%	Big, structured learning maps and lists win here. In this pillar, roadmap/course-list style posts average about 2.79x relative engagement across 4 posts, because they're easy to scan and easy to save. The weaker version is the short, basic explainer: lightweight "intro" posts and simple comparisons blend in and average about 0.57x relative engagement across 7 posts—especially when they don't add a fresh framework or a clear takeaway.	Post 1 Post 2 Post 3
Hands-on AI tools and automation builds (show the stack, show the steps)	26%	Tool posts do best when they show a clear outcome plus a simple step list ("here's what I built/tested and how"). Those posts average about 2.43x relative engagement across 7 posts. The tool posts that flop read like generic product positioning or announcements without a standout result, averaging about 0.56x relative engagement across 4 posts.	Post 1 Post 2 Post 3
Revenue and lead-gen systems (outbound workflows, marketing, RevOps)	17%	This pillar performs best when it's packaged as a repeatable workflow with a fast before → after story (time saved, fewer steps, better results). Those workflow-style posts average about 1.52x relative engagement across 5 posts. The weaker sub-topic is infrastructure debates and cold-email plumbing, which trends lower at about 0.48x relative engagement across 4 posts (it's narrower and harder for most people to apply quickly).	Post 1 Post 2 Post 3
Personal takes + sponsored security/compliance posts	13%	Quick, relatable personal moments can spike hard: the humor/identity-style post type hit about 4.01x relative engagement (even at low volume). On the other hand, sponsored security/compliance content is the biggest drag overall: 6 posts average about 0.15x relative engagement, and the text-only sponsored versions are the weakest format in the dataset (around 0.12x average relative engagement). If	Post 1 Post 2 Post 3

PILLAR

%

WHAT CRUSHES

EXAMPLES

sponsorships must run, the best version is
"alarming stat + short story," but it still
underperforms the core AI/automation content.

Conversion Strategy

Their Offer(s)

Owned offers focused on AI agents/automation and lead generation: courses (courses.leadgenman.com) plus services/workflows and outbound systems (leadgenman.com and leadgenman.com/leadgen).

Partner/affiliate tool promotions for AI automation and GTM tools (for example Bright Data, Lusha, Apollo, TurboTic, Vellum, etc.)

Sponsored content, especially AI security/governance partnerships

How They Promote in Posts

CTAs are usually value-first and placed at the end. In one 86-post sample, CTAs show up on about 88.37% of posts and those posts average about 349.91 interactions vs 142.50 without CTAs; many are simple engagement questions, so they boost conversation without feeling salesy. Another tagging pass counts CTAs on about 38.37% of posts, which suggests different definitions (for example, counting only link/keyword CTAs vs counting any end question). When he wants conversion, he most often uses keyword comments to deliver a guide/workflow in DMs or a direct "try it here" link after a short demo/case study.

[Example 1 →](#)

[Example 2 →](#)

[Example 3 →](#)

How They Promote in Profile

The banner acts like a constant "go here next" sign (brand + single URL). The headline stacks clear keywords (AI agents + lead gen) with one strong proof number to build instant trust. The About section works like a landing page with multiple links for different intents (courses, business workflows/services, outbound systems) plus a collaboration email, so posts can focus on teaching while the profile handles the actual conversion paths; the Featured item is more authority-building than direct lead capture.

[View Profile →](#)

Top 10 Posts

1



Most people will sacrifice AI take over in 2026.

A forward-looking skills roadmap that argues the next wave of AI will reward people who build, not people who watch. It lists ten specific skills across beginner to advanced levels and ends by asking readers to choose which one they'll learn first.

♡ 801 💬 193 ↻ 123

2



MCP is the hottest thing under the sun right now.

A plain-English explanation of MCP (Model Context Protocol) followed by a large, categorized list of real integrations and a short setup checklist. It frames MCP as a practical way to connect an AI assistant to many everyday tools.

♡ 919 💬 89 ↻ 108

3



Pari Tomar and I mapped out the entire AI Engineering roadmap to learn AI in 2026.

A structured curriculum-style roadmap that breaks "AI engineering" into layered skills from foundations through production. It emphasizes that skipping key layers creates problems later and invites readers to share which layer they're focusing on.

♡ 841 💬 219 ↻ 26

4



I was at a networking event last week and someone came up to me excited.

A short networking story that turns into a humorous contrast about what "I love coding" can mean in the AI era. It validates both perspectives and ends by asking readers which side they're on.

♡ 857 💬 122 ↻ 16

5



Everyone's building AI agents, but few understand the Agentic frameworks that power them.

A clear breakdown of two popular ways to build agent workflows, explaining what each approach is best suited for. It ends by asking readers what they would build and which option fits their use case.

♡ 838 💬 77 ↻ 76

6

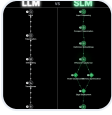


This guy is running AI street interviews as paid ads with 4.5x ROAS

A marketing case study hook anchored on a strong performance number, followed by an idea list of AI video ad formats brands can replicate. It also offers a free prompt pack as a next step.

♡ 325 💬 645 ↻ 13

7



LLMs are overkill for 80% of business tasks. Enter SLMs:

A cost-and-speed argument for using smaller language models for many everyday business tasks, supported with pricing and a before/after example. It includes a simple guide on when small models win versus when big models still make sense.

♡ 695 💬 76 ↻ 63

8

I built an agent that scrapes websites, cleans data, and stores it automatically.

A build breakdown of an automated data pipeline: scrape, clean, structure, and store for later use. It calls out the real-world blocker (getting blocked) and explains the stack choices that make it reliable.

♡ 362 💬 318 ↻ 20

9

Your SEO is working. Your AEO is broken.

A sharp reframe that separates traditional search traffic from being mentioned inside AI answers, backed by a few stats and a simple "how it works" flow. It ends with a keyword comment offer for a deeper breakdown.

♡ 247 💬 358 ↻ 19

10

If you want to build your first automation without code in 2026

A beginner-focused post that names a common stuck loop (tutorials and jargon) and promises a simpler path: describing what you want in plain English and letting the tool build it. It offers a keyword comment to get the full tutorial breakdown.

♡ 423 💬 182 ↻ 9
