Leila Hormozi

Founder and CEO of Acquisition.com

366k followers • **View Profile**

10
POSTS / WEEK

6 PM, UTC
MAIN POSTING TIME

1010
AVG REACTIONS
195 comments

15%
CALL-TO-ACTION
FREQUENCY

#1 SUCCESS FACTOR

She turns big operator beliefs into simple, shareable "rules" that are easy to agree with (or argue with), then uses ultra-low-friction prompts to pull comments and reposts at scale. Her profile stays brand-first and uncluttered, so every viral belief post quietly reinforces one destination (Acquisition.com), and she only asks for clicks or applications after she's banked overwhelming trust.
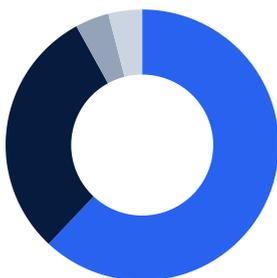
FORMAT BREAKDOWN

● Image	**62%**	1320 avg reactions	
● Video	**30%**	680 avg reactions	
● Text Only	**4%**	770 avg reactions	
● Carousel	**4%**	1500 avg reactions	

7 Tactics You Can Steal

01 Put the whole idea on an image, caption it with "agree?"

02 Tell a fast before-and-after story with real numbers people can check

7 Tactics You Can Steal

1 **Put the whole idea on an image, caption it with "agree?"**

She often puts the full message on a quote-card image, then uses a one-word caption like "agree?" so replying takes almost no effort. It works because people like to publicly signal what they believe, and the image is easy for others to repost without extra context. In this set, "agree?" posts are a repeatable winner (10 posts average ~1.94x relative engagement), and CTA posts overall outperform non-CTA posts (about 1,767 likes / 274 comments / 61 reposts vs about 1,149 / 195 / 34). To copy it: write one bold belief, design a clean quote card, and ask for a simple stance with one word.

Example 1 →   Example 2 →   Example 3 →

2 **Tell a fast before-and-after story with real numbers people can check**

Her biggest "story" wins use a tight time jump (then vs now) and pack in specific details like money, time, team size, and milestones. It works because numbers make the story feel real, and the contrast is easy to skim and remember. Carousels are the top format here (about 1.81x relative engagement on average), which fits this kind of bullet-style transformation story. To copy it: write 3–6 "then" bullets, 3–6 "now" bullets, keep every line specific, and end with one encouraging line people want to share.

Example 1 →   Example 2 →   Example 3 →

3 **Repeat the same simple words line-by-line, then hit one punchline**

She writes posts that sound like a chant: short lines that repeat the same words, building rhythm until one "flip" line changes how you see the topic. It works because repetition is easy to read fast, and it keeps people scrolling to see how it ends. Several of her highest-performing posts use this repeated-line structure and land above 2x relative engagement. To copy it: pick one phrase to repeat, write 4–8 short lines, then end with one clean takeaway people can quote.

Example 1 →   Example 2 →   Example 3 →

4 Use a forced choice question that makes people answer in their head

She uses questions that feel unavoidable, like a clear "A or B" choice, so readers instantly pick a side and feel pulled to comment. It works because the brain hates leaving a question unanswered, and a forced choice makes the idea easy to repeat. Question-style CTAs show up across her CTA set (13 engagement-question CTAs in the 97-post sample), and CTA posts outperform non-CTA posts on average. To copy it: ask a two-option question, keep it short, and make both options emotionally loaded (better vs older, comfort vs growth, etc.).

Example 1 →   Example 2 →   Example 3 →

5 Start with "everyone thinks X," then give one simple fix instead

She often opens with a myth (what most people believe), then replaces it with one clear reason and one clear action. It works because the "wait, that's not true?" feeling makes people read, and the simple fix gives them something to try right away. This practical, mechanism-first style shows up in multiple top performers (including posts that reframe willpower, leadership outcomes, and retention). To copy it: write the common belief, say what's actually happening, then give one step the reader can do today.

Example 1 →   Example 2 →   Example 3 →

6 Turn leadership clips into short written takeaways instead of posting videos

In this set, video is a consistent drag: videos average ~0.67x relative engagement, while images average ~1.45x. The same pattern shows up inside leadership: non-video leadership averages ~1.08x vs leadership videos at ~0.67x. To copy it: take the best moment from a video, rewrite it as 5–10 short lines on an image or carousel, and keep one key rule as the headline so it's skimmable.

Example 1 →   Example 2 →   Example 3 →

7 Sell almost never, then make the rare ask feel like access

She runs an extreme value-first feed: only 2 out of 97 posts here are overt promotions (~2.06%), so the audience doesn't feel "sold to." When she does ask, it's framed as something useful (access to internal memos) or a clear opportunity (a job role), and the CTA is direct. This works because trust is high before the ask, and the offer feels like help—not a pitch. To copy it: keep promos rare, make the offer specific, and put the link only after you've explained why it matters.

Example 1 →   Example 2 →   Example 3 →

Profile Breakdown

HEADLINE FORMULA

> Founder and CEO of Acquisition.com

[Top authority title] + [flagship brand]. It works because it's instantly readable on mobile, signals decision-maker credibility ("Founder & CEO"), and anchors every profile visit to one recognizable brand name (Acquisition.com) instead of a long promise.

BANNER STRATEGY

Minimal, high-contrast wordmark banner (logo mark + "ACQUISITION.COM" on a light neutral background). It works because it's a single, repeatable memory hook: clean brand recall, trust through consistency, and zero distractions.

Content Strategy

PILLAR	%	WHAT CRUSHES	EXAMPLES
Short prompts, quote-cards, and one-line "rules"	**33%**	The best short posts are value-loaded and invite a quick stance. The "agree?" micro-posts are the standout: 10 of them average ~1.94x relative engagement, and CTA posts (mostly these prompts) outperform non-CTA posts on average (about 1,767 likes / 274 comments / 61 reposts vs about 1,149 likes / 195 comments / 34 reposts in the 97-post set). Short posts that are low-context (holiday/inside-joke style) are notably weaker inside the same bucket (about 1.07x on average).	Post 1 Post 2 Post 3
Discipline, resilience, and personal growth (hard-edged, practical mindset)	**26%**	This pillar wins when it's concrete and a little "tough": discipline, boredom, sacrifice, and behavior change through environment design. In this set, the most concrete mindset posts hit ≥2.0x relative engagement (avg ~2.29x across that subset), while broader/vaguer mindset takes lag (avg ~0.61x across the lower-performing subset).	Post 1 Post 2 Post 3
Leadership, management, hiring, and feedback (operator-specific)	**21%**	Leadership content performs best when it's written and specific to real management moments (hiring standards, feedback, accountability). Format matters: leadership in non-video form averages ~1.08x, while leadership videos average ~0.67x—suggesting the same ideas land better as text/image takeaways than as clips.	Post 1 Post 2 Post 3
Relationships, workplace navigation, and founder/operator stories	**21%**	This mixed pillar works when it's opinionated and specific. Relationship posts do best as longer, direct essays (avg ~1.76x in that subset), while lighter/satirical relationship takes are weaker (avg ~0.90x). Career/job-search content is the weakest overall pillar (avg ~0.75x), but it does better as image-based takes (~1.01x) than as video (~0.62x). Founder/building updates perform when they include concrete numbers	Post 1 Post 2 Post 3

and behind-the-scenes specifics (avg ~2.93x in that subset).

Conversion Strategy

Their Offer(s)

Acquisition.com's founder growth support (helping founders scale from roughly $3M to $30M+ with infrastructure, playbooks, and leadership capacity).

"Leila's Letters" memo/newsletter lead magnet

Recruiting/hiring for Acquisition.com roles

How They Promote in Posts

CTAs show up in about 15% of posts in the 97-post sample, and they skew heavily toward engagement prompts (especially "agree?"). That matters because CTA posts average higher engagement than non-CTA posts (about 1,767.5 likes / 273.9 comments / 61.1 reposts vs about 1,148.6 likes / 195.3 comments / 34.0 reposts), which helps distribution before any sales ask. When she wants an off-platform action, she's direct and link-forward after a long value/context build (memo/newsletter), and for recruiting she pushes the link to the comments after qualifying the role.

Example 1 →   Example 2 →   Example 3 →

How They Promote in Profile

The profile is built for instant trust and brand recall rather than a hard sell: a one-line authority headline ("Founder & CEO") plus a minimalist Acquisition.com banner keeps attention on a single flagship brand. The About section leads with scale and credibility and clearly states the target audience (founders scaling from ~$3M to $30M+), but it does not rely on an always-on "book/apply" CTA; instead, conversion happens through occasional campaign posts (newsletter/memo drops or hiring) after the audience is warmed by high-volume, high-utility content. The Featured section is used as a "best first impression" post to quickly show voice and usefulness.

View Profile →

Top 10 Posts

1   **Just 8 years ago:**

She contrasts a very recent "before" reality (low savings, cheap food, extended-stay living) with a "recently" snapshot of big company outcomes. The post uses concrete numbers and milestones to make the transformation feel real, then ends with encouragement about doing the work and protecting big dreams.

♡ 4226   ▢ 390   ⇄ 52

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2   **agree?**

The caption is just a one-word prompt, while the image carries a values statement comparing status signals (money/followers) to character traits (kindness/courage). It invites readers to take a public stance in the comments.

♡ 2997   ▢ 363   ⇄ 122

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3   **agree?**

The post uses an ultra-short caption and a quote-style image that argues you attract what you want fastest by "deserving it" through extreme effort. Readers are nudged to agree or push back in the comments.

♡ 2766   ▢ 339   ⇄ 101

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4   **Discipline is boring.**

She repeats a series of blunt lines about how the daily grind feels boring, then flips the meaning by calling boredom the birthplace of success. The image supports the message with an aspirational work setting.

♡ 2386   ▢ 583   ⇄ 70

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5   **Make friends with people who get mad at you when they see you're not living up to your potential.**

A single-sentence piece of advice argues that real friends hold you to a higher standard and push you when you're falling short. The message frames accountability as a form of care.

♡ 2629   ▢ 250   ⇄ 35

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6   **No text**

The meaningful content appears to be a quote-card about time passing no matter what, ending with a forced choice about whether you'll be better or simply older in a few years. It closes with a simple agency line about deciding today.

♡ 2497   ▢ 228   ⇄ 166

7

agree?

An ultra-short caption invites a stance on a leadership principle presented on a quote-card: leaders who serve their teams outperform leaders who feel served by their teams. It's designed to spark agreement and debate.

♡ 2334   ▢ 329   ⇄ 107

8

People with self-discipline don't have more willpower.

She challenges the idea that disciplined people simply have more willpower, then replaces it with a practical idea: design your environment so success is easier than failure. The close ties the idea to future goals and helping even one reader.

♡ 2401   ▢ 305   ⇄ 49

9

Discipline is boring.

The caption repeats the same "boring" cadence and pairs it with an image that reframes "luck" as sticking with hard seasons when quitting would make sense. Together, they reinforce endurance and consistency.

♡ 2286   ▢ 300   ⇄ 146

10

I don't care how rich you are.

She lists status markers she claims don't matter to her, then lands on one moral test: how you treat people who can do nothing for you. The post reads like a personal standard meant to be adopted and repeated.

♡ 2269   ▢ 374   ⇄ 63