



# Liam Ottley

Founder of Morningside AI, AAA Accelerator & Agentive | AI Educator & Creator of the AI Automation Agency Model

39k followers • [View Profile](#)

0

POSTS / WEEK

6 PM, UTC

MAIN POSTING TIME

290

AVG REACTIONS  
35 comments

90%

CALL-TO-ACTION  
FREQUENCY

## #1 SUCCESS FACTOR

He turns “I build this in the real world” into trust by sharing big, high-stakes moments, then backing them with clear receipts (numbers, outcomes, and specific proof). That authority makes even direct asks feel earned, because people have already seen the work, the community momentum, and the results behind the offer.

## FORMAT BREAKDOWN

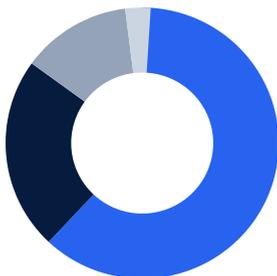


Image	62%	340 avg reactions
Text Only	23%	120 avg reactions
Video	13%	300 avg reactions
Carousel	3%	890 avg reactions

## 7 Tactics You Can Steal

01 [Start with a first line that sounds like a movie scene](#)

02 [Prove your story with numbers people can repeat in comments](#)

03 Tell a human story, then give a simple map people can steal

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04 Ask for one easy action before giving away the free resource

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05 Use a visual even for boring updates, because it lifts results

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06 Sell by showing proof first, then invite people to one next step

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07 Keep most posts clean: let your profile do the heavy selling

# 7 Tactics You Can Steal

## 1 Start with a first line that sounds like a movie scene

He often opens with a rare moment or bold claim that's instantly clear in one sentence (a famous person, "this is dead," or "everything changed in 2026"). It works because people decide in the first second whether to stop, and these openings create curiosity fast. The posts using this style show up repeatedly among his strongest performers, including the single best post at 7.4x relative engagement. To copy it: write 10 possible first lines, pick the one that would make a stranger ask "wait, what happened?", then earn the click with a real story and proof.

[Example 1 →](#)

[Example 2 →](#)

[Example 3 →](#)

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## 2 Prove your story with numbers people can repeat in comments

He doesn't just say "we're growing" or "this worked"—he drops countable receipts (members, founders in a room, team size, revenue, companies reached out). It works because numbers feel like evidence, and they give readers something easy to quote when they react or repost. His top posts consistently include these receipts, like events with 200+ founders and growth claims anchored in concrete metrics. To copy it: pick 3 numbers you can defend (before/after, count, or time), and place them in the middle of the story where skepticism usually shows up.

[Example 1 →](#)

[Example 2 →](#)

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## 3 Tell a human story, then give a simple map people can steal

Many of his best posts mix emotion (doubts, full-circle moments, loneliness) with a clean structure like "five lessons," "three pillars," or "two paths." It works because the story keeps people reading, and the simple map makes the post easy to save and share. Several of his top posts use this, including ones around 2x–4x relative engagement that package the takeaway into clear steps. To copy it: write the story in 6–8 short lines, then add one structured section with either 2 choices, 3 steps, or 5 bullets.

[Example 1 →](#)

[Example 2 →](#)

[Example 3 →](#)

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4

## Ask for one easy action before giving away the free resource

He uses clear participation triggers like “comment a word and I’ll send it,” “drop your answer below,” or a referral reward for introductions. It works because it gives people a tiny next step, which increases comments and reach, and it also creates a list of interested people for follow-up. This includes the biggest comment driver in the dataset: the resource post that hit 401 comments (the overall max). To copy it: offer one specific thing (doc/template/invite), ask for one simple comment, and deliver it quickly in replies or DMs.

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

5

## Use a visual even for boring updates, because it lifts results

He leans heavily on visuals, and the performance gap is large: image-led posts average about 1.76x relative engagement versus about 0.53x for text-only posts. Even the single carousel/document post in the sample performed at 2.99x relative engagement, suggesting strong upside for more swipeable breakdowns. To copy it: attach a photo, screenshot, or simple slide that matches the first line, and make the first visual readable without clicking. If you must do text-only, keep it shorter and more story-driven.

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

6

## Sell by showing proof first, then invite people to one next step

His strongest selling posts don’t start with “buy this”—they start with proof (real numbers, named outcomes, or credible context) and then offer one clear next step (book a call, register for a free session, apply). It works because people feel like they’re choosing the next step after being convinced, not being pushed. In this sample, promotional posts are frequent (about 82.05% of posts), so the proof section is what keeps trust high. To copy it: lead with a specific result, explain what caused it, then give one link and one sentence that screens for fit.

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

7

## Keep most posts clean: let your profile do the heavy selling

He posts with an ask very often (about 89.74% include an ask), but in this sample the posts without asks perform better on average (about 2.36 relative engagement without vs about 1.32 with). The practical move is to earn attention with story and value more often, then let the profile’s Featured link catch the people who go looking for “how do I work with you?”. To copy it: pick your best story or lesson posts and end them with a simple line or question, not a link; keep your Featured section as the obvious place to click when someone is ready.

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

PART 2

# Profile Breakdown

## HEADLINE FORMULA

**Founder of Morningside AI, AAA Accelerator & Agentive | AI Educator & Creator of the AI Automation Agency Model**

Founder/Operator at [primary company] + [other flagship offers] | [simple category label people recognize] | Creator of [named model/framework]. It works because it stacks ownership (not employee), shows multiple real assets (signals scale), and ends with a memorable named method that makes the creator easy to place and trust.

## BANNER STRATEGY



Aspirational lifestyle/community photo (sunrise/sunset, people together) with minimal product text. It works because it sells the feeling (freedom + belonging + building from anywhere) so the headline and Featured section can do the "what to buy next" work without the profile feeling overly salesy.

# Content Strategy

PILLAR	%	WHAT CRUSHES	EXAMPLES
<b>Founder milestones, community moments, and behind-the-scenes lessons</b>	20%	<p>Big, high-status moments plus reflection are the breakout performers: this category averages about 2.91x relative engagement overall (7 posts), and the biggest "milestone + reflection" stories average about 5.83x (2 posts). The posts work best when they include scale proof (people counts, team size growth, or travel/event details) and a clear lesson or belief to rally around. Lower-stakes internal updates without a clear "why this matters" moment are materially weaker (about 1.29x average relative engagement across 3 posts).</p>	<a href="#">Post 1</a> <a href="#">Post 2</a> <a href="#">Post 3</a>
<b>Practical AI learning assets (systems, playbooks, and clear frameworks)</b>	20%	<p>Packaged, complete learning assets outperform "news/commentary" style AI updates. In this dataset, actionable packaged assets average about 2.17x relative engagement (2 posts), while link-out technical commentary and "cool demo/news" posts average about 0.51x (4 posts). The strongest education posts also use very specific promises (cost, time, or outcome numbers) and a simple structure that's easy to skim and save.</p>	<a href="#">Post 1</a> <a href="#">Post 2</a> <a href="#">Post 3</a>
<b>Offer positioning, pivots, and proof-led case studies (services and content)</b>	35%	<p>"Chapter change" positioning posts beat plain promotions by a wide margin: the strongest repositioning/launch-style announcements average about 3.08x relative engagement (3 posts), while straightforward "apply/join/subscribe" promos average about 0.54x (5 posts). These posts win when they start with a clear buyer pain, prove demand with a concrete number, and package the offer into a simple model (like a few clear steps).</p>	<a href="#">Post 1</a> <a href="#">Post 2</a> <a href="#">Post 3</a>
<b>Hiring and ecosystem building (roles, partners, success stories)</b>	25%	<p>Hiring is common (about 28.21% of posts) but performance depends on how it's framed. Generic short job posts underperform heavily (about 0.27x average relative engagement across 4 posts), while highly specific recruiting</p>	<a href="#">Post 1</a> <a href="#">Post 2</a> <a href="#">Post 3</a>

PILLAR

%

WHAT CRUSHES

EXAMPLES

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posts with a clear incentive (like a referral bonus) average about 1.37x (3 posts). This pillar works best when roles are listed immediately, remote is included, and there's one clear next step to apply or refer.

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# Conversion Strategy

## Their Offer(s)

Morningside AI / Morningside Group as an AI transformation partner (education + use-case identification + development/implementation)

AAA Accelerator (AI Automation Agency education/community)

Agentive (AI agents platform)

YouTube content (free guides as top-of-funnel)

Over The Shoulder newsletter

Partner Program (distribution/white-label)

## How They Promote in Posts

Asks are frequent: about 89.74% of posts include an ask (usually a link) and placement is typically at the end after context. In this sample, posts with asks underperform posts without asks on average (about 1.32 vs 2.36 relative engagement; about 441.57 vs 789.75 average total interactions), which suggests he gets the best reach when he leads with story/proof and uses fewer "link-first" pitches. The most effective asks are still aligned with clear value: comment-to-get resource for high comments, and proof + limited capacity for high-intent calls/events.

[Example 1 →](#)

[Example 2 →](#)

[Example 3 →](#)

## How They Promote in Profile

The headline makes the monetization paths obvious by stacking three assets (services + accelerator + software) and a named model. The About section is mainly trust-building through a chronological founder story and credibility stacking, but it does not include a direct call-to-action in the provided text. The Featured section carries the conversion load with a clear "AI transformation journey" click to morningside.ai, letting posts focus on proof and story while the profile captures the ready-to-buy traffic.

[View Profile →](#)

# Top 10 Posts

1



## I was invited to Richard Branson's island to pitch Morningside AI.

He shares a personal milestone: being invited to pitch his company on Richard Branson's island after winning a selective award. The post walks through a "full-circle" arc from early ambition to present-day opportunity, then backs it with concrete business growth and delivery proof.

♡ 2215    💬 235    ↻ 21

2



## The time has come.

He announces a major shift: bringing a previously private ecosystem more openly onto LinkedIn. The post positions the move as unlocking behind-the-scenes learnings and results, supported by large audience and community numbers.

♡ 1277    💬 162    ↻ 21

3



## Last week in Sydney, I had the chance to host an event bringing together over 200 AI founders from across the world.

He recounts hosting a large founder event and uses it to reflect on earlier doubts and how the community has grown. The post highlights specific details about who showed up and what happened in the room, then ties it to a broader belief about market demand.

♡ 1303    💬 109    ↻ 9

4



## A New Chapter Begins: Introducing Morningside AI v2

He explains a strategic repositioning of his company based on what clients are now asking for. The post uses demand proof, then packages the new offer into a clear three-part framework and invites interested people to reach out.

♡ 893    💬 102    ↻ 5

5



## Last week, we hosted 70+ AI founders in Scottsdale.

He shares what an in-person founder gathering taught him about why some people scale and others stall. The post blends personal context and community building with a structured list of lessons tied to a concrete business outcome.

♡ 827    💬 67    ↻ 17

6



## My research-backed system for making my AI systems 50x cheaper...

He teaches a prompt-and-cost optimization approach and explains a common mistake that makes AI work expensive and slow. He then offers a clearly packaged resource and asks readers to comment a keyword to receive it.

♡ 447    💬 401    ↻ 8

7



### Just opened up 3 new positions at Morningside:

He posts a short hiring update listing multiple roles, optimized for fast scanning. The post includes a direct application link and a referral reward to encourage sharing and tagging.

♡ 640    💬 99    ↻ 13

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8



### I've just released the most important video I've ever made: My Story.

He promotes a personal origin story video and frames it as the foundational piece to watch first. He signals depth and authenticity by mentioning years of recorded diaries and the emotional highs and lows behind the journey.

♡ 629    💬 71    ↻ 9

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9



### Traditional consulting is dead.

He argues that slide-deck consulting fails and shows an alternative deliverable designed for implementation. The post includes a walkthrough-style demonstration and an invitation for feedback or serious inquiries.

♡ 534    💬 81    ↻ 14

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10



### The playbook for starting an AI business has completely changed in 2026.

He claims the market has shifted and shares a simple "two paths" framework for getting started based on what he says his team sees across large communities. He stacks specific promises and timeframes and then links to a deeper free guide.

♡ 503    💬 89    ↻ 2

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