



Luke Shalom

Founder at Atticus | Predictable LinkedIn pipeline using a founder-led sales system | 100+ clients scaled | Be the next 📌 atticusagency.com

76k followers • [View Profile](#)

6

POSTS / WEEK

2 PM, UTC

MAIN POSTING TIME

120

AVG REACTIONS
70 comments

86%

CALL-TO-ACTION
FREQUENCY

#1 SUCCESS FACTOR

He sells a simple promise (“predictable LinkedIn pipeline”) by repeatedly teaching the exact system that creates it—step-by-step plans, breakdowns of what works, and proof with real numbers—so readers feel they can copy it. Then he converts that earned trust with low-friction next steps (comment/DM a keyword for a specific resource or audit) that naturally moves the most interested people into a conversation.

FORMAT BREAKDOWN

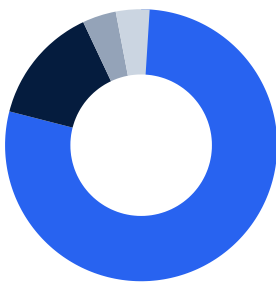


Image	79%	130 avg reactions
Text Only	14%	110 avg reactions
Video	4%	110 avg reactions
Carousel	4%	110 avg reactions

7 Tactics You Can Steal

01 [Turn someone else’s success into a simple system people can copy](#)

02 [Write a deadline plan and tell people what to do each week](#)

03 Start with a bold opinion, then back it up with your own numbers

04 Mix your story, a client story, and the exact steps in one post

05 Give a free guide and ask people to comment one word

06 Use likes and profile views to pick who you message first

07 Make posts easy to skim with numbers, short lines, and one clear layout

7 Tactics You Can Steal

1 Turn someone else's success into a simple system people can copy

He picks a real person/company with big results, then explains their success like a recipe: the backstory, the steps, and the repeatable pattern. This works because readers get the excitement of a story, plus clear actions they can steal without guessing. It shows up in multiple of his highest-performing posts, and his teardown pillar is also his best-performing pillar overall (about 1.19x average relative engagement). To copy it: pick one strong example, study a lot of their content, then publish a short breakdown with a named framework and a few "do this / not that" rules.

[Example 1 →](#)

[Example 2 →](#)

[Example 3 →](#)

2 Write a deadline plan and tell people what to do each week

He turns a big goal into a short calendar plan (like 8 weeks or 90 days) with clear weekly actions, so it feels doable instead of overwhelming. It works because people can scan it, self-check what they're missing, and save it as a checklist. His strongest educational posts are the structured playbooks (the high-performing subset averages about 1.36x vs about 0.71x for broad "fundamentals"). To copy it: pick one outcome, choose a time window, then list week-by-week tasks with simple daily minimums (like "leave 10 helpful comments/day").

[Example 1 →](#)

[Example 2 →](#)

[Example 3 →](#)

3 Start with a bold opinion, then back it up with your own numbers

He opens with a surprising claim (often tied to "what will work in 2026"), then immediately proves he earned the opinion with a real story and specific details. This works because people can't resist reacting when they agree or disagree—and the numbers stop it from feeling like a random hot take. His best personal-story posts with a sharp lesson are his biggest spikes (about 1.41x average in that top subset). To copy it: make one clear statement, share what happened to you, include at least one hard detail (money, team size, time), then offer a simple alternative path.

[Example 1 →](#)

[Example 2 →](#)

[Example 3 →](#)

4

Mix your story, a client story, and the exact steps in one post

He doesn't rely on just one kind of proof—he mixes personal results, client outcomes, and the exact tools/steps that created them. This works because it answers the three questions every reader has: "Does it work? Did you do it? Can I do it too?" You see this proof-stacking pattern across several of his highest-performing posts, including ones that include revenue, follower growth, and system changes in the same story. To copy it: write in three blocks—your result, a client result, then the checklist/tools behind it.

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

Give a free guide and ask people to comment one word

He offers a real, specific free resource (usually a PDF/playbook) and asks people to comment a keyword to get it. This works because the comments push the post to more people, and it also gives him a list of people who already raised their hand. Even though posts with CTAs are slightly lower on average engagement in this sample (about 198.6 vs 210.0 total engagements), this comment-gated style reliably drives high comment volume and leads. To copy it: make the free thing very clear (pages, what's inside), then use a single keyword and deliver it in DMs.

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

Use likes and profile views to pick who you message first

Instead of cold messaging random people, he uses warm signals (who liked, commented, viewed, or engaged) to decide who to reach out to, and he includes simple scripts/tools to do it fast. This works because the person already knows who you are, so replies feel more natural and less spammy. The "content-led outbound" move shows up repeatedly in his system posts and is part of what makes his content feel tied to real pipeline, not just reach. To copy it: post helpful content, track who engages, then send a short message that references the shared topic and offers one next step.

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

Make posts easy to skim with numbers, short lines, and one clear layout

Most of his best posts are built to be skimmed: short lines, clear sections, numbered steps, and simple contrasts like "old way vs new way." This works because people can understand the whole point in seconds, then choose to read deeper—so more people stick around and engage. It also fits his format data: image posts are his safest default (about 1.10x average relative engagement vs about 0.94x for text-only in the sample). To copy it: write your headline line, then use 3–7 short sections with bold labels and a simple list people can screenshot.

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

Profile Breakdown

HEADLINE FORMULA

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[Role/authority] at [Company] | [Clear outcome] using [named mechanism/system] | [proof marker] | [single next step] → [link]. Why it works: it reads like a tiny sales page—who he is (operator), what you get (predictable pipeline), how it happens (founder-led system), why to believe it (100+ clients), and what to do next (one obvious URL).

BANNER STRATEGY



Imagine having a **Predictable LinkedIn Pipeline** so your calendar doesn't depend on referrals or "good months."

Bring 5-10 warm sales calls with your ideal prospects per month through an **owned, founder-led LinkedIn system** built around you and your team.

Direct-response "billboard" banner: one big promise ("Predictable LinkedIn Pipeline") + a pain-point contrast (no more referrals/good months) + a specific outcome metric (5-10 warm sales calls/month). Why it works: it sets expectations in 2 seconds, pre-qualifies serious buyers with a clear number, and matches the same promise repeated in the headline/About/Featured so the profile feels like one coherent funnel.

Content Strategy

PILLAR	%	WHAT CRUSHES	EXAMPLES
Founder/company teardowns that turn success into a copyable system	12%	This is the highest-performing pillar overall (about 1.19x relative engagement in the dataset). The best teardowns are not “teasers”—they include context (who/what/why it matters) and then a clear, named structure readers can copy (framework + content buckets + funnel stages). In this pillar, deeper step-by-step breakdowns outperform shallow ‘teardown’ hooks that don’t deliver (one under-delivering teardown sits around 0.92x).	Post 1 Post 2 Post 3
Personal founder stories with a sharp lesson (often contrarian)	30%	This is a big volume driver (about 29.8% of posts), and the best subset is also the biggest spike driver: vulnerable stories tied to a clear lesson average about 1.41x (5 posts). What tends to flop is pure ranting without a tight takeaway or a next-step idea (about 0.92x across 3 posts). The strongest stories mix emotion + specifics (money, team size, health, workload) so the lesson feels earned.	Post 1 Post 2 Post 3
Practical LinkedIn growth systems (content + AI + outbound)	43%	This is the core teaching engine (about 38.6% of posts) and it performs best when it’s a tight, numbered playbook instead of broad “fundamentals.” High-performing educational posts (relative engagement at or above 1.20) average about 1.36x (7 posts), while the weakest broad/less-specific educational posts (0.75 or below) average about 0.71x (4 posts). This pillar also benefits from his default packaging: image posts are a safer bet here (images average about 1.10x vs text-only about 0.94 in the sample).	Post 1 Post 2 Post 3
Offers + proof (lead magnets, audits, client results, partnerships)	15%	Promotional content performs best when it’s a specific asset (PDF/playbook/training): these average about 1.37x (4 posts). Traditional long, direct sales-pitch case studies are much weaker (about 0.72x across 3 posts). Even when selling, the best posts still teach the system or show the	Post 1 Post 2 Post 3

PILLAR

%

WHAT CRUSHES

EXAMPLES

steps so the ask feels like the natural next move,
not a hard switch to "buy now."

Conversion Strategy

Their Offer(s)

Atticus implementation of a founder-led LinkedIn demand engine ("Predictable LinkedIn Pipeline" / "Atticus AI Sales System"), typically positioned as a done-with-you / accelerated implementation to produce predictable warm sales calls.

Free playbooks/PDFs delivered via comment/DM keywords (e.g., 2026 strategy playbook, client acquisition playbook, AI templates)

Audits/demos/strategy calls triggered by DM keywords (e.g., "SYSTEM")

Newsletter subscription (Scale)

Partner/affiliate tool recommendation (Prospeo)

YouTube training/replay links

How They Promote in Posts

CTAs are used very often (49 of 57 posts have a CTA, about 85.96%; another count in the data puts it at 78.9%, so the exact rate depends on which subset you look at). The default CTA is a DM keyword or comment keyword tied to a specific asset (audit, demo, PDF), usually placed at the end after the teaching. In this sample, posts with any CTA average slightly lower total engagements than posts without one (about 198.6 vs 210.0), but the keyword-and-asset CTAs still perform strongly and are built to create lots of comments and DM conversations.

[Example 1 →](#)

[Example 2 →](#)

[Example 3 →](#)

How They Promote in Profile

The profile is built like a landing page: headline + banner repeat one promise (predictable pipeline) with a clear metric, the About section sells the method through mini case studies (problem → what they did → results) and ends with a soft close ("we should talk"), and the Featured section pushes a direct strategy-call booking link. That way, a reader can go from post → profile → proof → call without hunting for what to do next.

[View Profile →](#)

Top 10 Posts

1



Nobody's talking about how Megan Bowen turned LinkedIn into a 7 figure demand channel for Refine Labs.

He breaks down how a well-known operator used LinkedIn to drive major demand for a company, framed as research-based learning from studying a large batch of their content. The post gives brief context on the person/company, then lays out a repeatable content system with clear stages and content types. It ends by positioning the breakdown as a "gold standard" example readers can copy.

♡ 206 💬 113 ↻ 4

2



Today I turn 31.

He uses a personal milestone to share a timeline of lessons from building his brand and business, including hard numbers (followers, revenue, profit). The post moves year by year, showing what changed in his approach and why. It combines vulnerability and practical takeaways for founders thinking about team, burnout, and platform changes.

♡ 185 💬 115 ↻ 2

3



How I'd find my first 10 B2B clients if I had to start again from 0:

He lays out a simple, numbered plan for getting early clients from scratch, based on his claimed experience generating revenue and pipeline through LinkedIn. The steps include profile setup, content expectations, and a "content-led outbound" routine with a DM script and tool stack. The post ends with a clear next step to message him for help.

♡ 207 💬 90 ↻ 5

4



Henry Schuck built ZoomInfo into a \$4B GTM empire, all while growing a following of 90,000 and building one of the most recognisable founder-led brands on LinkedIn.

He profiles a high-credibility founder and explains the founder's content approach as a repeatable playbook. The post includes an origin story and business context, then breaks the content into a simple template and funnel stages, including where video fits. It ends with an invitation to get a training via DM.

♡ 228 💬 67 ↻ 4

5



Here's one piece of advice most people will think is crazy for 2026:

He argues a counterintuitive business idea for the coming year and explains why chasing bigger scale can backfire. The post uses his own experience (team size, workload, profit tradeoffs) to show the downside of the common "grow at all costs" advice. It lands on a simpler alternative: a leaner, higher-margin way to operate.

♡ 173 💬 115 ↻ 1

6



I've fired myself from every job I've ever had.

He tells a career reinvention story built around repeated pivots, including a vulnerable early moment and several job changes. The story includes a clear inflection point tied to a major market shift, and he explains why he changed direction rather than defending an old model. He closes by sharing outcomes and inviting readers to reflect on their own changes.

♡ 173 💬 106 ↻ 2

7



2022: I wanted 100,000 LinkedIn followers.

He contrasts chasing followers with chasing deep trust from a small group of buyers, using a memorable phrase to name the idea. Then he gives a simple set of behaviors—daily comments, a content “ladder,” and an outbound motion that feels like inbound. The goal is turning attention into revenue, not vanity metrics.

♡ 165 💬 101 ↻ 2

8



I spent 4 years perfecting a boring LinkedIn client acquisition system that takes 30 minutes a day.

He offers a specific, time-light acquisition system and anchors it to a price point clients pay to implement it. The post stacks multiple named client results and then lists what's inside a free PDF playbook. The call to action is a simple comment keyword with a scarcity note and a bonus for sharing.

♡ 132 💬 128 ↻ 3

9

If my life depended on 2x-ing my LinkedIn pipeline before Q1 end, here's the exact 8-week plan I'd follow (steal it)

He shares a time-boxed plan to grow pipeline quickly, broken into phases with weekly actions. The post covers positioning, content, and conversion behaviors, including specific daily habits and tool suggestions. It reads like a checklist someone can follow without additional context.

♡ 171 💬 91 ↻ 1

10



I generated over \$600K+, drove 90% of my pipeline, and gained 21,000 new followers from LinkedIn last year.

He opens with strong performance numbers, then says his old approach stopped working recently due to platform changes. He explains what he believes changed and positions a rebuilt strategy as the solution, tested across multiple clients. The post offers a free, clearly outlined playbook in exchange for a simple keyword comment.

♡ 133 💬 124 ↻ 3