

Mandy Chinedum



Brand Designer || Brand strategist | Help Build Brands to Stand Out. My Designs and strategy has generated multiple revenue for my clients || Send a DM or Mail to workwithmandyconnect@gmail.com to work with me

8k followers • [View Profile](#)

5

POSTS / WEEK

9 AM, UTC

MAIN POSTING TIME

180

AVG REACTIONS
50 comments

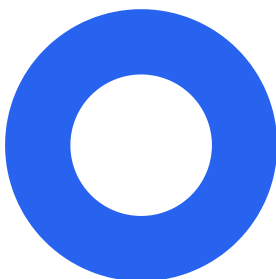
65%

CALL-TO-ACTION
FREQUENCY

#1 SUCCESS FACTOR

Mandy consistently earns trust by showing real proof (wins, shipped work, and visible portfolio) instead of just giving advice, then she makes the next step extremely easy (DM, email, or book a call). Her profile, posts, and offers all repeat the same promise: premium brand work that leads to business results—so attention quickly turns into inquiries.

FORMAT BREAKDOWN



■ Image 100% 180 avg reactions

7 Tactics You Can Steal

01 [Post a real win with one detail nobody can fake](#)

02 Start like it's drama, then flip it into a kind shoutout

03 Show your work as a collage, then tease what's missing

04 Teach with a famous brand story, then offer two clear choices

05 Use a bullet list of upgrades so progress is obvious fast

06 Share a personal win with a number, then ask others theirs

07 Explain your work steps, then offer a small number of slots

7 Tactics You Can Steal

1 Post a real win with one detail nobody can fake

She often shares progress updates that include a very specific receipt (a country, a streak length, a shipped deliverable, or a purchase). This works because specifics feel believable, and believable stories get shared and supported. It's backed by performance: building-in-public posts average about 1.30x (9 posts), and the strongest receipt-style momentum posts average about 1.86x (4 posts), with the best one hitting 2.66x. Do it by writing 1 win, adding 1 hard detail, listing what it means for your work this week, then ending with one simple next step (DM, email, or "book a call").

[Example 1 →](#)

[Example 2 →](#)

2 Start like it's drama, then flip it into a kind shoutout

She sometimes opens with tension ("I'm about to call someone out"), then surprises readers with praise and a spotlight. People keep reading because they want the twist, and once they're there, it turns into easy community comments and tagging. This style shows up in a top-performing community post (about 1.56x relative engagement), and community-first posts overall beat plain event invites (about 1.27x vs 0.59x). To copy it, write a bold first line, list 2–3 specific compliments, tag the person, then ask one clear question like "What do you think of their work?"

[Example 1 →](#)

[Example 2 →](#)

3 Show your work as a collage, then tease what's missing

She posts high-density proof images (like a grid/collage) so people can judge quality in one glance. This works because LinkedIn is fast-scrolling, and a busy proof image stops the scroll better than a long explanation—especially since all posts here are image-based. Proof-led strategy content is one of her strongest clusters (about 1.33x relative engagement), and her portfolio-style collage post is also a top performer (about 1.77x). To do it, share a collage of results, add one curiosity line ("some of these were never posted by me"), then ask a simple reaction question.

[Example 1 →](#)

[Example 2 →](#)

4**Teach with a famous brand story, then offer two clear choices**

She teaches premium positioning using a story people already understand (a famous brand), then gives a simple “option A or option B” way to work with her. This works because stories make lessons easy to remember, and clear options remove buying confusion. It matches what performs: sales/booking CTAs average about 1.22x, higher than comment-prompt CTAs at about 0.94x. To copy it, start with a common pain (discounts, trust, slow sales), use a well-known example, then list two ways you can help with one sentence each.

[Example 1 →](#)[Example 2 →](#)**5****Use a bullet list of upgrades so progress is obvious fast**

She often writes upgrades as short bullet points, making the progress easy to see in three seconds. This works because people can react quickly (“congrats”, “love this”) without reading a long story, which helps reach. Several of her strongest momentum posts are upgrade-style receipts, part of the same cluster that averages about 1.86x when the update is concrete (not just gratitude). To copy it, write 3–6 bullets of what changed, attach a clear photo, then end with your next execution goal for the week or month.

[Example 1 →](#)[Example 2 →](#)**6****Share a personal win with a number, then ask others theirs**

She turns personal updates into conversations by adding a clear number (months, streak, outcome) and asking people to share theirs. This works because numbers feel real, and “share yours” questions make commenting simple. Personal milestones are one of her stronger categories (about 1.25x on the best subset), while vague motivation is weaker (about 0.67x). To copy it, share the win, add the number, say what habit made it possible, then ask one short question people can answer in a single sentence.

[Example 1 →](#)[Example 2 →](#)**7****Explain your work steps, then offer a small number of slots**

She sells best after showing how she works, not before—she explains a clear process, then mentions schedule/slots. This works because it lowers risk: people feel they know what they’re buying. The numbers support this style: promotional posts are about 1 in 3 (32.6%), and CTAs don’t hurt engagement (average relative engagement is about 1.06 with or without a CTA), while sales/booking CTAs are stronger than comment-only prompts (about 1.22x vs 0.94x). To copy it, teach 2–4 steps from your process, add one proof line (client quote, result, or example), then end with “I have X openings” and one clear way to reach you.

[Example 1 →](#)[Example 2 →](#)

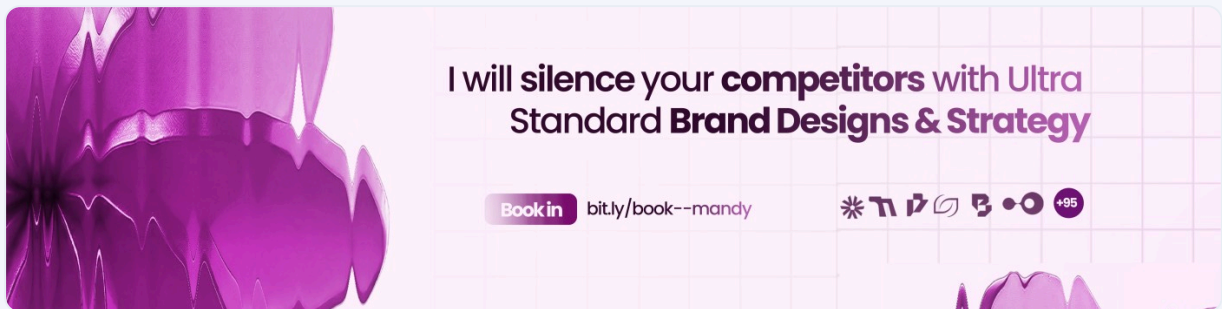
Profile Breakdown

HEADLINE FORMULA

Brand Designer || Brand strategist | Help Build Brands to Stand Out. My Designs and strategy has generated multiple revenue for my clients || Send a DM or Mail to workwithmandyconnect@gmail.com to work with me

[Service role] || [Secondary specialty] — I help [target audience] get [clear outcome]. [Proof/result statement]. [Direct contact CTA: DM/email]. Why it works: it combines category clarity (designer + strategist) with a business outcome (stand out + revenue) and removes friction by telling people exactly how to reach her.

BANNER STRATEGY



Landing-page style hero banner: one bold, competitive promise ("silence your competitors" with ultra-standard brand design + strategy) + one clear action (book-in link). Why it works: it turns the top of the profile into a simple decision—either click to book or keep reading for proof—matching the premium positioning.

Content Strategy

PILLAR	%	WHAT CRUSHES	EXAMPLES
Brand strategy + client delivery (teach + show proof)	40%	What works best is premium-perception teaching with visible proof: the strongest cluster in this pillar averages about 1.33x relative engagement (6 posts). Process "behind-the-scenes" lessons also set up sales well when followed by an availability or booking ask (sales/booking CTAs average about 1.22x). What tends to flop here is thin value or long explanation without a strong payoff; a weaker subset in this pillar averages about 0.66x (3 posts).	Post 1 Post 2 Post 3
Building in public + business momentum (wins, upgrades, build updates)	21%	This is the best-performing macro theme: building-in-public posts average about 1.30x (9 posts). When the update includes a clear "receipt" (inbound inquiries, shipped work, investments/upgrades), results spike even more: the strongest momentum cluster averages about 1.86x (4 posts), including the highest performer at 2.66x. Generic recaps or gratitude without a new receipt underperform at about 0.64x (2 posts).	Post 1 Post 2 Post 3
Personal life + values (faith, discipline, lifestyle wins)	28%	Personal milestones and vulnerable real-life updates beat generic motivation: the stronger subset here averages about 1.25x (4 posts). Posts with a measurable win (a clear number, streak, or outcome) also create easy conversation in the comments, while repetitive or abstract motivational posts are among the weakest patterns at about 0.67x (3 posts).	Post 1 Post 2 Post 3
Community + networking (spotlights, games, event invites)	12%	Community-first posts that spotlight people or run simple participation prompts outperform straight event promos, averaging about 1.27x (3 posts). Low-context event invites ("join this space tonight") are the lowest pattern in this pillar at about 0.59x (2 posts), unless they add a stronger story or clear value. The best community posts give people a specific role:	Post 1 Post 2 Post 3

PILLAR

%

WHAT CRUSHES

EXAMPLES

react to someone's work, share an opinion, or
connect with a person being highlighted.

Conversion Strategy

Their Offer(s)

Done-for-you brand identity design + brand strategy projects and retainers (positioned as premium packages).

Discovery calls / 1-on-1 brand strategy sessions

AmplIQ (freelancers business management system) — pre-launch/waitlist awareness

Speaking, training, and event appearances

How They Promote in Posts

CTAs appear in about 65.1% of posts (28 of 43). They're usually placed at the end, after the story or lesson, and they're written in a direct, conversational way (DM, email, or book a call). CTAs don't reduce performance in this dataset: posts with CTAs and without CTAs both average about 1.06 relative engagement, but CTA type matters—sales/booking CTAs average about 1.22x while comment-prompt CTAs average about 0.94x. Promotion is frequent but not overwhelming: about 32.6% of posts are primarily promotional (roughly 1 in 3).

[Example 1 →](#)

[Example 2 →](#)

[Example 3 →](#)

How They Promote in Profile

The profile repeats one main action path everywhere: the headline and About push DM/email, while the banner acts like a mini landing page with a bold promise and a booking link. The Featured section is a single portfolio link that helps prospects confirm quality quickly, then return to DM/email/booking to start a conversation.

[View Profile →](#)

Top 10 Posts

1



We kicked off February on a good note! Had few inbounds last week and one from Australia on LinkedIn AU

She shares a business update about inbound inquiries, including one that came through LinkedIn from Australia. She briefly lists what her team delivered recently (multiple brand identity projects and retainer work), then invites people to book a 30-minute discovery call via email or the comments.

♡ 501 💬 111 ↻ 5

2



I am building something extremely huge and I am doing it to solve a big Problem for freelancers in Africa and beyond, see the mindblowing....;

She announces a product she's building to solve a real operational problem for freelancers, especially around structure and trust. She names the product and lists concrete features (tools/resources and a dashboard for client onboarding, management, and off-boarding), then invites people to join the journey as the waitlist nears completion.

♡ 315 💬 120 ↻ 10

3

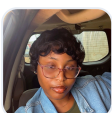


What is a complete Work studio without my legendary Logo collection?

She posts a visual collection of logos as proof of work and frames it as part of her studio identity. She adds curiosity by saying some of the work may look familiar even if people didn't know it was hers, then asks a simple reaction question.

♡ 293 💬 115 ↻ 3

4



Today I woke up and felt like calling someone out on this app out for some of the things she does I don't like;

She opens like she's about to criticize someone, then flips it into a public endorsement and spotlight. She lists specific strengths about the person's work and character, then asks others what they think and encourages people to connect with her.

♡ 281 💬 77 ↻ 3

5



There is a secret golden strategy I use countless time to help my clients especially when it comes to positioning and here it is;

She teaches a practical positioning step she uses with clients: showing strategy early, even in first drafts, supported by a short strategy infographic. She lists what that strategy summary can include (avatar, market and competitor analysis, buying behavior), then invites prospects to reach out to get on her schedule.

♡ 265 💬 71 ↻ 14

6



My small wife just got matriculated into university to study Mechatronics Engineering 🎓 and here is the most exciting part....

She shares a personal celebration about a family milestone and adds extra detail about her wife's skills and work ethic. She then reflects on the value of education in Nigeria and why it still matters, ending with congratulations.

♡ 272 💬 72 ↻ 1

7



- Got a New and Bigger Space

She posts a quick month-start update listing tangible investments: a bigger space, workspace upgrades, equipment purchases, and a content studio build. She frames it as a season of bold investment and promises bigger execution ahead.

♡ 275 💬 64 ↻ 2

8



It's new week and here is the best way to kick off; In addition to my workspace we recently got a wide Curved QHD Gaming Monitor.

She shares a new-week kickoff centered on a specific workspace upgrade: adding a wide curved QHD monitor. She links it to building out a content studio and sets an energetic execution goal for the week.

♡ 225 💬 91 ↻ 4

9



If you are very serious about scaling, you can't afford to look average o; brands like Louis Vuitton know this; here is what I mean..

She teaches a premium positioning lesson using a relatable problem (clients asking for discounts) and a famous brand analogy. She then lays out two clear ways she helped—an identity upgrade and a strategy session—and invites readers to chat and get on her project list.

♡ 208 💬 72 ↻ 2

10



Surreal at the starting point but here we are, 26 months of financial discipline and management, that's a win for me! 🔥 that's disciplinee!

She shares a personal finance discipline win with a clear streak length and the results she's proud of. She turns it into advice for freelancers and young people, then asks others to share their own streaks in the comments.

♡ 224 💬 48 ↻ 3