



Matt Gray

Founder & CEO, Founder OS | Proven systems to grow a profitable audience with organic content.

898k followers • [View Profile](#)

7

POSTS / WEEK

1 PM, UTC

MAIN POSTING TIME

860

AVG REACTIONS

315 comments

100%

CALL-TO-ACTION

FREQUENCY

#1 SUCCESS FACTOR

He turns big, messy topics (habits, strategy, hiring, storytelling) into simple checklists and one-page "systems" that feel proven and easy to copy. That format builds instant trust and shares at scale, then the same posts smoothly send people to a single next step (usually a free workshop or "complete framework") that matches the exact topic they just saved.

FORMAT BREAKDOWN

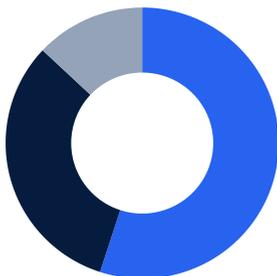


Image	55%	980 avg reactions
Carousel	32%	860 avg reactions
Text Only	13%	310 avg reactions

7 Tactics You Can Steal

01 [Turn every idea into a numbered checklist people can scan](#)

02 [Give your framework a simple name, then add hard limits](#)

03 Use time words (Monday, Sunday, December) to grab attention fast

04 Start with a bold opinion people may disagree with

05 Write bullets like short rules people can quote to friends

06 Use a picture as the cheat sheet, not a wall of text

07 End with the same two lines: share, then one link

7 Tactics You Can Steal

1 Turn every idea into a numbered checklist people can scan

His highest performers are almost always lists: every one of his ten best posts is step-based or numbered. Lists work because people can get value fast, screenshot it, and come back later. To copy this, start with "X steps / X traits / X rules," then make each item a one-liner with a short explanation underneath. Keep the promise tight so the reader feels, "If I finish this list, I'll have the whole answer."

[Example 1 →](#)

[Example 2 →](#)

2 Give your framework a simple name, then add hard limits

A repeating pattern is "named systems" with clear limits (like a small number of steps, one metric, or a short time window). This works because limits make the advice feel doable today instead of overwhelming. You can do this by naming your method (two to three words), then adding 2–3 rules like "pick one," "choose three," or "do it for 30 days." The same "systems" language also matches his Founder OS positioning, so the content and profile feel like one story.

[Example 1 →](#)

[Example 2 →](#)

[Profile →](#)

3 Use time words (Monday, Sunday, December) to grab attention fast

Several of his strongest hooks start with a time moment people already feel in their body ("Monday," "Sunday night," "December"). It works because readers instantly think, "That's me," and stop scrolling. To use it, pick a moment your audience is already stressed about (end of week, end of year, after lunch) and open with it in the first line. Then give a short plan or list that makes the moment easier.

[Example 1 →](#)

[Example 2 →](#)

4 Start with a bold opinion people may disagree with

He often opens with a strong claim that invites a reaction, then follows with a clear explanation and steps. This works because people can't resist reading to see if you're right, and many will comment to agree or push back. To copy it, write one sentence that takes a side, then immediately support it with 3–7 practical points. Keep the tone firm but useful so even critics still share it.

[Example 1 →](#)

[Example 2 →](#)

5

Write bullets like short rules people can quote to friends

Many of his lists are written as punchy “defaults” (short commands and rules), not long paragraphs. That works because quotable lines spread in reposts, comments, and screenshots, and they’re easy to remember. To do it, rewrite each bullet to be under one line, start with a verb (“Protect...,” “Stop...,” “Build...”), then add one sentence of meaning or example. Use simple words and a clear stance so it sounds like a rulebook.

[Example 1 →](#)[Example 2 →](#)**6**

Use a picture as the cheat sheet, not a wall of text

Visual posts are his safest bet: images have a median of 983 likes versus 856 for carousels and 313 for text-only, and text-only posts are the biggest risk (about 0.38x average relative engagement). Pictures work because the framework becomes a “saveable” cheat sheet people can understand in one glance. To copy it, put your list or template on a clean image (or a simple carousel), and make the text post itself short and scannable. If you must post text-only, keep it extremely tight and structured.

[Example 1 →](#)[Example 2 →](#)**7**

End with the same two lines: share, then one link

He uses CTAs on every post (100%), almost always at the end, and nearly always includes an external link (99 out of 100). The close is consistent: first a simple “repost/follow” ask, then one topic-matched next step (“free workshop,” “complete framework,” or newsletter). This works because the audience learns the pattern and knows exactly what to do after getting value. To copy it, keep your pitch out of the main body, then finish with one clear action and one link.

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

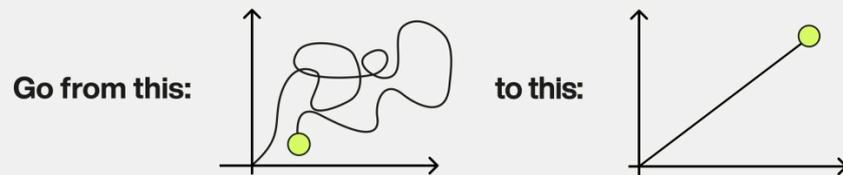
Profile Breakdown

HEADLINE FORMULA

Founder & CEO, Founder OS | Proven systems to grow a profitable audience with organic content.

[Authority role] + [Branded system name] | [Proof-first promise: "proven systems"] to help [clear buyer: founders/entrepreneurs] get [business outcome: profitable audience] with [channel: organic content]. Why it works: the role and "proven" reduce doubt fast, the brand name is easy to remember, and the outcome + channel makes the value obvious in one scan.

BANNER STRATEGY



Show a before→after transformation with almost no words (messy/chaotic line → clean upward line, "Go from this" → "to this"). Why it works: it communicates "I simplify growth into a repeatable system" in under a second, matches the systems-focused headline, and sets the expectation that everything will be frameworks and templates.

Content Strategy

PILLAR	%	WHAT CRUSHES	EXAMPLES
Lifestyle + personal operating systems (habits, mindset, planning)	46%	This is the volume engine (46 of 100 posts) and it performs above baseline on average (about 1.14x relative engagement). The strongest posts are habit/behavior change list posts and planning frameworks people can copy (16 posts at $\geq 1.30x$; avg 1.63). The biggest drag is low-energy reflection posts—often text-only—which cluster among the weakest results (9 posts at $\leq 0.62x$; avg 0.46).	Post 1 Post 2 Post 3
Business strategy + scaling systems (operations, freedom, execution)	23%	When business topics are turned into steps, templates, and constraints, they win (4 posts at $\geq 1.30x$; avg 1.90). Posts that read like long explanations or case write-ups—especially text-only—tend to lag (3 posts at $\leq 0.60x$; avg 0.44). The consistent theme that works is “systems = freedom,” taught as something you can execute next week, not a theory.	Post 1 Post 2 Post 3
Audience + content growth systems (including AI leverage)	18%	This is a smaller pillar (18 of 100 posts combined) and it’s more hit-or-miss: content/branding posts average $\sim 0.78x$ and AI posts $\sim 0.76x$ overall. It spikes when it teaches a transferable skill or blueprint instead of an announcement—content posts that do this hit $\geq 1.30x$ (2 posts; avg 1.51), and the best AI posts are framed as clear skill stacks/build steps (2 posts at $\geq 1.00x$; avg 1.17). Text-only announcements and vague narratives are the common failure mode in this bucket.	Post 1 Post 2 Post 3
Leadership, hiring, sales, and communication	13%	The best-performing leadership content is grounded in operator credibility and delivered as clear frameworks. Within this pillar, the strongest set of posts (3) hit $\geq 1.30x$ with an average $\sim 2.12x$ relative engagement, and the “I’ve hired 90+...” hook is an outlier that averages $\sim 2.39x$ across two posts. Lower performers are usually recruiting/role announcements or text-only mechanics posts (4 at $\leq 0.61x$; avg 0.53).	Post 1 Post 2 Post 3

Conversion Strategy

Their Offer(s)

Founder OS ecosystem (systems/playbooks/program) to build a profitable founder-led brand through organic content.

Free live workshops (lead capture)

Free email courses/checklists (e.g., "Founder Clone")

Newsletter

Digital products/bundles (templates, platform OS packs, AI prompt packs)

1:1 coaching/consulting/advising

Occasional recruiting/hiring announcements

How They Promote in Posts

CTAs appear in 100% of posts and are typically placed at the end. The common close is a two-step: an engagement ask ("repost/follow") plus one next-step link matched to the topic. Overt promotional posts are a small slice (9 of 100) and slightly underperform value-first posts on average (0.94x vs 1.06), which fits the pattern of earning attention with standalone value and pitching only in the final lines.

[Example 1 →](#)

[Example 2 →](#)

[Example 3 →](#)

How They Promote in Profile

The profile repeats one message everywhere: "systems" that turn messy growth into predictable results. The banner shows the before→after transformation, the headline promises "proven systems" to grow a profitable audience, and the About section stacks proof points (scale, impressions, margins) before listing multiple paths (newsletter, program, coaching/consulting). The Featured section pushes a low-friction primary CTA (a free workshop), creating a clean post → profile → workshop path that matches the most common post CTAs.

[View Profile →](#)

Top 10 Posts

1



I've hired 90+ high performers in the last 3 years.

He shares a hiring framework: a short list of rare traits he says show up in every top performer he's hired, with clear behavior signals for each trait. It's written to be scanned quickly and used as a checklist for hiring or self-improvement. It closes with a prompt to repost/follow and a link to a deeper hiring framework.

♡ 2699 💬 335 ↻ 221

2



33 habits that (quietly) changed my life forever:

He lists dozens of personal habits that improved his life, mixing practical routines (time blocks, automation) with values and relationships (gratitude, calling parents). The writing is made of short, quotable rules that are easy to skim and save. The post ends with a repost/follow prompt and an offer link.

♡ 2532 💬 398 ↻ 216

3



How to set a company strategy you'll actually use:

He turns company strategy into a step-by-step template with sections like purpose, moat, market, choices, execution, and story. The method uses tight constraints (like limiting priorities and owners) so it's easy to run in a real business. It closes with a repost/follow ask and a free workshop link.

♡ 2349 💬 380 ↻ 178

4



How to design your dream life in 2026.

He shares a life-design process: track what affects your mood, take responsibility for your feelings, write a detailed vision with prompts, then reverse-engineer small actions. He includes a personal data point about realizing he was in a negative mood most of the time, which motivates the process. The post ends with a link to a deeper framework.

♡ 2295 💬 355 ↻ 208

5



Notebooks are the new operating systems.

He argues that paper beats apps for focus, then shares a one-page daily planning template with sections like priorities, leverage calls, a simple scoreboard, and end-of-day reflection questions. The layout is designed to be copied into anyone's notebook. He ends with a repost/follow prompt and a workshop link.

♡ 2097 💬 483 ↻ 180

6



I've hired 90+ high performers in the last 3 years.

He presents a list of traits he looks for in high performers, based on his hiring experience, with short definitions for each trait. The content is formatted to be consumed as a swipe-friendly piece. It closes with a repost/follow ask and a time-sensitive workshop CTA.

♡ 1966 💬 521 ↻ 189

7



Life hacks I know at 36, I wish I knew at 19:

He shares lessons learned over time—health, communication, work rhythm, mindset—framed as advice he wishes he had earlier. The rules are short, opinionated, and easy to remember. He closes with a repost/follow prompt and a link to a deeper resource.

♡ 2199 💬 272 ↻ 131

8



How to build a plan for 2026 you'll actually use:

He provides a yearly planning framework built around constraints like choosing one word, selecting a few goals, picking a single proof metric, and scheduling reviews. The steps focus on systems (delegate/automate/habits) instead of willpower. The post ends with a repost/follow ask and a workshop link.

♡ 1710 💬 380 ↻ 273

9



Steve Jobs once said:

He uses a Steve Jobs quote as the entry point, then teaches storytelling by breaking down specific techniques Jobs used in product launches. Each technique is presented as a checklist item that applies to pitches, marketing, and presentations. The post ends with a repost/follow prompt and a link to a storytelling system.

♡ 1571 💬 331 ↻ 201

10



I wasted my 20s building other people's dreams.

He opens with a regret-based confession and speaks directly to readers who feel "late," then reframes being older as an advantage with a list of reasons. He backs the message with well-known examples of people who started later in life. The post ends with a repost/follow prompt and a link to a deeper framework.

♡ 1523 💬 470 ↻ 92