



Matt Lakajev

FREE LinkedIn Profile Score

108k followers • [View Profile](#)

12

POSTS / WEEK

4 AM, UTC

MAIN POSTING TIME

180

AVG REACTIONS

85 comments

79%

CALL-TO-ACTION

FREQUENCY

#1 SUCCESS FACTOR

He turns every spike of attention into a simple action: "claim the free thing" (score, book, tool, or demo) with one-word comments. The content earns trust fast by using very specific numbers and bold, clear claims, and the profile repeats the same free diagnostic so new readers always know what to do next.

FORMAT BREAKDOWN

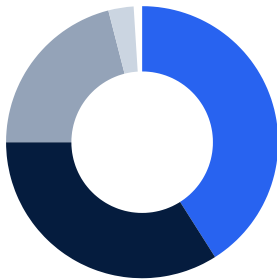


Image	41%	260 avg reactions
Text Only	34%	240 avg reactions
Video	21%	50 avg reactions
Carousel	3%	100 avg reactions

7 Tactics You Can Steal

01 [Give a big free thing, but make people comment first](#)

02 [Make big claims believable by stuffing them with exact numbers](#)

03 [Promise the link later so people come back and comment now](#)

04 Write your story like a timeline so people keep reading

05 Start with an 'insider' line, then blame a clear bad guy

06 Post early, post often, and lean into your best days

07 When something works, repost it again with tiny changes

7 Tactics You Can Steal

1 Give a big free thing, but make people comment first

He offers a clear free asset (book, tool pack, guide) and tells people to comment one word to get it. This works because a one-word comment is an easy “raise my hand,” and the public comment pile makes the freebie look in-demand. In the dataset, giveaway-style comment-gated posts dominate the top of the feed and average about 8.76x relative engagement. To copy it: name the free thing, say who it’s for, repeat the exact comment word twice, and actually deliver the link to everyone who comments.

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

2 Make big claims believable by stuffing them with exact numbers

Instead of saying “I’m good at this,” he drops very specific numbers (word counts, dataset sizes, calls booked, client counts, time saved). Numbers make the post feel real and easy to trust, and they jump out when people are scrolling. This pattern shows up across the highest-performing posts, especially the ones selling a free asset or a challenge. To copy it: pick 3–6 numbers you can defend (time, count, result), put them on separate lines, and tie each number to a clear benefit.

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

3 Promise the link later so people come back and comment now

He often says he’ll drop the link “in 24 hours,” and tells people to comment a keyword so they don’t miss it. That delay turns curiosity into action today and gives the post a second wave when he updates it. Several of the very top posts use this exact “comment now, link later” rhythm, and they pull unusually high comment counts compared to typical posts. To copy it: tease the demo/result, set a clear timer (like 24 hours), use one simple keyword, then follow through with an update.

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

4 Write your story like a timeline so people keep reading

He formats stories as a simple sequence (age-by-age, step-by-step, before/after), which makes people scroll to see what happens next. This works because it’s easy to skim, it builds suspense, and it lets you drop specific proof along the way (money, jobs, turning points). In this dataset, the best personal stories in his mix average about 2.41x relative engagement, and the strongest ones include clear numbers. To copy it: use short lines, label each step (age/year/day), and end with one clear lesson plus a question.

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

5

Start with an 'insider' line, then blame a clear bad guy

He opens with "I talked to X" or a blunt claim, then points at a clear villain (AI slop, spammy DMs, fake gurus). People react fast because it feels like a secret plus something to argue with. Commentary posts like this are a dependable engine here, averaging about 2.64x relative engagement among the best ones. To copy it: write one sharp opening line, include one concrete stat or example, then end with a simple question so people jump in.

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

Post early, post often, and lean into your best days

He runs high volume (about 12 posts per week) and publishes most often around early morning UTC. In this dataset the most common posting hour is 4 AM UTC (about 25% of posts), and the best median-like days are Saturday (295) and Thursday (221.5), so he has lots of chances to catch "good windows." This works because you learn faster and your winners have more opportunities to hit. To copy it: pick one main time window (like 4–5 AM UTC), keep a steady weekly volume, and double down on the days that already give you higher median likes.

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

When something works, repost it again with tiny changes

He doesn't treat every post as a one-time shot; he repeats winning ideas and sometimes reuses near-identical copy. That's a smart way to get more mileage from what already proved it can hold attention, instead of guessing new angles every day. In the 99-post sample there are multiple clear near-duplicates, showing a deliberate "test, then repeat" loop. To copy it: keep a swipe file of your best hooks, repost your top performers after a gap, and only change one thing (first line, example, or CTA).

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

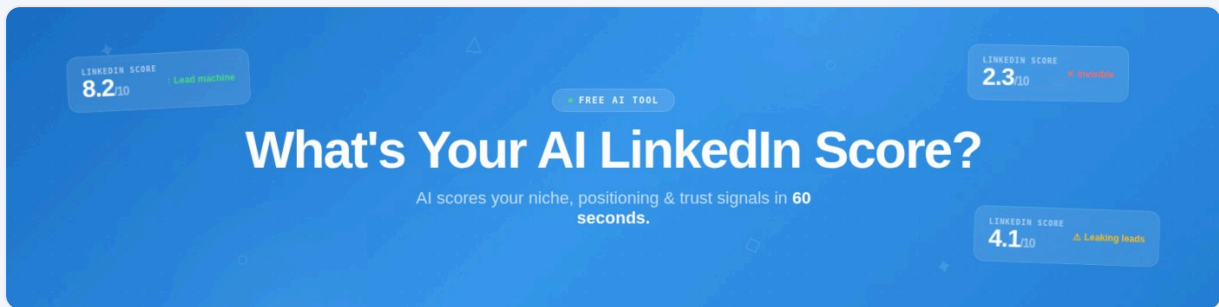
Profile Breakdown

HEADLINE FORMULA

FREE LinkedIn Profile Score

Lead with a risk-free, instant deliverable: "FREE" + the exact thing you get ("LinkedIn Profile Score"). It works because it's one clear promise (not a job title), it matches a high-intent problem ("is my profile leaking leads?"), and it creates curiosity around a measurable result (a score).

BANNER STRATEGY



Use a high-contrast banner that asks one self-diagnosis question ("What's your AI LinkedIn Score?"), then lists what gets scored (niche/positioning/trust) and how fast it is (about a minute), plus example labels people can see themselves in ("Lead machine," "Invisible," "Leaking leads"). It works because it turns a profile view into a quick next step and repeats the same hook as the headline so there's no confusion.

Content Strategy

PILLAR	%	WHAT CRUSHES	EXAMPLES
Big free resources + tools + step-by-step templates	29%	Big, named "assets" (books, blueprints, GPT packs, scoring tools) win when they feel expensive to make and easy to claim. The strongest version is a big giveaway with a one-word comment gate; those giveaway-style posts dominate the engagement leaderboard (the biggest set of giveaway posts averages about 8.76x relative engagement). Smaller "steal this prompt" style assets without a big story hook underperform (a set of prompt-style posts averages about 0.53x).	Post 1 Post 2 Post 3
Hot takes about LinkedIn + AI (with a clear villain)	19%	Hard-edged, specific rants (AI slop, DM spam, guru behavior) are a reliable secondary engine: the best commentary posts average about 2.64x relative engagement, well above the overall average. These work best when the opening line is blunt, the "bad guy" is clear, and there's at least one memorable stat or concrete example. Softer, lower-energy observational jokes underperform (a set averages about 0.63x).	Post 1 Post 2 Post 3
Personal stories + client wins (numbers-first proof)	22%	The strongest stories are raw, specific, and full of real numbers (money, jobs, timelines, calls booked). Vulnerable origin stories with a clear arc are among the best performers inside this pillar (top story posts average about 2.41x), and "big win" proof posts work best when the contrast is sharp (e.g., age/experience vs. outcome). Weaker versions are generic principles or "join my thing" overlays that bury the story/proof.	Post 1 Post 2 Post 3
Challenges + workshops + video updates (mixed results)	29%	Events spike when they're framed as a challenge with outcome proof (the strongest event posts average about 2.82x). Pure "register/live now" pushes flop hard (a pair of these averages about 0.30x). Video is a volume play here but underperforms overall in this dataset (video averages about 0.33x relative engagement and	Post 1 Post 2 Post 3

PILLAR

%

WHAT CRUSHES

EXAMPLES

even the strongest videos stay below median), so the best-performing promo uses proof + a simple join/claim action rather than relying on video alone.

Conversion Strategy

Their Offer(s)

Seven Figure Creators program (paid coaching/community)

Free AI profile/niche scoring tools (AI LinkedIn Score + niche score tool)

Free books/reports (e.g., LinkedIn Bible, niching book)

Free GPT packs and templates

Free workshops (LinkedIn/AI trainings)

LinkedIn challenges (time-bound execution sprints)

How They Promote in Posts

CTAs are extremely common. When counting any CTA (including engagement questions), about 79.49% of text-available posts include one; and posts with a CTA average about 2.07 relative engagement vs 1.61 without. When counting only direct-response CTAs (like “comment a keyword to claim a free asset”), it’s closer to about 30%—and those keyword-gated freebies are the biggest engagement spikes. CTAs usually appear at the very start (often with a link) and again at the end, with simple instructions like “Comment TRUST/NICHE/BRAIN.”

[Example 1 →](#)

[Example 2 →](#)

[Example 3 →](#)

How They Promote in Profile

The profile is built like a one-step funnel: the headline offers a free profile score, the banner repeats the same promise with what gets scored and how fast it is, and the Featured section links directly to the scoring tool (<https://nichescore.mattlakajev.ai/>). The About section is blank in the provided data, so the conversion job is done almost entirely by above-the-fold clarity (headline/banner/featured) instead of a long written pitch.

[View Profile →](#)

Top 10 Posts

1



Here's the FREE link to The LinkedIn Bible legends: <https://lnkd.in/g/hnnGKDD>

He shares a free long-form document he calls "The LinkedIn Bible" and positions it as the exact system behind major outcomes (revenue influenced, meetings booked, and large-scale message/post analysis). He lists what's inside and repeatedly tells readers to comment a single keyword to get the resource.

♡ 893 💬 2169 ↻ 13

2



Here's the FREE link to my new book: <https://lnkd.in/g/VWyyzTD>

He offers a free book about niching and frames it as a high-effort asset (time spent writing and exact word count). He previews what's inside (chapters and a key prompt), adds a concrete result story, and asks readers to comment a keyword to receive it.

♡ 904 💬 2113 ↻ 11

3



As promised, here is the link - <https://lnkd.in/dj-tPXUR>

He delivers a promised link, then claims a tool can create an entire LinkedIn personal brand in minutes. He lists the specific outputs (profile pieces, content, DMs), adds a quick client result, and tells readers to comment a keyword to get access details after a short wait.

♡ 881 💬 1577 ↻ 5

4



Brain Details Here - <https://lnkd.in/gvXVaqNM>

He explains a self-learning AI system built from his LinkedIn program, including what it tracks, how it scores, and what it learns across a large client base. He lists the tool stack and the exact components built, then asks readers to comment a keyword to see the demo details.

♡ 762 💬 1196 ↻ 8

5



Here's the link to my 14 custom GPTs for FREE: <https://lnkd.in/g-9UdkjK>

He gives away a bundle of 14 custom GPTs and lists each one's job (posts, DMs, lead magnets, scripts, profile pieces, and more). He backs it up with training-data and outcome numbers, then tells people exactly how to claim it (like + comment a keyword).

♡ 898 💬 986 ↻ 5

6



AGI is here.

He opens with a huge claim and then describes building a self-learning coaching platform in just a few days. He walks through the build in a simple day-by-day way, names the tools used, and ends with a one-word comment instruction to get the link later.

♡ 623 💬 1135 ↻ 15

7 In 3 days, I'm hosting a 28 day LinkedIn Challenge

He promotes a time-bound challenge starting soon and makes joining as easy as commenting a keyword. He names past participants and lists specific booked-call outcomes to prove the challenge works.

♡ 536 💬 620 ↻ 5

8 I just got off a call with LinkedIn's internal team.

He frames the post as insider information about why reach is dropping and points to the explosion of AI-made content as the cause. He includes a vivid stat, gives a simple contrarian takeaway, and invites people to comment a keyword for the full breakdown and to share their opinion.

♡ 537 💬 415 ↻ 7

9



Age 16: Kicked out home 4 times + dropped out

He shares a personal timeline from early setbacks through career pivots to major business milestones. The story includes specific numbers (jobs, salaries, sale price, revenue) and ends with a short list of lessons plus a simple "agree?" prompt.

♡ 598 💬 217 ↻ 6

10



Claude 4.6. Obsidian. Supabase. Cloudflare.

He lists a tool stack, then claims he built a replacement for traditional coaching programs in days. He explains the new mechanism (real-time answers tailored to your niche, offer, and numbers), attacks the pain of long course modules, and ends with a keyword comment to get the link later.

♡ 264 💬 465 ↻ 0
