



Mel Robbins

#1 NYT Best Selling Author of The Let Them Theory | Host of Award-Winning The Mel Robbins Podcast | CEO, 143 Studios | Co-Founder, Pure Genius Protein

1.6M followers • [View Profile](#)

10

POSTS / WEEK

6 PM, UTC

MAIN POSTING TIME

1860

AVG REACTIONS
165 comments

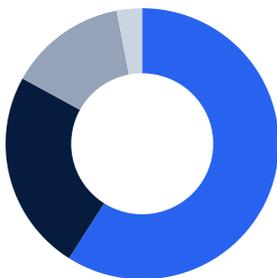
79%

CALL-TO-ACTION
FREQUENCY

#1 SUCCESS FACTOR

She turns big, messy feelings into simple sentences people can use in real life, so the content gets shared like a daily tool instead of read like "inspiration." Her profile stacks enough proof up front that new people trust those simple lines instantly, and then her post CTAs quietly guide the ones who want more into long-form support (podcast, email, resources) without making the feed feel like ads.

FORMAT BREAKDOWN



Video	59%	1910 avg reactions
Image	24%	3980 avg reactions
Text Only	14%	800 avg reactions
Carousel	3%	810 avg reactions

7 Tactics You Can Steal

01 [Write one short line people can repeat and repost easily](#)

02 [Call out the shame label, then replace it with a kinder truth](#)

03 Turn your advice into a ritual with a numbered set of questions

04 For leaders, name exactly what to praise and what it changes

05 Describe the reader's hidden mental loop with real-life examples first

06 Use a big moment and a trusted quote, then make it practical

07 Use images for your main point, and keep the ask optional

7 Tactics You Can Steal

1 Write one short line people can repeat and repost easily

She often makes the main idea fit in a single sentence that can stand alone, like a rule you can use today. That works because people share sentences, not speeches—if it's easy to remember, it's easy to repost. Several of her highest-performing posts are built around one repeatable line and then a few short lines of support, hitting relative engagement from about 5x to 11x. To copy it: write your point as one clear sentence, then add 3–6 short lines showing when to use it.

[Example 1 →](#)

[Example 2 →](#)

2 Call out the shame label, then replace it with a kinder truth

She starts by naming the harsh label people put on themselves (like “lazy” or “not enough”), then says it's wrong and gives a better way to see it. This works because it stops self-attack and gives readers a new sentence to use when that voice shows up again. Posts with this “you're not X” pattern are among the strongest performers, reaching roughly 3.7x–9.2x relative engagement while still allowing an optional CTA at the end. To copy it: pick one common self-insult your audience uses, say ‘that's not true,’ and give a simple replacement line they can repeat.

[Example 1 →](#)

[Example 2 →](#)

3 Turn your advice into a ritual with a numbered set of questions

She shares a repeatable ritual from her life, proves it's real with a time detail, then teases a clear structure (like a set number of questions). It works because people trust routines that have been tested over time, and numbers make the idea feel doable (“I can answer six questions”). A free, structured workbook resource outperformed other direct promotion in this dataset (workbook posts averaging about 2.11x relative engagement versus newsletter posts at about 0.69x). To copy it: teach a ritual you actually do, name how long you've done it, list the exact steps or questions, and offer a ready-to-use download in the comments.

[Example 1 →](#)

[Example 2 →](#)

4

For leaders, name exactly what to praise and what it changes

She talks to managers in a simple 'don't do this, do this instead' way, then lists specific things to notice (progress, effort, follow-through, attitude, learning, calm communication). It works because it removes guessing—leaders can copy the exact words and behaviors—and it ties kindness to results with a clear chain reaction (recognition → trust/energy → initiative). These leadership posts show strong performance in the top tier, around 4.2x–7.1x relative engagement. To copy it: write 3–6 praise targets, give a one-sentence reason it matters, and end with a clear leadership rule.

[Example 1 →](#)[Example 2 →](#)

5

Describe the reader's hidden mental loop with real-life examples first

She names a specific inner pattern (like turning someone else's mood into a story about your worth) and then lists what it looks like in real life. This works because the reader feels 'that's me' before any advice shows up, so the advice feels earned instead of preachy. Posts that do this sit in the top performance band (one example is about 6.8x relative engagement) because people save and share language that finally explains their experience. To copy it: write the loop as a single sentence, give 3–5 concrete examples, then give one replacement rule to use in the moment.

[Example 1 →](#)[Example 2 →](#)

6

Use a big moment and a trusted quote, then make it practical

She taps into a day people already care about, uses a widely respected quote as the anchor, and then translates it into simple actions anyone can take. This works because the quote makes it instantly shareable, and the action list makes it useful (not just performative). Values-led posts are a small part of the feed (about 3% in this dataset) but they hit high relative engagement when they're specific, averaging about 5.23x across the best examples. To copy it: pick a timely moment, use one strong quote, then write 3–5 short 'do this' lines that match the quote.

[Example 1 →](#)[Example 2 →](#)

7

Use images for your main point, and keep the ask optional

She leans on images when delivering 'directive wisdom,' which consistently outperforms other formats here. In this dataset, image posts average about 3.46x relative engagement (24 posts) versus video at about 1.23x (58 posts) and text-only at about 0.54x (14 posts); even within podcast promotion, image-based promos average about 3.61x versus text-only at about 0.58x. She also keeps the value complete before any link, which matters because posts with CTAs average about 1.38 relative engagement versus about 2.76 without CTAs. To copy it: put your main sentence on an image, write 5–10 short lines in the caption, and if you include a CTA, place it at the end as a 'next step,' not the reason for the post.

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

Profile Breakdown

HEADLINE FORMULA

#1 NYT Best Selling Author of The Let Them Theory | Host of Award-Winning The Mel Robbins Podcast | CEO, 143 Studios | Co-Founder, Pure Genius Protein

Proof-stack with pipes: [top, widely recognized credential] | [flagship platform + notable proof] | [operator role + company] | [current commercial priority]. It works because the first phrase stops the scroll with instant authority, and the remaining parts act like skimmable “receipts” so different audiences (readers, listeners, partners, buyers) can self-select fast.

BANNER STRATEGY



High-production “real-world demand” image: on-stage, back-to-camera, facing a large cheering crowd with confetti and dramatic lighting. It works because it signals scale and legitimacy in one glance (she fills rooms), which makes every piece of advice and every offer feel premium and trusted before someone reads a word.

Content Strategy

PILLAR	%	WHAT CRUSHES	EXAMPLES
Podcast-led help (pain point → quick reframe → optional episode)	67%	This is the main engine (about two-thirds of posts). The best-performing versions lead with a universal problem in plain words, give a self-contained takeaway, then offer the episode as the “next layer.” Format matters a lot: image-based podcast promos average about 3.61x relative engagement (5 posts) versus video-based promos at about 1.16x (58 posts) and text-only promos at about 0.58x (7 posts).	Post 1 Post 2 Post 3
Standalone “say this to yourself” boundaries, self-compassion, and values	21%	The spikes come from short, directive posts that feel like a permission slip or a boundary rule people can repeat. Within this lane, boundary-setting checklists and “permission slip” directives average about 6.53x relative engagement (3 posts), and values-led cultural statements average about 5.23x (2 posts). What drags: more abstract, process-y thoughts without a sharp personal hook (4 posts averaging about 0.53x), and lighter humor without a clear takeaway (1 post at about 0.77x).	Post 1 Post 2 Post 3
Resources & promotions (newsletter, downloads, product)	12%	This lane is smaller but important for business results. Broad promotion tends to underperform unless it’s a concrete, time-bound resource: workbook downloads average about 2.11x relative engagement (2 posts), while newsletter sign-up posts average about 0.69x (6 posts) and the overall promo/owned-channel lane averages about 0.90x (12 posts). The clearest pattern: the more specific and “ready to use right now” the resource is, the better it does.	Post 1 Post 2 Post 3

Conversion Strategy

Their Offer(s)

Pure Genius Protein (23g protein shot)

The Mel Robbins Podcast (episode listens across Spotify/Apple/YouTube)

Newsletter (twice-weekly email on Mondays and Thursdays)

Free "Best Year Ever Workbook" (reflection ritual lead magnet)

How They Promote in Posts

CTAs appear in about 4 out of 5 posts ($78/99 = 78.79\%$), usually placed at the end after a complete takeaway. The most common CTA is a low-friction podcast step ("listen/search this episode" + "I'll link it in the comments"). In this dataset, posts with any CTA average about 1.38 relative engagement versus about 2.76 without a CTA, so the biggest spikes tend to be value-first posts where the 'ask' is light or absent.

[Example 1 →](#)

[Example 2 →](#)

[Example 3 →](#)

How They Promote in Profile

The profile builds trust first (proof-stacked headline; About reads like a press bio with numbers, awards, and marquee partners), then routes action in two clean ways: a direct paid path via Featured (Pure Genius Protein tile) and a hub/relationship path via the website plus segmented contact emails for press, speaking, and brand partnerships. The banner reinforces mass-demand credibility, which makes any downstream CTA feel safer to accept.

[View Profile →](#)

Top 10 Posts

1



Join me in doubling down on compassion this year.

She invites readers to practice more compassion and lands the message with a universal line: everyone is going through something. The post explains how that assumption changes how your body feels and how you interpret other people's behavior, then gives a simple reminder to use when resentment shows up.

♡ 20741 💬 442 ↻ 1920

2



If you've been exhausted, overwhelmed, and beating yourself up for not "doing more"...

She speaks to burnout and self-criticism and directly challenges the idea that struggling means you're lazy. She lists real pressures people are carrying, then offers a simple reframe about giving 100% of the energy you actually have. She ends with an optional next step to listen to a specific episode.

♡ 17992 💬 488 ↻ 1153

3



Today we honor Dr. Martin Luther King Jr. — and his words feel more relevant than ever:

She marks a cultural moment by sharing a Martin Luther King Jr. quote about what leaders should love. She acknowledges how heavy the world feels and then writes a short set of actions people can take to stay grounded and humane. The post closes with collective encouragement.

♡ 15351 💬 0 ↻ 1828

4



Let this be your permission slip today.

She gives readers permission to stop carrying responsibilities that aren't theirs. The post is a clear list of specific "stop trying" behaviors tied to people-pleasing and over-functioning, followed by the emotional payoff of letting go. It frames boundaries as the path back to power and alignment.

♡ 14254 💬 606 ↻ 1202

5



Your team is already putting pressure on themselves; they already notice what they didn't finish, what they could've done better, what they "should" be doing.

She speaks directly to leaders and argues that employees already carry enough pressure at work and at home. She tells managers to notice what's going right and gives examples of what to recognize in others. The post frames recognition as the way to build trust, energy, and initiative.

♡ 13551 💬 414 ↻ 1347

6



It's easy to take someone else's stress, distraction, or frustration and turn it into a story about your worth.

She explains a common anxiety pattern: treating someone else's mood as a signal about your value. She describes what that looks like for sensitive, anxious, or people-pleasing readers, and then offers a mantra-like boundary to stop taking it personally. The post also points to a set of mantras as an optional next step.

♡ 13083 💬 461 ↻ 972

7



Just because something feels urgent to someone else doesn't mean it's your responsibility to fix it.

She challenges the belief that being good means always fixing other people's emergencies. The post explains why saying no can feel selfish and why boundaries can trigger guilt, then removes responsibility for managing someone else's emotional reaction. It ends with clear "protect your peace" language.

♡ 10432 💬 449 ↻ 558

8



If you want to be a great leader, stop focusing on the things going wrong and triple down on what you see people doing well.

She tells leaders to shift attention away from what's going wrong and toward what people are doing well. The post lists concrete examples of what to praise across roles and explains why encouragement changes performance. It credits the idea to a conversation with another creator and offers an optional link.

♡ 7535 💬 298 ↻ 1122

9

If you go to bed every night feeling like you didn't do enough, you need to hear this.

She speaks to the nightly feeling of "I didn't do enough" and lists the invisible effort people forget to count, like emotional labor and caregiving. She explains that the brain can keep moving the goalposts so nothing feels like enough. She then points to an episode that promises quick, science-backed steps to rebuild momentum.

♡ 6826 💬 365 ↻ 749

10



At the end of every year, for the past 22 years, my husband and I have done the same ritual.

She shares a long-running year-end ritual she does with her husband and builds curiosity with a structured promise: six specific questions. She frames the exercise as research-backed and consistently insightful, then offers it as a free downloadable workbook. She also suggests doing it with others to make it more engaging.

♡ 7347 💬 380 ↻ 91