



Mert Yerlikaya

Helping you become AI-first and outgrow your peers | \$600K+
Generated For AI Transformation | DM me to Become a 6-Figure AI
Consultant

8k followers • [View Profile](#)

3

POSTS / WEEK

5 PM, UTC

MAIN POSTING TIME

90

AVG REACTIONS
20 comments

18%

CALL-TO-ACTION
FREQUENCY

#1 SUCCESS FACTOR

He turns “trust problems” into “proof moments”: instead of asking people to believe he’s credible, he tells short stories and playbooks that show what he built, how fast it worked, and what changed in real numbers. That same proof-first style is repeated everywhere—posts, profile headline/banner, and the productized “audit/pilot first” offer—so the content feels like evidence and the profile feels like the next step.

FORMAT BREAKDOWN

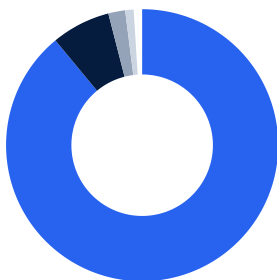


Image	89%	90 avg reactions
Video	7%	100 avg reactions
Text Only	2%	40 avg reactions
Carousel	1%	60 avg reactions

7 Tactics You Can Steal

01 [Start with the doubt, then end with proof and numbers](#)

02 [Show the exact words, questions, or template you used](#)

03 Give your method a short name, then list the steps

04 Tell mini case studies with one clear before-and-after number

05 End with one simple question people can answer fast

06 Use images for your best ideas, not walls of text

07 Keep the post valuable, and move the pitch to comments

7 Tactics You Can Steal

1 Start with the doubt, then end with proof and numbers

He often opens with a real objection someone said (“you’re too young” / “this won’t work”), so people instantly lean in. Then he answers it with something you can picture (a demo, a prototype, a fast result) and at least one hard number. This style is backed by the biggest performance gap in the dataset: the age-skeptic-to-win stories average about 8.24x relative engagement across three posts. To copy it: write the exact doubt in the first two lines, show what you delivered, and finish with one measurable before/after result.

[Example 1 →](#)

[Example 2 →](#)

[Example 3 →](#)

2 Show the exact words, questions, or template you used

Some of his strongest posts don’t “teach” in general—they show the exact thing he used: a message, a proposal change, or a repeatable template. That makes the post feel safe to trust because readers can copy it and test it. It matches the broader pattern where step-by-step, concrete playbooks outperform vague advice (the strongest playbook cluster averages about 1.80x relative engagement). To copy it: share the actual lines you used (or the exact sections of your template), then explain why each line exists.

[Example 1 →](#)

[Example 2 →](#)

[Example 3 →](#)

3 Give your method a short name, then list the steps

He regularly packages messy work into a simple, named method (a short label, then a few steps or layers). People remember a name more than a paragraph, and they can repeat it to others—so the idea spreads. This pairs with his best-performing style inside thought leadership too: specific, structured posts beat generic takes (the quantified contrarian set averages about 1.91x, while generic warnings average about 0.49x). To copy it: pick a short name, list 3–5 steps, and add one sentence that tells people when to use it.

[Example 1 →](#)

[Example 2 →](#)

[Example 3 →](#)

4

Tell mini case studies with one clear before-and-after number

Even when he's teaching, he usually drops a small "this happened" story with a measurable change (time saved, money saved, steps reduced). That's why his case-study style outperforms general implementation talk: case studies with tight before/after metrics average about 1.43x relative engagement, versus about 0.71x for more general guidance. To copy it: pick one workflow, write 'before' and 'after' in plain words, and add one line describing what changed (the mechanism).

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

5

End with one simple question people can answer fast

Most posts finish with a clear question that invites people to share their situation, not just say "great post." This is a big part of his consistency: engagement-question CTAs show up 64 times in the 95-post dataset. It works because it gives readers an easy next step, and it makes the comments section useful (which keeps the post alive longer). To copy it: ask for one specific thing (a bottleneck, a fear, a red flag), and make the answer possible in one sentence.

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

6

Use images for your best ideas, not walls of text

This account is built around image-first posts, and the numbers back it up. Image posts average about 1.46x relative engagement (85 posts), compared to video at 1.00x (7 posts) and posts with no media at about 0.48x (2 posts). Images work because they make the key idea easy to scan and save. To copy it: put the main promise in the first line, then use 1-3 images to show the framework, checklist, or proof points.

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

7

Keep the post valuable, and move the pitch to comments

When posts turn into obvious promotion, results drop. In this dataset, posts with promotional CTAs average about 1.20x relative engagement (17 posts) versus about 1.44x without promotional CTAs (78 posts). The pattern that works better is: teach or tell the story first, then put the link/offer in a short P.S., a reply, or a follow-up message. To copy it: write a full value post that stands alone, then offer the extra resource only to people who ask for it.

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

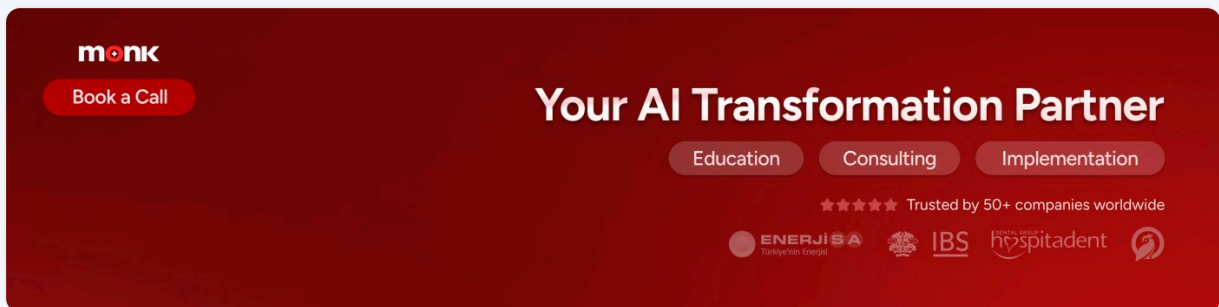
Profile Breakdown

HEADLINE FORMULA

Helping you become AI-first and outgrow your peers | \$600K+ Generated For AI Transformation | DM me to Become a 6-Figure AI Consultant

Helping [specific person] become/achieve [clear outcome] | [one big, counted proof result] in/for [the category] | DM me to [one clear next step offer]. Why it works: it reads like a one-line landing page—promise first, proof second, then a single action—so both buyers and followers instantly know what you do, why they should trust you, and what to do next.

BANNER STRATEGY



High-contrast banner that says the category in plain words (“AI Transformation Partner”), shows trust proof (a count like “Trusted by 50+ companies” + recognizable logos), and repeats the action (“Book a Call”) like a website hero section. Why it works: it visually confirms the claim in the headline with proof cues and removes friction by telling people exactly what to do next.

Content Strategy

PILLAR	%	WHAT CRUSHES	EXAMPLES
Market takes about AI that use numbers (not vague opinions)	37%	Specific, quantified, slightly contrarian takes outperform generic warnings. In this dataset, the strongest "market/thought leadership" cluster uses clear numbers or original-sounding data points (6 posts averaging about 1.91x relative engagement), while repeated, broad warnings without a fresh number/story are the weakest cluster (7 posts averaging about 0.49x). The posts that do best usually pick one business fear (wasted budget, unclear ROI, talent gap) and make it concrete with a number, a quote, or a sharp "we do X, not Y" stance.	Post 1 Post 2 Post 3
AI audit + consulting playbooks people can copy	24%	Concrete "exact process" posts win: step-by-step playbooks with numbers (prices, time boxes, conversion rates, ROI math) are the strongest sub-type here (8 posts averaging about 1.80x relative engagement). The weaker versions are the ones that feel like a promo or a resource drop without enough of the actual steps (15 posts averaging about 1.30x, with the lowest cluster around 0.72–0.82x). The best posts make the first paid step feel small, safe, and repeatable—so readers can picture themselves doing it.	Post 1 Post 2 Post 3
Delivery case studies with a clear before/after result	22%	Case studies beat "how-to" advice when they include a named mechanism and a tight before/after metric. In this dataset, case studies with clear metrics average about 1.43x relative engagement, while general implementation/change-management guidance without a standout headline result averages about 0.71x. The strongest case studies are framed as a mistake/lesson → fix, so the reader gets both proof and a takeaway they can reuse.	Post 1 Post 2 Post 3

**Founder journey +
"young vs
incumbents"
credibility stories**

17%

The biggest spike comes from "age skepticism → win" stories. The small set of posts built directly around the age objection turning into enterprise results averages about 8.24x relative engagement (3 posts). By contrast, simple milestone/status updates without a conflict-and-proof arc are noticeably weaker (5 posts averaging about 1.35x). The most effective founder content uses sharp contrasts (before/after lists, dated timelines, or one vivid moment like a DM/meeting) so the story feels real, not motivational fluff.

Post 1

Post 2

Post 3

Conversion Strategy

Their Offer(s)

Monk AI Group's AI Transformation services (paid AI Audit/pilots and implementation for mid-market to enterprise).

AI consulting coaching/apprenticeship ("Become a 6-Figure AI Consultant" alignment call)

YouTube education content plus free templates/blueprints/scorecards

How They Promote in Posts

In-post promotion is selective and usually placed at the end (often as a P.S.). Promotional CTAs show up about 17.89% of the time and underperform on average (about 1.20x relative engagement with promo CTAs vs about 1.44x without), so most posts stay native and value-first. At the same time, the feed is built to spark replies: across the 95-post dataset, CTAs of any kind appear very often (77.9%), and engagement questions alone appear 64 times—so the default "CTA" is a simple question that keeps the thread active. When he does push for leads, he typically sends people off-platform (YouTube + free download) or gates a resource behind a comment to start a DM conversation.

[Example 1 →](#)

[Example 2 →](#)

[Example 3 →](#)

How They Promote in Profile

The profile is built like a landing page: the banner repeats the category plus trust signals and a "Book a Call" cue; the headline stacks outcome + quantified proof + a direct DM CTA; and the About section gives skimmable proof bullets plus two clear Calendly links (one for AI transformation, one for coaching) and email. The Featured section acts as a direct conversion tile, sending high-intent visitors straight into the coaching funnel, while the rest of the profile supports the "audit/pilot first" buying step.

[View Profile →](#)

Top 10 Posts

1



A 45-year-old CEO just hired us to replace his \$300K consultant. Here's the DM that changed his mind.

He shares a late-night LinkedIn DM where a CEO questions what a young operator can do compared to a high-priced consulting firm. He replies by offering fast, tangible deliverables (working prototypes) and then tells the story of demoing a workflow improvement with a dramatic time reduction. The story ends with a same-day close and a message to younger builders who face the same objection.

♡ 1753 💬 324 ↻ 45

2



I pitched a \$240k AI project at 18. The CEO laughed. Then I showed him this.

He tells a boardroom story where a CEO dismisses him for being young, then he shifts the conversation by showing a concrete build and outcome metrics. The post stacks multiple measurable results and frames execution as the true credibility signal. It closes with a broad lesson about results beating perception.

♡ 522 💬 88 ↻ 4

3



My best friend and I went from failing English class to doing AI workshops for the boards of multi-million dollar enterprises

He shares an origin story about building a company with his best friend, starting with no capital or connections. The post lays out a dated timeline of milestones and growth, leading to enterprise-level workshops and delivery work. It ends with gratitude and a clear forward-looking vision.

♡ 290 💬 65 ↻ 2

4



We charge \$1500 for AI audits. Here's the exact process that converts 83% of them into 5-figure contracts.

He explains a paid audit offer with a clear price and a strong conversion claim, then breaks the delivery into a step-by-step framework. The post includes mini examples with ROI-style numbers and a risk-reversal angle that lowers buyer fear. It positions the audit as the logical first step into bigger implementation work.

♡ 284 💬 62 ↻ 2

5



Why I Turn Down \$50K Projects (The 18-Second Test)

He argues that some big-budget projects are actually bad deals and shares a fast qualifying test with three simple questions. He lists red flags and translates vague answers into what they really mean. The post ends by asking readers to add their own qualifying questions.

♡ 281 💬 51 ↻ 6

6



It's my 19th birthday.

He uses a birthday reflection to contrast "last year" versus "today" with a simple scoreboard of clients, revenue, and deliveries. He highlights how perception changed from "too young" to "how did you do that," and thanks his co-founder. The post ends with a message aimed at young builders and a prompt to share it with someone under 25.

♡ 250 💬 87 ↻ 0

7



Last week: explaining AI consulting to my Turkish mother. This week: implementing it for a \$B company.

He tells a family conversation where he explains his work in simple words, then shows how the same explanation helped in an executive conversation days later. He uses a sticky everyday analogy and ties it to a quick prototype result with a clear time-saving number. The point is that real expertise should be explainable without jargon.

♡ 257 💬 28 ↻ 0

8



Why I'm teaching my biggest competitors everything I know (and doubling my revenue)

He argues that sharing his best frameworks publicly—even if competitors copy them—actually increases inbound demand. He describes how copying leads prospects to search for the original source, then lays out levels of transparency that most creators never reach. The post ends by offering a high-value template in exchange for a comment.

♡ 141 💬 141 ↻ 1

9



Selling \$5-10K AI audits is actually simple.

He lays out a simple checklist for selling audits, focusing on talking to the people closest to the work, documenting the workflow clearly, and showing ROI in plain language. He uses a vivid "expensive time doing cheap work" example and pushes for a simple one-page deliverable instead of long decks. The post positions audits as diagnosis before a bigger fix.

♡ 222 💬 55 ↻ 4

10



I asked 50 enterprise CEOs: "What's your biggest AI fear?" 37 out of 50 said the exact same thing.

He shares a small survey-style insight from conversations with enterprise CEOs, highlighting a repeated fear about not knowing whether AI investments are working. He reinforces the point with executive-style quotes and contrasts big, vague spending with small pilots and measurable proof. The post ends by asking what metrics matter most for success.

♡ 197 💬 56 ↻ 6