



Michele Torti

Helping founders scale to \$10k/mo with their AI automation agency |
Made \$100K+ in 12 months with mine | Join 6k+ AI agency owners in my Skool community (Link in the featured section)

30k followers • [View Profile](#)

6

POSTS / WEEK

4 PM, UTC

MAIN POSTING TIME

80

AVG REACTIONS
20 comments

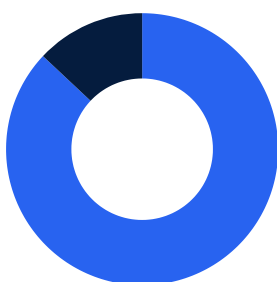
77%

CALL-TO-ACTION
FREQUENCY

#1 SUCCESS FACTOR

They turn LinkedIn into a simple trade: a clear business result (reach \$10k/month) in exchange for a specific, high-value resource that people can get with one tiny action (a one-word comment). Because the profile repeats the same promise and the feed repeatedly delivers “complete systems” (not random tips), the audience learns to comment, DM, and join—creating both reach and a steady stream of sales conversations.

FORMAT BREAKDOWN



- Image 87% 70 avg reactions
- Carousel 13% 90 avg reactions

7 Tactics You Can Steal

01 [Make people comment one word to get the free resource](#)

02 [Make the free thing feel real with numbers and named parts](#)

03 Call out the exact loop people are stuck in

04 Use "If I started over" posts to sound instantly helpful

05 Start with a bold opinion, then prove it with one real result

06 Give the "boring system" instead of random tips

07 Keep selling from feeling spammy by giving free value first

7 Tactics You Can Steal

1 Make people comment one word to get the free resource

In every one of their highest-performing posts, the next step is the same: “comment ONE word and I’ll send it.” That works because it’s easy (no long message), it creates tons of comments, and it starts a real conversation in DMs. The impact is big: conversion-CTA posts average about 5.06x engagement vs 0.97x without, and the biggest free course drops average about 26.45x. To copy it: promise one clear resource, pick a single keyword, put the keyword CTA in the last line, and actually send the resource fast.

[Example 1 →](#)

[Example 2 →](#)

[Example 3 →](#)

2 Make the free thing feel real with numbers and named parts

They don’t say “free training”—they spell out what’s inside using hard numbers and clear pieces (hours, modules, projects, templates, systems). That works because people can judge value in two seconds, and it feels like a real product, not vague hype. You can see this in the biggest posts: the resource is described with specific scope, and those “big drop” posts are the ones averaging about 26.45x engagement. To copy it: list 5–10 bullets, include at least three numbers, and name concrete deliverables your reader wants to use immediately.

[Example 1 →](#)

[Example 2 →](#)

[Example 3 →](#)

3 Call out the exact loop people are stuck in

Several top posts start by describing the reader’s daily loop in plain words (learning tools, watching tutorials, changing outreach, still no clients). This works because people feel “you read my mind,” so they keep reading and are more likely to take the next step. In their best posts, that loop callout is immediately followed by a simple promise: “here’s the system/recording/roadmap.” To copy it: write 4–6 bullets that describe the stuck behaviors you see, then say what the real problem is, then offer the fix.

[Example 1 →](#)

[Example 2 →](#)

[Example 3 →](#)

4

Use “If I started over” posts to sound instantly helpful

They often write as if they’re starting from zero again and sharing what they would do first. This works because it cuts through noise: readers want a short list of what matters, not theory. These restart-style posts show up among the highest performers and usually come with a structured artifact (a tier list, a step-by-step plan, a channel ranking). To copy it: write “If I had to start again...” then give a ranked list or a 5-step plan, then offer the full breakdown via a keyword comment.

[Example 1 →](#)[Example 2 →](#)[Example 3 →](#)**5**

Start with a bold opinion, then prove it with one real result

Some of their best posts open with a strong claim like “most people are doing this wrong,” then back it up with a clear result number (revenue, calls booked, pipeline, deal sizes). That works because the opinion creates curiosity, and the number makes it believable. You can see the proof-first style in multiple top performers, and it matches the whole profile promise (clear outcomes, not vague inspiration). To copy it: write a one-line opinion that’s easy to disagree with, then add one proof number, then explain the ‘right way’ in 3–5 bullets.

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

Give the “boring system” instead of random tips

When they teach, they package it as a full system: what to do first, what to do next, and what to ignore. This works because it removes overwhelm and makes people feel they have a plan, which is exactly what beginners want. The data supports this: framework-style education posts average about 1.42x, while scattered tactical takes average about 0.44x. To copy it: teach in steps, name each step, and include at least one script/checklist/template so it feels usable.

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

Keep selling from feeling spammy by giving free value first

Even though promotion is frequent, most promos are “here’s something free that helps you,” not “buy my program.” That keeps trust high while still driving action: across 100 posts, posts with any CTA average about 294.51 total engagements vs 102.13 without, and the best-performing promos are the ones that trade a free asset for a one-word comment (not a vague “DM me”). To copy it: make most promos about a free guide/video/checklist, keep the CTA at the end, and only use a direct paid pitch for people who already know they want help.

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

Profile Breakdown

HEADLINE FORMULA

Helping founders scale to \$10k/mo with their AI automation agency | Made \$100K+ in 12 months with mine | Join 6k+ AI agency owners in my Skool community (Link in the featured section)

Helping [specific person] achieve [clear number goal] with [simple vehicle] | [your proof with a timeframe] | Join [community size]+ in [place] (tell them exactly where to click). This works because it says who it's for, what they get, why you're believable, and what to do next—all in one scan.

BANNER STRATEGY



Banner = one big promise headline + one concrete outcome line + one obvious "button" CTA + one social proof badge + your face. This works because it looks like an ad, matches the headline/About wording (same outcome + same mechanism), and makes the next step feel obvious.

Content Strategy

PILLAR	%	WHAT CRUSHES	EXAMPLES
Free resources that people “unlock” by commenting	40%	The highest spikes come from big resource drops that feel complete and measurable (hours, modules, projects, templates) and are gated by a one-word comment. In the 100-post set, posts with conversion CTAs average about 5.06x relative engagement vs 0.97x for non-CTA posts, and the biggest “course/masterclass” drops average about 26.45x. What underperforms inside this pillar is a plain “DM me for 1:1 / program” ask without a specific asset (those promo-style posts average about 0.68x).	Post 1 Post 2 Post 3
Get clients + sell your offer (step-by-step systems)	26%	Within non-gated business education, full step-by-step frameworks beat scattered tips: the best framework posts average about 1.42x vs 0.44x for late-list tactical takes. The winning angle is always “what to do next” (first clients, pricing, outbound), with concrete deal sizes or clear scripts/steps so the reader can picture themselves using it today.	Post 1 Post 2 Post 3
Mindset + identity stories (specific, emotional, and real)	30%	The best mindset content is not generic motivation—it’s vivid and specific. High-emotion, scene-based mindset posts average about 1.51x, while generic accountability reminders average about 0.45x. Personal origin/identity stories also land well (the concrete life-change narratives are consistently above baseline, around 2.18x in the sampled set), especially when they tie back to the same ‘roadmap’ promise.	Post 1 Post 2 Post 3
Tools + build skills (practical lists, not theory)	4%	This is the smallest pillar, and it works best when it stays practical: “what tools,” “what mistakes,” and simple do/don’t lists slightly outperform more conceptual takes in the sample (tool-list style around 0.78x vs conceptual around 0.65x). It’s strongest when it supports the bigger promise (getting paid results), not when it becomes tool-chasing for its own sake.	Post 1 Post 2 Post 3

Conversion Strategy

Their Offer(s)

Paid coaching/mentorship to help founders build and scale an AI automation agency (offer, lead gen, sales, delivery systems).

Free Skool community (The AI Automation Circle)

Free lead magnets (videos/guides/scripts/frameworks sent in DMs after keyword comments)

Newsletter sign-up

Occasional free clarity/roadmap calls

How They Promote in Posts

CTAs are used very often: in the 100-post set, 77% include some CTA, and those CTA posts average about 294.51 total engagements vs 102.13 without. The core move is "comment a keyword and I'll DM you the resource," which doubles as distribution (lots of comments) and lead capture (DM conversations). Separately, conversion-style keyword CTAs show up in about 40% of posts and correlate with much higher relative engagement (about 5.06x vs 0.97x for non-conversion CTA posts). Most CTAs are placed at the end and often include a quick deliverability line like "make sure we're connected."

[Example 1 →](#)

[Example 2 →](#)

[Example 3 →](#)

How They Promote in Profile

The profile is built like a simple funnel: banner and headline repeat one promise (clear roadmap to \$10k/month) and one action (join the Skool community). The About section reads like a short sales page (pain points → underdog story + proof → one clear link). Featured content leads with proof and uses the same "comment a keyword" habit, training visitors to take the same action they see in the feed.

[View Profile →](#)

Top 10 Posts

1



Find the entire course here - <https://lnkd.in/e9aGbBQT>

This post gives away a full training on building automation systems, positioned as a complete course built from the creator's own agency experience. It stacks very specific "what you get" details (hours of video, many real projects, and named system types) and then tells readers to comment a single keyword to receive it.

♡ 866 💬 3627 ↻ 130

2



15 in-depth modules.

This post offers a complete course and explains it as a structured curriculum with a module list and example builds. It highlights how much work went into it and differentiates it from scattered free content, then asks for a one-word comment to send it.

♡ 288 💬 1525 ↻ 4

3



Voice AI is one of the biggest opportunities in the AI space right now...

This post frames a fast-growing opportunity and says most people are approaching it the wrong way. It includes a concrete success example and then offers a masterclass-style breakdown, delivered after a one-word comment.

♡ 235 💬 936 ↻ 6

4



If you want to start an AI automation agency in 2026

This post tells beginners to stop focusing on tools and start focusing on getting clients. It calls out the common "learning loop," previews a structured breakdown of what to do instead, and asks for a keyword comment to get the recording.

♡ 187 💬 723 ↻ 5

5



If your goal is to hit your first \$10k with an AI agency,

This post argues that cold outreach is the fastest path to the first meaningful revenue milestone, especially when you don't have an audience. It previews a full outbound framework with deal-size ranges and then gates the breakdown behind a keyword comment.

♡ 171 💬 637 ↻ 0

6



If you've already decided to start an AI agency.

This post says most people misunderstand how LinkedIn helps them get clients and replaces generic "post more" advice with a clear system that turns posts into calls. It includes strong proof numbers and then asks for a keyword comment to receive the video breakdown.

♡ 194 💬 582 ↻ 1

7



I scaled my AI agency from \$0 to \$100K in 12 months.

This post opens with a big personal result and explains that the difference is not tools or talent—it's having a roadmap. It outlines a step-by-step guide (skills, first client, lead gen, sales, delivery) and then gates the full version behind a keyword comment.

♡ 188 💬 528 ↻ 4

8



When I started my AI automation agency,

This is a relatable early-journey story about being stuck and constantly changing approach without results. It names the specific behaviors in that loop, then offers a "what I wish I had" video and asks people to comment a keyword to get it.

♡ 175 💬 502 ↻ 1

9



If I were to start an AI automation agency in 2026

This post uses a "starting over" frame to explain how to get clients, then introduces a ranked tier list of acquisition channels. It contrasts fast channels with slower ones and offers the full breakdown in exchange for a keyword comment.

♡ 143 💬 486 ↻ 0

10



If you're building an AI agency alongside a job,

This post targets people building on the side and focuses on time waste in lead research. It describes a simple system that qualifies and scores leads, then offers the full setup and resources through a keyword comment.

♡ 130 💬 481 ↻ 0
