



# Jimmy Donaldson

Founder of MrBeast & Feastables

503k followers • [View Profile](#)

1

POSTS / WEEK

6 PM, UTC

MAIN POSTING TIME

3160

AVG REACTIONS  
250 comments

29%

CALL-TO-ACTION  
FREQUENCY

## #1 SUCCESS FACTOR

He turns LinkedIn into a stream of easy-to-believe “proof moments”: huge wins, clear receipts (photos, timelines, raw numbers), and mission results that land in seconds. Because the profile already screams “I build big things,” he can keep posts short and still earn trust—then use occasional direct asks to push people to watch, buy, or donate.

## FORMAT BREAKDOWN

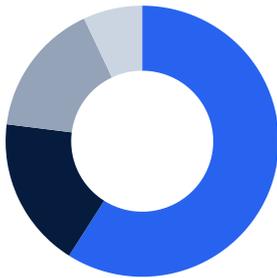


Image	59%	4120 avg reactions
Video	18%	2940 avg reactions
Text Only	16%	2380 avg reactions
Carousel	7%	2180 avg reactions

## 7 Tactics You Can Steal

- [Start with the biggest win in the very first line](#)
- [Show “receipts” people can see, like photos, timelines, and lists](#)
- [Make your brag likable by adding a funny or humble twist](#)

04 Add one vivid hard moment so your win feels earned

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05 For impact posts, list the numbers, then say your stance clearly

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06 Turn a huge problem into one simple action and one early result

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07 Keep calls-to-action rare, put them last, and don't oversell

# 7 Tactics You Can Steal

## 1 Start with the biggest win in the very first line

He often opens with one huge, easy-to-grasp fact (a record, a massive number, or an elite name) and keeps the caption short so the win hits instantly. This works because people can react and reshare without reading a long explanation. In his best-performing set, most posts are built around one clear milestone, and milestone/accolade posts average about 2.83x engagement compared with about 0.59x for casual updates. To copy it: write one first sentence that can stand alone, cut everything else that isn't needed, and let the image or the next line do the rest.

[Example 1 →](#)

[Example 2 →](#)

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## 2 Show “receipts” people can see, like photos, timelines, and lists

He doesn't just say something big happened—he shows proof people can look at (a cover, an award wall, a timeline graphic, or a simple list of numbers). This works because proof kills doubt and gives people something specific to comment on (“wow, look at the jump here”). Format data backs it up: image posts have a median of 4,118 likes versus 2,382 for posts with no media, and images average about 1.79x engagement versus video at about 0.93x. To copy it: attach one clear visual that tells the whole story in one glance, and keep the caption focused on what the proof means.

[Example 1 →](#)

[Example 2 →](#)

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## 3 Make your brag likable by adding a funny or humble twist

When he shares an impressive moment, he often adds a human angle (a joke, an awkward detail, or a “can't believe this is real” line). It works because it turns a flex into a story people enjoy, so they're more likely to comment instead of just scrolling. Several of his highest-performing posts use this “wow + humble” mix, and it pairs well with short captions that feel real. To copy it: after your win, add one honest sentence about what makes it surprising, funny, or hard to believe, then stop.

[Example 1 →](#)

[Example 2 →](#)

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**4****Add one vivid hard moment so your win feels earned**

He often pairs a big win with one sharp, specific struggle detail (what people told him, how long it took, what he risked). This works because people don't only celebrate the number—they connect to the effort, which drives longer comments and shares. You see this “win + sacrifice” pattern across multiple top-performing posts, especially around long time horizons. To copy it: share the win, then add one concrete sentence about the hardest part (a time period, a tradeoff, or a doubt you faced).

[Example 1 →](#)[Example 2 →](#)**5****For impact posts, list the numbers, then say your stance clearly**

His strongest mission posts read like a simple “impact receipt”: a list of outcomes with real numbers, followed by a clear point of view (even when it invites disagreement). This works because numbers make it believable, and a clear stance gives people something to respond to. The data supports the pattern: mission/results posts average about 2.61x engagement, beating generic shoutouts at about 1.03x. To copy it: write 5–10 bullet-like results with numbers, then add one plain sentence about what you believe and what you'll keep doing.

[Example 1 →](#)[Example 2 →](#)**6****Turn a huge problem into one simple action and one early result**

He makes big issues feel doable by explaining one clear action, why it should work, and an early number that shows it's moving (even if it's just the first week). This works because people can understand the plan fast and trust it more when there's a measurable result. This matches the broader pattern that quantified impact posts outperform vague ones (about 2.61x vs 1.03x). To copy it: write the problem in one line, the action in one line, then share the first metric you can prove and what happens next.

[Example 1 →](#)[Example 2 →](#)**7****Keep calls-to-action rare, put them last, and don't oversell**

When he asks people to watch, buy, or click, it's usually at the end after a short story or some stakes—and he doesn't do it in most posts. This works because the audience gets value or emotion first, so the ask feels earned, not like an ad. The numbers are clear: posts with an explicit CTA average about 0.84x engagement (24 posts) versus about 1.83x without a CTA (58 posts), and CTA posts average 2,618 likes versus 5,929.8 without CTAs in the sample. To copy it: write the post as if there's no link, then add one simple last line asking for one action—and don't do it every week.

[Example 1 →](#)[Example 2 →](#)

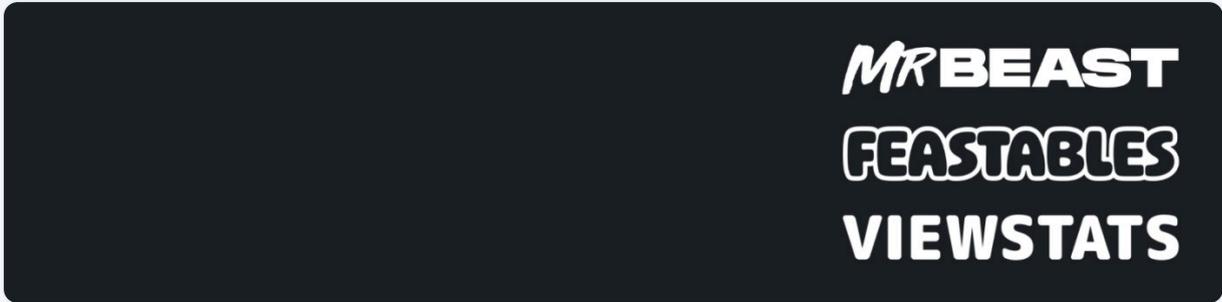
# Profile Breakdown

## HEADLINE FORMULA

Founder of MrBeast & Feastables

Authority role + two most recognized brands ("Founder of [Primary Brand] & [Secondary Brand]"). It works because it's instantly understood, highly searchable, and uses brand recognition as proof —no extra explanation needed.

## BANNER STRATEGY



Dark, simple background + a clean stack of venture logos/wordmarks (brand portfolio) with lots of empty space. It works because visitors understand the ecosystem in one glance, and the simplicity stays readable on any device.

# Content Strategy

PILLAR	%	WHAT CRUSHES	EXAMPLES
Big wins, records, and third-party recognition	31%	Big milestone/record posts consistently beat casual life updates. Major milestones/accolades average about 2.83x engagement (22 posts) versus about 0.59x for light personal/off-topic updates (3 posts). The strongest versions are instantly understandable (one clear win) and often come with a "receipt" (a photo, screenshot, or a concrete number) so people can congratulate and reshare fast.	<a href="#">Post 1</a> <a href="#">Post 2</a> <a href="#">Post 3</a>
Building the machine (behind-the-scenes, leadership, and how it's run)	34%	This pillar wins when it's a peek behind the curtain with a clear takeaway. Actionable advice + behind-the-scenes operations average about 1.41x engagement (4 posts), beating platform experiments or raw stat-dumps without a strong lesson (5 posts, about 0.80x). The best posts show how decisions get made, what great teams need, or what the process actually looks like—simple, specific, and useful.	<a href="#">Post 1</a> <a href="#">Post 2</a> <a href="#">Post 3</a>
Mission and measurable impact (philanthropy + ethics-driven business)	13%	Impact posts do best when they're specific and counted. Mission/results storytelling averages about 2.61x engagement (7 posts) versus about 1.03x for generic shoutouts/partner updates (4 posts). The strongest posts connect a real-world problem to a clear action, then add numbers (people helped, dollars, outcomes) so the audience can trust it and talk about it.	<a href="#">Post 1</a> <a href="#">Post 2</a> <a href="#">Post 3</a>
Shows and product launches (promotion that needs a real "moment")	22%	Promotion performs best when it's a big moment, not a repeated reminder. For the show, larger announcements/collabs/season moments average about 0.99x (9 posts), beating episode-by-episode prompts at about 0.63x (9 posts). For products, mission-driven launches/records with substance average about 1.26x (6 posts), while direct promos/asks/polls average about 0.63x (13 posts).	<a href="#">Post 1</a> <a href="#">Post 2</a> <a href="#">Post 3</a>

# Conversion Strategy

## Their Offer(s)

Beast Games on Prime Video (driving viewership)

Feastables (CPG products, often retail availability pushes)

ViewStats (YouTube analytics website + Chrome extension)

#TeamWater donations (fundraising)

Recruiting/hiring for production roles

Brand sponsorship inventory for MrBeast videos

## How They Promote in Posts

Direct CTAs appear in 29.27% of the provided posts (24 of 82) and usually come at the end as a simple, casual command ("go watch", "check it out") with a link. In this sample, CTA posts average 2,618 likes / 239.8 comments / 46.5 reposts versus 5,929.8 likes / 325.5 comments / 66.8 reposts without CTAs, so the strategy seems to trade some engagement for action. Promotions are frequent overall (39 of 82 posts; 47.56%), but the biggest engagement spikes tend to come from authority/impact posts that don't ask for anything.

[Example 1 →](#)

[Example 2 →](#)

[Example 3 →](#)

## How They Promote in Profile

The profile sells trust first: headline + banner make the brand portfolio obvious, while the About section is a mission-only line with no link or ask. The featured item spotlights an ethics/impact story, which strengthens belief and reduces skepticism before any promotion; most real conversion routing happens inside posts via links and direct prompts, not through the profile.

[View Profile →](#)

# Top 10 Posts

1



## made it on the cover of Forbes 🤔

He shares a simple milestone: he made the cover of Forbes, with the cover image as the main asset. The post celebrates mainstream recognition and reinforces the idea that creators have massive real-world influence.

♡ 39409    💬 1178    ↻ 259

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2



## Taught a class at Harvard which is funny because I dropped out of college after only two weeks haha.

He says he taught a class at Harvard, then immediately contrasts it with dropping out of college after two weeks. A classroom photo adds legitimacy and shows what he covered, making the moment feel real and behind-the-scenes.

♡ 15303    💬 375    ↻ 112

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3



## 400,000,000 subscribers! A decade ago before I blew up everyone in my life told me I was too obsessed and constantly told I'd never make it.

He celebrates reaching 400,000,000 subscribers and tells a perseverance story about being doubted for years. He adds vivid commitment details, then ends with gratitude and a purpose-focused takeaway.

♡ 14377    💬 892    ↻ 149

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4



## Every YouTube play button in existence. It only took 13 yrs to get here:)

He shares a visual achievement ladder of YouTube play buttons, framed as having every one "in existence." The post highlights long-term compounding over 13 years through a single, easy-to-read image.

♡ 14705    💬 538    ↻ 67

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5



## Can't believe I finally hit 100M. Thank you everyone!!!!!!

He celebrates hitting 100M subscribers with a straightforward thank-you. The attached graphic reinforces the milestone and shows a timeline of growth over multiple years.

♡ 14031    💬 748    ↻ 102

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6

## My subscriber count each year.

He posts a year-by-year list of subscriber counts that shows slow early growth and massive later compounding. He then states the lesson: it takes longer than you think, but obsession over 10+ years can work.

♡ 14042    💬 541    ↻ 228

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**7 It's kind of crazy the amount of good we've been able to do thru a YouTube channel:**

He lists a large set of philanthropic outcomes with concrete numbers across many initiatives, plus additional giving totals. He also addresses criticism directly and states he'll keep helping because he enjoys it.

♡ 11944    💬 818    ↻ 184

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**8**



**I filmed and scheduled a video 10 years ago where I guessed how many subscribers I would have in October 2025.**

He shares a "time capsule" story: a video he scheduled a decade ago predicting his future subscriber count finally went live. The post is reflective and ends with gratitude to everyone who has watched over the years.

♡ 11860    💬 622    ↻ 156

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**9**

**To help get kids out of child labor on cocoa farms in west Africa we started giving away free breakfast at schools (kids are more likely to go if they know they will be fed) and one school's attendance is already up 10% in the first week 🙄**

He explains a specific intervention to reduce child labor by increasing school attendance: free breakfast at schools. He shares an early result (attendance up 10% in a week) and signals deep personal commitment to the mission.

♡ 11799    💬 527    ↻ 140

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**10**



**400,000,000 Subscriber Play Button! Thank you YouTube 💙**

He marks the 400M milestone by sharing a custom Creator Award moment. The photo includes a recognizable platform leader, turning it into a ceremonial "you had to be there" snapshot.

♡ 11313    💬 723    ↻ 42

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