



# Nick Pattison

Founder at Primary, a brand sprint studio

18k followers • [View Profile](#)

**2**

POSTS / WEEK

**3 PM, UTC**

MAIN POSTING TIME

**400**

AVG REACTIONS

20 comments

**14%**

CALL-TO-ACTION

FREQUENCY

## #1 SUCCESS FACTOR

He turns his offer into a “show, don’t tell” portfolio feed: short captions plus high-craft visuals that clearly explain the problem, the taste choice, and the final direction. That makes the work feel like proof (not marketing), so people trust the “brand sprint” promise and self-qualify before he ever asks for a call.

## FORMAT BREAKDOWN

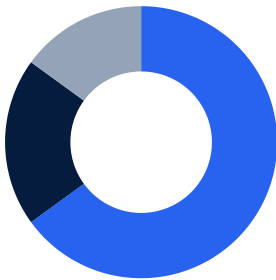


Image	65%	450 avg reactions
Text Only	20%	150 avg reactions
Video	15%	250 avg reactions

## 7 Tactics You Can Steal

01 [Start with the problem or brief, then show your answer](#)

02 [Use one packed picture that shows the brand in real life](#)

03 [Explain the logo with a simple story anyone can repeat](#)

04 Show unfinished work and invite people to react to it

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05 Share a quick "where it's heading" snapshot, not daily updates

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06 When you write, use lists and steps people can save

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07 Ask for action rarely, and make hiring your safest "ask"

# 7 Tactics You Can Steal

## 1 Start with the problem or brief, then show your answer

He often opens with a clear constraint, client request, or brief, then shows the work as the response. This works because people can judge the decision, not just the looks—so commenting feels easy (“did you nail the brief?”). Three of his highest-performing posts use this “brief → answer” setup, and it consistently pulls in non-designers because it’s about solving a business problem. Do this by writing one sentence like “We had X problem / the client wanted Y,” then show the result and add one line about why you chose it.

[Example 1 →](#)

[Example 2 →](#)

[Example 3 →](#)

## 2 Use one packed picture that shows the brand in real life

Many of his biggest posts use a dense collage that includes multiple touchpoints (logo, product screens, headlines, colors) in one image. It works because people stop to scan it, which increases time-on-post, and it gives everyone something different to comment on. Most of his top-performing posts are this “one image with lots to inspect” style, and image posts overall average 2.46x relative engagement (vs 1.41x video, 0.63x text-only). To copy it, build a single collage that shows at least 5–8 pieces of proof from the same project, then keep the caption short.

[Example 1 →](#)

[Example 2 →](#)

[Example 3 →](#)

## 3 Explain the logo with a simple story anyone can repeat

When he introduces a mark or mascot, he explains it with a plain metaphor tied to the product’s job. This works because people remember stories, and it helps non-experts “get it” in one read—so they’re more likely to share or tag someone. Three of his top posts use this clear metaphor style. To do it, write one sentence in the format: “We chose X because it acts like Y,” then show where it lives (app icon, site, product screens).

[Example 1 →](#)

[Example 2 →](#)

[Example 3 →](#)

## 4 Show unfinished work and invite people to react to it

He doesn’t only post finished wins—he shares early directions and asks for a gut check. This works because it turns the audience into reviewers, which naturally creates comments and strong opinions. The biggest spike in his dataset is an “early exploration” post, and a simple feedback question (“what are we feeling?”) makes it even easier for people to jump in. Copy this by posting a draft, naming one thing you’re unsure about, and asking one simple question at the end.

[Example 1 →](#)

[Example 2 →](#)

**5**

## Share a quick “where it’s heading” snapshot, not daily updates

A single, clear direction snapshot performs well because it shows progress people can actually judge (logo, colors, a line of copy, and an application). In contrast, day-by-day sprint updates underperform badly (4 posts averaging 0.09x relative engagement), likely because they feel incomplete and repetitive. The fix is simple: instead of “Day 1 / Day 2,” share one mid-project checkpoint that already looks like a real brand. Include one sentence on what’s changing and one sentence on what will stay the same.

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

## When you write, use lists and steps people can save

His “teaching” posts work best when they’re structured as frameworks (lists, predictions, IN/OUT, steps), not short one-liners. In a 71-post sample, structured posts average 1.45x relative engagement (5 posts) vs 0.42x for short aphorisms/link-style updates (7 posts). This works because people can screenshot or save it, and it sparks better comments than vague inspiration. To copy it, pick one topic and write 5–10 bullets with clear labels instead of a single clever sentence.

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

## Ask for action rarely, and make hiring your safest “ask”

He keeps explicit CTAs low-frequency (10 of 71 posts, about 14%), and CTA posts average ~445 total interactions vs ~881 for posts without CTAs. This works because the feed stays trust-first, so the audience doesn’t feel “sold to.” When he must ask, hiring-style CTAs are the most resilient (examples of hiring CTAs still reaching ~2–3x relative engagement), because they feel like an opportunity, not an ad. Copy this by keeping most posts pure value/proof, and saving “apply / we’re hiring” asks for when you can make it specific and attractive.

[Example 1 →](#)[Example 2 →](#)

PART 2

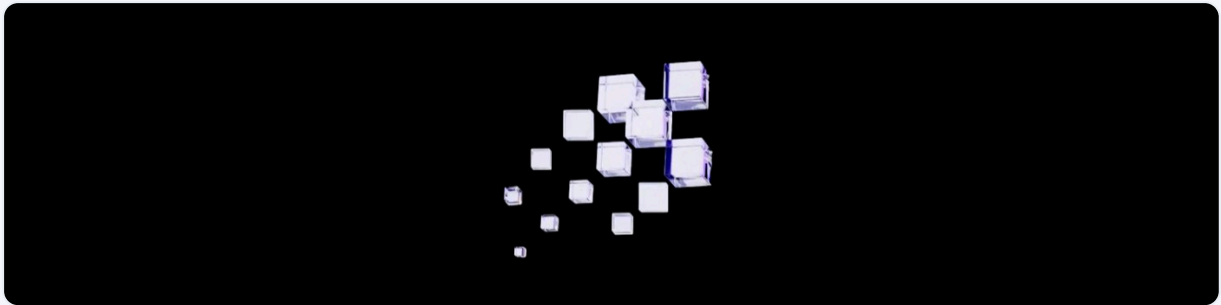
# Profile Breakdown

HEADLINE FORMULA

**Founder at Primary, a brand sprint studio**

Founder at [Company], a [named category or mechanism]. Why it works: it's instantly clear who you are (authority), what you sell (category), and what makes it different (a specific mechanism like "sprint," implying speed + a repeatable process).

BANNER STRATEGY



Abstract, premium visual with strong contrast and a consistent style (minimal or no text). Strategic message: "high-end, modern craft" and "engineered systems." Why it works: it signals quality fast, matches the promise of a repeatable sprint process, and keeps the profile feeling like a studio brand—not an ad.

# Content Strategy

PILLAR	%	WHAT CRUSHES	EXAMPLES
<b>Client work &amp; brand reveals (make the work the product demo)</b>	56%	Image-led reveals and explorations consistently outperform other formats: in a 71-post sample, image posts average 2.46x relative engagement vs 1.41x for video and 0.63x for text-only. The nostalgia/retro-reference subset is a ceiling-raiser (8 posts averaging 4.70x relative engagement) and includes the biggest spikes. What to avoid inside this pillar: day-by-day sprint progress updates without a strong "reveal" average just 0.09x (4 posts).	<a href="#">Post 1</a> <a href="#">Post 2</a> <a href="#">Post 3</a>
<b>Design + business lessons (teach in simple frameworks)</b>	17%	Structured teaching wins: detailed instructional/list/prediction posts average 1.45x relative engagement (5 posts) vs 0.42x for short aphorisms/link/replay-style updates (7 posts). The practical takeaway is to turn opinions into checklists, "IN/OUT" lists, or step-by-step thinking people can save and reuse.	<a href="#">Post 1</a> <a href="#">Post 2</a> <a href="#">Post 3</a>
<b>Studio growth posts (hiring + business model updates, not hard selling)</b>	14%	Direct pitch/link/referral-style posts tend to get suppressed (6 posts averaging 0.27x relative engagement). The growth posts that hold up best are people-focused and story-based (4 posts averaging 1.71x): hiring, team-building, and "here's how we run the studio" narratives. This pillar works best when it feels like a real update with specifics, not a generic ad.	<a href="#">Post 1</a> <a href="#">Post 2</a> <a href="#">Post 3</a>
<b>Personal point of view (specific stories, not generic motivation)</b>	13%	Personal posts can spike when they contain a specific point of view or a concrete story (3 posts averaging 4.61x relative engagement). What tends to flop is generic motivational or hustle-style one-liners and quick brag/press updates (6 posts averaging 0.25x). The winning version is: one real moment + one clear belief + one lesson that fits the creator's "speed + quality" brand.	<a href="#">Post 1</a> <a href="#">Post 2</a> <a href="#">Post 3</a>

# Conversion Strategy

## Their Offer(s)

Primary's productized branding service: the Brand Sprint (fast, fixed-scope brand identity/system delivered in about 1–2 weeks, depending on the context).

Hiring roles at Primary (e.g., Senior Brand Designer)

Referral bounties for client leads

Traffic to studio assets like the website/portfolio

## How They Promote in Posts

CTAs are relatively rare (about 10 of 71 posts, ~14%) and usually placed at the end of the post. In the sample, CTA posts underperform: ~445 total interactions (likes+comments+reposts) vs ~881 without CTAs, and explicit business CTAs average 0.81x relative engagement vs 2.06x for non-CTA posts. The exception is hiring CTAs, which can still perform strongly (examples reaching ~2–3x relative engagement), especially when the role and upside are clear.

[Example 1 →](#)

[Example 2 →](#)

[Example 3 →](#)

## How They Promote in Profile

The profile converts through clarity and proof more than direct calls-to-action: the headline names the productized category ("brand sprint studio"), the About section sells the core belief (speed and quality can coexist) and backs it with pedigree + volume proof (200+ sprints) + risk-reversal ("I lead every sprint"). The banner is an aesthetic trust signal (premium craft) and the Featured section acts as visual proof, but the profile copy shown doesn't include a strong direct booking link or explicit CTA—so most conversion is driven by the accumulated portfolio trust plus occasional CTA posts that send people to the website or into DMs.

[View Profile →](#)

# Top 10 Posts

1



## Early exploration that isn't making the cut for feeling a little too retro

He shares early brand exploration work and openly says it's not being used because it feels "too retro." The visual is a dense collage showing multiple brand pieces (interface mockups, shapes, colors, and messaging) so people can judge the direction for themselves.

♡ 8407    💬 219    ↻ 115

2



## We've had a year

He posts a short, emotional milestone line paired with a high-craft collage of a client brand system. The image includes the brand mark, product screens, and strong headline copy that explains what the product does.

♡ 5073    💬 102    ↻ 72

3



## New brand for Strawberry, a browser driven by agents that complete tasks for you. Backed by Lovable and General Catalyst, this company is a rocketship.

He announces a new brand, explains the product in plain language, and adds credibility by naming well-known backers. The collage shows the logo, product UI, and key marketing lines so the concept feels real and concrete.

♡ 3278    💬 75    ↻ 17

4



## Example of how useful AI can be in branding: Geminus had no assets. We built an ownable photographic world, and a blueprint system to peer inside industrial machinery. Extremely scalable from day one.

He teaches a point about AI by walking through a specific client constraint: the company had no existing assets. He then shows the system they built (a repeatable visual world and blueprint-style imagery) and explains why it scales.

♡ 2884    💬 99    ↻ 32

5



## Love a good mascot. An alert, all-seeing hunting dog felt perfect for this tool that tracks your brand's visibility across LLMs

He shares a mascot-based identity concept and explains why the character fits the product's job (monitoring a brand's visibility in AI chat tools). The images show both the icon and the product UI so the brand idea feels applied.

♡ 2821    💬 61    ↻ 23

6



## Quick snapshot of where we're headed on Glide

He shares a mid-project snapshot showing the direction of a brand system rather than a final launch. The collage includes the mark, colors, an application, and a clear positioning line so viewers can evaluate the direction.

♡ 2675    💬 60    ↻ 32

7



**Inflight is a new collaborative design-feedback tool. We designed a playful logo where two cursors form a paper airplane, then take off as one.**

He introduces the product category, then explains the logo idea with a vivid metaphor that describes collaboration. The post uses motion to show the concept clearly and make the mark feel alive.

♡ 2290    💬 58    ↻ 20

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8



**When the brief is "Hitchhiker's Guide to the Galaxy meets Vercel-level craft"**

He quotes a highly specific, two-part creative brief that mixes a pop-culture reference with a modern quality benchmark. The collage then shows a cohesive visual world and product-style messaging that matches the vibe.

♡ 2004    💬 72    ↻ 14

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9



**Client: I want retro futuristic Me: Say no more**

He uses a short "Client/Me" dialogue to set a clear style promise, then delivers a collage that shows the style across multiple brand pieces. The tone is confident and playful, like a quick joke with proof attached.

♡ 1292    💬 44    ↻ 6

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10



**New brand for Relace. Americana adventure, but in the wild west of code. We reference old science books, 1960s trail maps, and created a loop mark that doubles as a lasso.**

He reveals a new brand and explains the creative direction using concrete references (old science books and trail maps). He also explains the symbol choice in plain language, connecting the mark to the story of the product space.

♡ 1238    💬 49    ↻ 12

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