



# Nick Saraev

Founder at Maker School: the straightest-line path to building an AI agency (2K+ members, ~\$250K MRR) | Co-founder at LeftClick, an AI growth agency serving multibillion dollar portfolio companies.

34k followers • [View Profile](#)

7

POSTS / WEEK

4 PM, UTC

MAIN POSTING TIME

170

AVG REACTIONS  
30 comments

40%

CALL-TO-ACTION  
FREQUENCY

## #1 SUCCESS FACTOR

He turns big, believable proof into a “free, ready-to-use” guide, then uses a one-word comment to deliver it by DM. That single move links everything together: his profile promises a straight path, his posts show the exact steps, and his CTAs turn public engagement into private conversations and leads.

## FORMAT BREAKDOWN

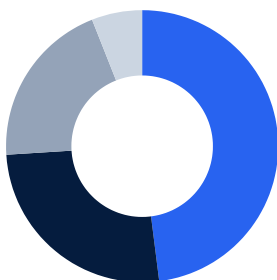


Image	48%	200 avg reactions
Video	26%	170 avg reactions
Carousel	20%	160 avg reactions
Text Only	6%	90 avg reactions

## 7 Tactics You Can Steal

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

02 [Open with a big number, then explain the steps in bullets](#)

03 Teach one scary problem using simple math people can't ignore

---

04 Turn a confusing topic into a short list of options

---

05 Run the same winning hook again when you know it works

---

06 For technical posts, name the exact tools and the speed/cost

---

07 Use a simple image instead of plain text whenever you can

# 7 Tactics You Can Steal

## 1 Make people comment one word to get the free guide

He offers something very specific (a playbook, training, or guide) and makes the ask tiny: comment one word or emoji and he'll DM it. This works because it creates a lot of comments fast (which boosts reach) while also building a list of people who raised their hand. In his last 100 posts, posts with CTAs average about 641.8 interactions vs 217.4 without, and most CTA posts are this exact "comment → DM" style (23 out of 40). To copy it: write the guide, list what's inside in bullets, then end with "Comment 'X' and I'll send it."

[Example 1 →](#)

[Example 2 →](#)

---

## 2 Open with a big number, then explain the steps in bullets

Many of his best posts start with a number people care about (money, recurring revenue, or a clear result), then immediately switch to simple bullet points that show the "how." The number earns attention, and the bullets make it feel repeatable instead of luck. This pattern shows up repeatedly in his highest performers, and it matches the broader result that "hard-proof" lead magnets average 8.08x relative engagement (12 posts). To copy it: first line is the result, next lines are 3–7 bullets of the exact steps/tools, then a clean CTA.

[Example 1 →](#)

[Example 2 →](#)

---

## 3 Teach one scary problem using simple math people can't ignore

He takes a painful problem (like projects quietly becoming unprofitable) and makes it real with basic math and a specific example. The math forces the reader to feel the cost instead of just agreeing with the idea. Several of his highest-performing posts use this "here's what it really costs you" move and still stay simple enough to skim. To copy it: pick one common mistake, show a quick \$/hour or time-loss calculation, then give a short checklist to stop it.

[Example 1 →](#)

[Example 2 →](#)

---

**4**

### Turn a confusing topic into a short list of options

Instead of saying “do this one best way,” he lists a small set of choices and explains when each one fits. People share and comment because they can quickly spot themselves in one option and ask questions about it. This ties to the broader pattern that structured, framework-heavy business posts outperform low-context notes (1.28x vs 0.50x relative engagement for the weakest note-style posts). To copy it: name the problem, list 3–7 options, give one sentence on when to use each, then offer a deeper guide for anyone who wants it.

[Example 1 →](#)[Example 2 →](#)**5**

### Run the same winning hook again when you know it works

He repeats the exact opening idea and structure when it clearly resonates, instead of chasing novelty. That consistency lowers the reader’s confusion (“I know what this is and I want it”) and lets the offer compound over time. You can see this directly in his highest performers where nearly the same hook and promise appears more than once and still earns huge comment volume. To copy it: keep the same first line and CTA keyword, swap the examples or the “what’s inside” bullets, and rerun it a few weeks later.

[Example 1 →](#)[Example 2 →](#)**6**

### For technical posts, name the exact tools and the speed/cost

When he goes technical, he doesn’t stay abstract—he names the exact tools and gives a concrete performance or cost claim. That makes the post feel like a real recipe, not “thought leadership,” and it attracts comments from people who want to build the same thing. This matches the broader pattern that build/show technical posts outperform abstract AI commentary (1.36x vs 0.49x relative engagement in this dataset). To copy it: state the bottleneck, list the toolchain, share one speed/cost result, then offer the docs/files.

[Example 1 →](#)[Example 2 →](#)**7**

### Use a simple image instead of plain text whenever you can

He relies heavily on image posts because they perform far better for him than videos, carousels, or plain text. Across the last 100 posts, images average 2.90x relative engagement, while videos average 1.05x, carousels 1.03x, and text-only 0.64x; even median likes are higher for images (203) than posts with no media (94.5). The image acts like a big headline people can “get” in one second, then they read the caption. To copy it: put the core promise/framework on one clean image and keep the caption structured with short lines and bullets.

[Example 1 →](#)[Example 2 →](#)

# Profile Breakdown

## HEADLINE FORMULA

Founder at Maker School: the straightest-line path to building an AI agency (2K+ members, ~\$250K MRR) | Co-founder at LeftClick, an AI growth agency serving multibillion dollar portfolio companies.

Founder/Operator at [primary offer/vehicle]: the [fastest/clearest path] to [desired outcome] ([proof metric 1], [proof metric 2]) | [secondary role] at [company], serving [high-status client type] with [specific service]. Why it works: it states the outcome first, then stacks numbers (members, MRR) and client tier to make the promise feel real for both beginners (education) and enterprise buyers (services).

## BANNER STRATEGY



Dark, premium “landing-page hero” banner: one big outcome + timeframe (“Land your first [result] in [time]”), a button-like CTA, quantified deliverables (videos/templates/methods), ratings/social proof, and a clear face/photo. Why it works: it removes ambiguity (“this is what you get, by when”) and backs it with proof, so profile visitors know the next step without reading anything else.

# Content Strategy

PILLAR	%	WHAT CRUSHES	EXAMPLES
<b>Free blueprints and templates (comment-to-get delivery)</b>	<b>20%</b>	When the free resource is tied to a hard proof point, it spikes. In this dataset, lead-magnet posts (about 16 out of 100) average 6.50x relative engagement, and the "hard-proof" versions (12 posts) average 8.08x. The weaker versions (4 posts) average 1.78x and usually lead with lifestyle/process instead of a clear business result.	<a href="#">Post 1</a> <a href="#">Post 2</a> <a href="#">Post 3</a>
<b>Agency money playbooks (lead gen, pricing, retention, delivery)</b>	<b>45%</b>	This is the core weekly bread-and-butter (roughly 42% of posts). It performs best when it's a clear system with constraints and trade-offs, not a low-context note. The worst versions are text-only "definitions/checklists" (6 posts averaging 0.50x relative engagement), while framework-heavy posts with outcomes and clear structure do better (11 posts averaging 1.28x).	<a href="#">Post 1</a> <a href="#">Post 2</a> <a href="#">Post 3</a>
<b>Practical AI build posts (tools, workflows, demos you can copy)</b>	<b>15%</b>	These win when they feel like a mini-demo: specific tools + clear inputs/outputs + a time or cost claim. More abstract AI commentary without a clear "build payload" tends to underperform (2 posts averaging 0.49x relative engagement), while concrete build/show posts do better (6 posts averaging 1.36x).	<a href="#">Post 1</a> <a href="#">Post 2</a> <a href="#">Post 3</a>
<b>Personal rules and contrarian takes (attention, work habits, creator/operator mindset)</b>	<b>20%</b>	These posts are a reliable 'secondary spike' even without selling. In this dataset, personal attention/focus posts can reach around 3.23x and 2.90x relative engagement without any CTA, especially when they include one crisp rule or decision instead of abstract philosophy.	<a href="#">Post 1</a> <a href="#">Post 2</a> <a href="#">Post 3</a>

# Conversion Strategy

## Their Offer(s)

Maker School (paid Skool community/program teaching a fast path to building and selling AI automation/AI agency services)

LeftClick (done-for-you AI growth/automation services; discovery call booking)

Free lead magnets (guides, templates, scripts, frameworks delivered by DM or link)

Content properties (YouTube/podcast/videos linked from posts)

## How They Promote in Posts

He uses explicit CTAs in roughly 40% of posts (40 out of 100), usually placed at the end or as a PS. The strongest pattern is “comment a keyword and I’ll DM you,” which is also why CTA posts average about 641.8 interactions per post versus 217.4 for posts without CTAs—comments do the distribution work while DMs capture interested leads. Direct Maker School links show up less often (about 10% of posts), usually as a contextual PS after the value.

[Example 1 →](#)

[Example 2 →](#)

[Example 3 →](#)

## How They Promote in Profile

The profile is set up like a funnel: the headline stacks roles + proof (members, MRR, client tier), the banner makes a single time-bound promise that points to Maker School, and the About section includes a clear booking link for LeftClick (<https://cal.com/team/leftclick/discovery?source=linkedin>). The Featured section points to a specific feed update, but its message can’t be verified from the provided inputs.

[View Profile →](#)

# Top 10 Posts

1



## \$400,000+ in Upwork revenue.

He claims nearly \$500K in Upwork revenue and frames Upwork as a system you can run like a business. He then lists the specific parts of his approach (profile, application strategy, message templates) and offers a complete playbook covering optimization, scripts, and scaling tactics.

♡ 1188    💬 3561    ↻ 8

2



## I charge clients \$3,000+ to build custom web scrapers. But screw it - here's my entire training system for free:

He anchors the value by saying he charges \$3,000+ for custom web scrapers, then gives away a web scraping training for free. He explains the pain of buying leads, manual work, and stalled outbound, and lists what the training covers with tool-based demos.

♡ 548    💬 1947    ↻ 4

3



## I've helped over 2,000 people get their first AI automation client. They all had one thing in common:

He claims he has helped over 2,000 people land their first automation client and says the key was following a clear roadmap instead of overthinking. He offers a free multi-day email course that promises a step-by-step path to landing a first paid project.

♡ 636    💬 1287    ↻ 2

4

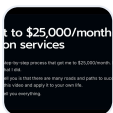


## I've helped over 2,000 people get their first AI automation client. They all had one thing in common:

He repeats the same "2,000+ people helped" framing and positions success as the result of following a simple plan. He again offers the "Roadmap to AI Client #1" resource and explains what it teaches, ending with a keyword comment to receive it by DM.

♡ 601    💬 1128    ↻ 1

5



## I hit \$25,000/month selling automation services in late 2023. This is the exact roadmap I followed...

He shares a specific monthly revenue milestone from selling automation services and promises the exact roadmap he used. He explains why the niche is attractive, then offers a detailed breakdown covering lead generation, platforms, and retention into larger packages.

♡ 564    💬 1073    ↻ 3

6



## You land an automation client...now what? Here's the complete service flow that eliminates 95% of fulfillment problems.

He focuses on what to do after landing a client, arguing that delivery and communication are where most people lose profit and momentum. He uses a simple profitability example about time spent building versus time spent communicating, then offers a reusable service-flow template.

♡ 570    💬 1016    ↻ 6

7



### I just finished documenting two frameworks that solve the biggest pain point with agentic workflows:

He shares two frameworks for deploying local workflows so other services can trigger them remotely. He names the exact tools, includes performance and cost claims, and offers documentation plus troubleshooting for common errors.

♡ 364    💬 906    ↻ 4

8



### One of the most common questions I get from people starting an automation agency is how much to charge.

He tackles pricing by laying out multiple pricing models and explaining when each fits. He highlights trade-offs with a clear example of how different models change incentives and risk, and offers a detailed pricing guide via a keyword comment.

♡ 414    💬 814    ↻ 3

9



### I helped a student go from charging \$50/hour to making \$8,600 in monthly recurring revenue. Here's how:

He shares a student transformation story with clear before-and-after numbers and credits the change to switching pricing strategy. He then expands into a pricing framework with ranges and explains why clients accept higher prices when you sell outcomes instead of hours.

♡ 406    💬 537    ↻ 3

10



### I've been thinking about why so many automation agencies struggle to stay profitable, and I'm starting to realize it's not about the technical skills.

He argues profitability problems often come from scope creep, not lack of technical skill. He tells a story with sharp numbers showing how over-delivery and endless revisions can destroy earnings, then offers a short framework for setting boundaries.

♡ 254    💬 470    ↻ 3