Adam Robinson

CEO @ Retention.com & RB2B │ Person-Level Website Visitor Identity │ Identify 70-80% of Your Website Traffic │ Helping startup founders bootstrap to $10M ARR

150k followers   •   View Profile

| **6**	**7 PM, UTC**	**190**	**52%**
POSTS / WEEK	MAIN POSTING TIME	AVG REACTIONS 60 comments	CALL-TO-ACTION FREQUENCY

#1 SUCCESS FACTOR

He repeatedly turns bold, easy-to-argue claims into "proof you can copy": real numbers, real constraints, and often a real asset you can grab. That mix makes people trust him fast (because it feels verified), talk back in the comments (because the stance forces a reaction), and then take action (because the next step is usually a free tool or a free resource that matches the post).

FORMAT BREAKDOWN
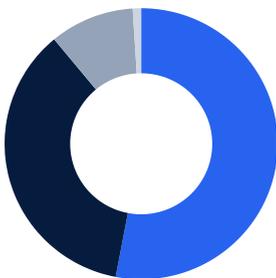
🔵 Text Only	53%	180 avg reactions	
🔵 Image	36%	200 avg reactions	
🔵 Video	10%	180 avg reactions	
🔵 Carousel	1%	80 avg reactions	

7 Tactics You Can Steal

01   Ask people to comment before you send the free resource

02   Start with a bold opinion, then back it up with numbers

7 Tactics You Can Steal

1 **Ask people to comment before you send the free resource**

He offers a very specific free thing (a deck, a report) that matches the post promise, then asks people to comment one word to get it. This works because comments explode reach and the giveaway feels "real" (you're not just giving opinions—you're giving the file). Even though posts with CTAs average lower overall (about 1.36x vs 1.54x without CTAs), the biggest engagement outliers are lead-magnet CTAs. To copy it: tease what's inside, show the asset, then use one simple trigger word and DM it fast.

Example 1 →   Example 2 →   Example 3 →

2 **Start with a bold opinion, then back it up with numbers**

Many of his top posts open with a strong stance that people will instantly agree or argue with, then he immediately adds hard numbers so it doesn't feel like a rant. This drives comments because readers can't resist responding to a clear "take a side" opening, and the numbers make it feel fair and grounded. Several of his strongest contrarian founder posts (story + numbers) average about 3.47x relative engagement, while less-novel commentary averages about 0.69x. To copy it: write one sharp sentence, then add 3–5 numbers or facts that make the tradeoffs obvious.

Example 1 →   Example 2 →   Example 3 →

3 **Tell the story with a clear villain, clear stakes, and a payoff**

He writes founder stories like scenes: who said what, what was at risk, and what happened in the end—then he finishes with one simple lesson people can repeat. This works because specific characters and dialogue make the story feel true, and the payoff gives readers a shareable line. Multiple top-performing posts use this "conflict → choice → outcome → lesson" arc with real numbers (burn, profit, ARR, valuations). To copy it: pick one moment of tension, include the exact quote, then end with a one-sentence rule you learned.

Example 1 →   Example 2 →   Example 3 →

4   Make long posts easy by adding an outline people can scan

When he writes something long, he often tells you what's coming (an outline, a day-by-day plan, or clear sections). This works because readers decide in the first few seconds whether to commit, and an outline feels like a promise: "this will be worth your time." It also boosts replies because people can respond to one section even if they don't agree with all of it. To copy it: add a short 'here's what I'll cover' list near the top, then keep each section short and labeled.

Example 1 →   Example 2 →   Example 3 →

5   Use images as proof, not decoration

He uses images to show something real (a deck cover, a calendar, a file, a screenshot), so the post feels like evidence instead of vibes. This matters because image posts are the most reliable format in this dataset: they average about 1.75x relative engagement vs about 1.36x for text-only and about 0.92x for video. To copy it: attach one image that 'proves' the claim, and make the first line explain what the image is and why it matters.

Example 1 →   Example 2 →

6   When you talk about AI, lead with a crazy-clear result

His best AI posts don't start with predictions—they start with a rare outcome (AI ran the business, replaced work, or changed headcount), then explain what he did. This works because AI content is everywhere; a specific, measurable result is what makes someone stop scrolling. In the dataset, AI posts about AI doing real front-line work average about 3.47x relative engagement, while general AI takes average about 1.06x. To copy it: lead with one metric, give 3–5 bullets of what changed, and avoid vague "AI will…" statements.

Example 1 →   Example 2 →   Example 3 →

7   Keep the story pure, then sell in a short P.S.

He often tells a full story or lesson first, then adds a small P.S. with one clear action (try the product free, read this, book something). This works because the main post stays useful and shareable for everyone, while the P.S. catches high-intent readers without turning the whole post into an ad. It's especially important here because posts with CTAs average lower engagement overall (about 1.36x vs 1.54x without). To copy it: write the post with zero links, then add a two-line P.S. with one proof point and one link.

Example 1 →   Example 2 →   Example 3 →

Profile Breakdown

HEADLINE FORMULA

CEO @ Retention.com & RB2B | Person-Level Website Visitor Identity | Identify 70-80% of Your Website Traffic | Helping startup founders bootstrap to $10M ARR

Role + companies to borrow trust | name the category in plain words ("person-level website visitor identity") | one memorable metric outcome ("identify 70–80%...") | who it's for ("helping startup founders bootstrap to $10M ARR"). It works because it answers "who are you, what do you do, and what do I get?" in one scan, and the repeated number makes the promise stick.

BANNER STRATEGY
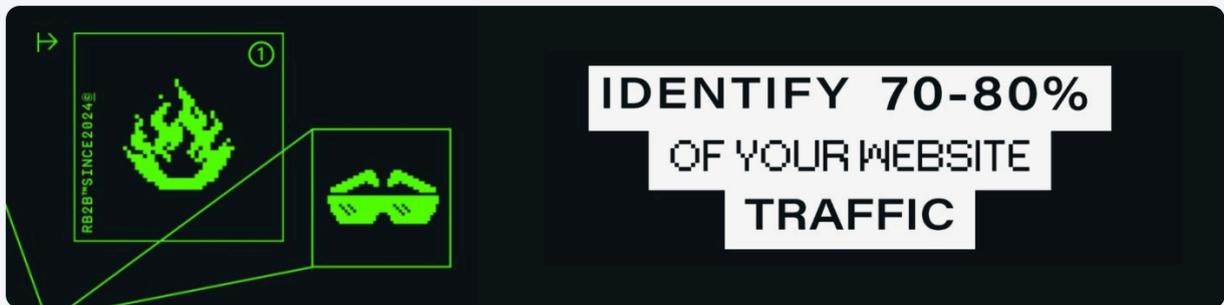
High-contrast, pattern-breaking design (neon green/black) with one dominant, quantified promise ("IDENTIFY 70–80% OF YOUR WEBSITE TRAFFIC") and minimal extra text. It works like a billboard: readable in under a second, instantly different from most banners, and it matches the headline/featured message so the same promise gets remembered.

Content Strategy

PILLAR	%	WHAT CRUSHES	EXAMPLES
Bootstrapping, founder economics, and values (anti-status games)	**32%**	Contrarian founder beliefs win when they are tied to a clear scoreboard and backed by real economics or a full story arc. In the broader set, the strongest "bootstrapper freedom" posts that combine story + numbers average about 3.47x relative engagement, while lower-novelty anti-VC commentary without fresh details averages about 0.69x. The through-line: readers respond to 'permission-giving' takes when they feel grounded, not recycled.	Post 1 Post 2 Post 3
GTM playbooks and swipeable selling assets	**29%**	The highest-performing GTM style is "swipeable" content: decks, teardowns, scripts, and step-by-step lists people can implement immediately. In this dataset, representative swipe-file/playbook posts average about 4.18x relative engagement, while generic event/guest promos that don't stand alone average about 0.55x. The difference is simple: self-contained value gets saved and shared; agenda-only posts get ignored.	Post 1 Post 2 Post 3
AI-first operations and "small team, big output" experiments	**10%**	The posts that do best here aren't general AI opinions—they're extreme, specific outcomes where AI replaces or runs real work. The "AI autonomy" subset averages about 3.47x relative engagement, while more general AI takes without a flagship result or a clear how-to average about 1.06x. The winning pattern is: one rare outcome + a few concrete numbers + a plain-English explanation of what changed.	Post 1 Post 2 Post 3
Build-in-public growth, creator lessons, and company transparency	**29%**	This pillar works when the post includes numbers and a clear "what changed / what we're doing next" story. In the dataset, creator 'how I grew' posts with concrete numbers/frameworks average about 1.25x relative engagement versus about 0.50x when it's mostly an invitation; similarly, transparent company updates with numbers average about 1.12x versus about 0.49x for low-context planning/hiring-style	Post 1 Post 2 Post 3

announcements. People share the parts they can copy and benchmark.

Conversion Strategy

Their Offer(s)

RB2B (rb2b.com): person-level website visitor identity for B2B; positioned as "100% free."

Unf*ck My Startup LIVE (recurring live sessions/webinars via lnkd.in/gs-Yyc4p)

Free long-form courses/videos (YouTube) on bootstrapping, LinkedIn growth, outbound, AI

Newsletter (100,000+ subscribers)

Hiring for RB2B (AE / Senior Data Sales)

Partner referrals (e.g., SEO partner recommendations)

How They Promote in Posts

CTAs show up in about half of posts: 51 out of 99 posts include a CTA (about 51.5%), and promotional posts are 42 out of 99 (about 42.4%). On average, posts with CTAs perform lower (about 1.360 relative engagement) than posts without CTAs (about 1.543), mainly because many CTAs are event promos that don't fully stand alone as content. The consistent win is value-first CTAs: comment-gated resources can create huge outliers, while 'join tomorrow' posts work better when they include a real mini-lesson before the link. CTAs are usually placed at the end (often as a final line or P.S.).

Example 1 →   Example 2 →   Example 3 →

How They Promote in Profile

The profile behaves like a landing page: banner + headline + featured section repeat the same quantified promise, so visitors remember one metric and one capability. The About section adds differentiation (person-level vs company-level tools), stacks credibility with numbers (ARR growth, bootstrapped track record), then gives two direct next steps: click to sign up free or DM with questions. Secondary links (community, docuseries) support nurturing, but the primary path stays clear: RB2B signup.

View Profile →

Top 10 Posts

1 **I just spoke to a group of 130 CEOs, CMOs and CROs about my backwards approach to AI.**

He shares a contrarian approach to using AI in a business and anchors it with a specific experiment where the team stepped away and performance still improved. The post previews concrete operating details (team size, support resolution, role replacement) and offers a full slide deck plus bonus prompts/tools for anyone who wants the exact playbook.

♡ 1350   ▢ 1500   ⇄ 8

2 **I bootstrapped my first startup to $13m ARR in 26 months with only one sales rep doing OUTBOUND sales.**

He tells the story of scaling to a big revenue number fast with a tight constraint: one outbound sales rep repeating the same simple deck thousands of times. He then reveals he found that exact deck again and makes it available so others can study it.

♡ 814   ▢ 1310   ⇄ 2

3 **$10M ARR is the FU MONEY of SaaS.**

He argues that hitting a specific revenue milestone creates life-changing optionality for founders, then lists practical financial outcomes and choices that come with it. He frames outside money as a distraction from product-market fit and ends with a clear "this is the simpler path" conclusion.

♡ 1549   ▢ 148   ⇄ 12

4 **Everybody thinks Clay raised at a $3.1B valuation because they grew 300% in 6 months.**

He uses a well-known company and a headline valuation to pull readers in, then challenges the popular explanation. He tells a detailed story about an unglamorous process of relentless customer conversations, reverse demos, and fast product feedback loops that built the foundation.

♡ 1383   ▢ 147   ⇄ 38

5 **It pisses me off when founders act like the fact that I am running my business to make money is some kind of low brow pursuit.**

He takes a blunt stance on a founder taboo: whether it's "okay" to build a business mainly to make money. He reframes entrepreneurship around providing for family and building a good life, without needing a grand mission narrative.

♡ 859   ▢ 207   ⇄ 9

6 **4 things that make me feel like shit about myself when I see them on LinkedIn:**

He lists specific types of posts that trigger insecurity and comparison, then shares his real internal reactions to each one. The twist is that even after hitting a major personal revenue milestone, the feeling still shows up.

♡ 533   ▢ 285   ⇄ 3

7

What does the CEO of a $25m+ ARR business (RB2B + Retention.com) ACTUALLY do all week?

He shares a realistic weekly schedule for running a business at meaningful scale, including clear boundaries (no nights/weekends) and the recurring blocks that actually move things forward. The post breaks down the week into themes and includes concrete meeting types and routines.

♡ 623   ▢ 193   ⇄ 5

8

In 2017, a CEO friend told me I was "wasting my life" on my tiny startup.

He tells a founder story about being judged for choosing a smaller, bootstrapped path instead of joining a VC-funded rocketship. The post includes specific financial and outcome details, then ends with the lesson that endurance and time can beat hype.

♡ 588   ▢ 125   ⇄ 8

9

If I were starting an AI company, I would not aim for a $1B exit.

He argues against a default startup goal and proposes a different target: a smaller team, strong profits, and founder control. He backs it with specific results from his own companies and uses a clear outline to guide a long, detailed post.

♡ 523   ▢ 104   ⇄ 27

10

I've bootstrapped $0 to $1M ARR three times.

He shares a practical plan for reaching a revenue goal fast under tight constraints (no money, no brand), based on having done it multiple times. The post mixes specific actions with sequencing advice about what to ignore until the basics are working.

♡ 501   ▢ 123   ⇄ 8

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