



Ruben Hassid

Master AI before it masters you.

797k followers • [View Profile](#)

14

POSTS / WEEK

7 AM, UTC

MAIN POSTING TIME

1120

AVG REACTIONS

260 comments

94%

CALL-TO-ACTION

FREQUENCY

#1 SUCCESS FACTOR

They turn a scary, fast-moving topic into simple “copy this” instructions people can use today—usually as a visual checklist, template, or resource list that’s easy to save and share. That repeated promise (practical AI mastery) matches the profile message and naturally funnels readers into a free newsletter where the downloadable assets live.

FORMAT BREAKDOWN

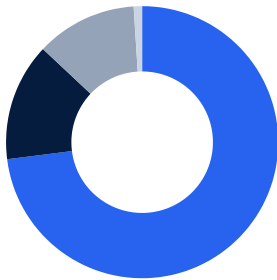


Image	73%	1170 avg reactions
Carousel	14%	990 avg reactions
Video	12%	1010 avg reactions
Text Only	1%	930 avg reactions

7 Tactics You Can Steal

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7 Tactics You Can Steal

1 Start with “You’re doing it wrong,” then give the steps

They open with a blunt correction (“stop doing X” / “you’re using X wrong”) and immediately follow with a numbered checklist. This works because people instantly worry they’re missing something, and the steps remove that worry fast. Many of their biggest wins follow this exact pattern, and their top-performing posts reach roughly 2.6x–4.2x relative engagement when the checklist is clear and copyable. To copy it: write a one-sentence “you’re doing it wrong” opener, then list the exact steps someone should do in the next 10 minutes.

[Example 1 →](#)

[Example 2 →](#)

[Example 3 →](#)

2 Turn your advice into one image people can share at work

They frequently attach a single “cheat sheet” image that summarizes the whole how-to in a way you can screenshot. This works because images are easier to save and repost, and on this account images average about 1.29x engagement versus video (about 1.04x) and carousels (about 0.97x). Their strongest posts are often “setup infographics” that feel like a mini-instruction manual. To copy it: take your steps/framework, compress it into one clean page, and write the post so the image alone is useful.

[Example 1 →](#)

[Example 2 →](#)

[Example 3 →](#)

3 Give exact names, settings, and copy-paste lines—no guessing

Instead of “tips,” they publish exact setups: folder names, file names, and the literal words to paste into settings or prompts. This works because it removes interpretation—readers can follow along like a recipe, which increases saves and shares. The highest-performing “setup” cluster is far above average (Cowork-folder/.md setup posts average about 2.12x relative engagement across 12 posts). To copy it: list the exact labels, defaults, and text you personally use, and format it so someone can copy in minutes.

[Example 1 →](#)

[Example 2 →](#)

[Example 3 →](#)

4

Teach a simple “use this vs that” rule people remember

They don’t just explain features—they give a simple decision rule (like “use A for this, B for that”) so people stop overthinking. This works because readers want clarity more than options, and it makes the content easy to teach to a team. Several of their highest performers include a clear “when to use what” breakdown and get multi-x relative engagement (around 2.7x–3.3x). To copy it: pick 2–3 choices in your niche, then write one line for what each is for, plus one default rule most people can follow.

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

5

Drop a curated list with links and one-line notes per item

They bundle lots of value into a single post: a list of courses, tools, or resources with short “what it’s for” notes and direct links. This works because busy people would rather save one good directory than do the research themselves, and it’s easy to repost without adding commentary. This format shows up in multiple top performers and can reach about 3.1x–3.2x relative engagement. To copy it: pick 7–12 items, write one sentence per item, and keep the list clean and scannable.

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

6

Use “old way vs new way” with real numbers to spark comments

They often frame the post as a clear swap: the common habit vs a better tool/workflow, with a concrete payoff (time saved, speed, fewer steps). This works because people love debating “what’s best,” and numbers make it feel real instead of hype—driving comments. One of their strongest list posts using this contrast template also hit the account’s highest comment count (512 comments), showing how debate + utility travels. To copy it: for each item, write “Instead of doing X, do Y” and add one believable number or before/after result.

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

7

Give a quick win, then offer a deeper “next 50 minutes” path

Some of their best posts work at two levels: a fast win you can do right now, plus a deeper list of follow-up guides and downloads for people who want more. This works because casual readers still get value (so they like/save), while power users click and subscribe (so the creator captures high-intent leads). You can see this in top-performing setup posts that mix a “do this in minutes” promise with an extended reading/download path, reaching about 3.3x relative engagement. To copy it: end your post with “If you want to go deeper...” and give 3–5 next links or steps in the exact order to follow.

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

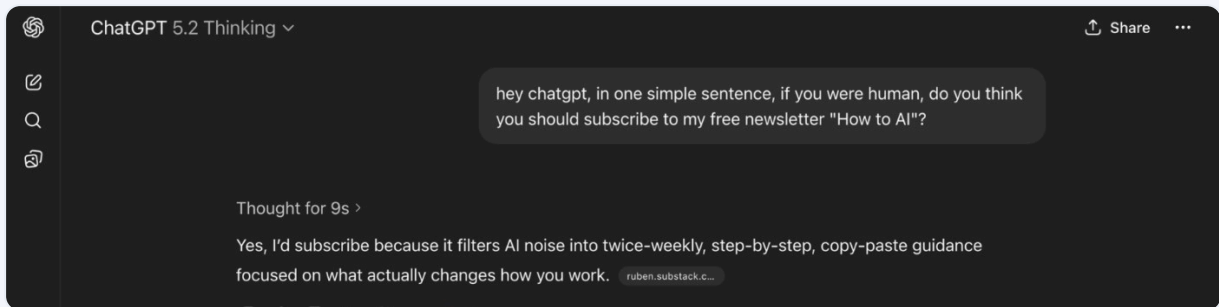
Profile Breakdown

HEADLINE FORMULA

Master AI before it masters you.

Contrarian warning + clear command + personal stakes: "Master [big skill] before it [negative outcome] you." It works because it makes the reader feel urgency, names one clear topic to own, and positions the creator as the guide—without needing job titles or credentials (their social proof and practical posts do that work).

BANNER STRATEGY



Make the banner a native-looking proof story for the main offer: a chat-style screenshot where "AI" appears to endorse the newsletter, plus a clear benefit (practical, step-by-step guidance). It works because it's instantly on-theme for AI, reads like a mini-testimonial, and turns the profile into a simple path: promise → proof → subscribe.

Content Strategy

PILLAR	%	WHAT CRUSHES	EXAMPLES
Claude setup & day-to-day workflows (especially Cowork + files)	39%	The standout sub-format is “exact setup” content you can copy: Cowork folder structures and .md context files. This cluster shows unusually high performance: Cowork-folder/.md setup posts average about 2.12x relative engagement (12 posts). What struggles inside this pillar is higher-level rollout/process talk: “Claude for teams” type posts average about 0.61x (3 posts).	Post 1 Post 2 Post 3
Prompting & writing systems (voice, taste, “anti-AI writing”)	18%	Short, file-based constraints beat long prompts: the “anti-AI writing style file” cluster averages about 1.76x relative engagement (4 posts). In contrast, longer “duplicate your brain / 100-question taste interview” style setups lag around 0.97x (3 posts). The winning content here is copy-paste friendly and feels like a reusable writing system, not advice.	Post 1 Post 2 Post 3
AI tool stacks & demos (what to use instead of defaulting to one tool)	19%	Curated “best tools” lists are the most shareable tool content (about 1.92x average relative engagement across 3 posts). What flops is pushing a single tool or behavior change without a strong visual/how-to asset—like Grok-as-search evangelism (about 0.26x across 2 posts). The best performers use a consistent list format and clear use-cases so readers can quickly pick “their” tool.	Post 1 Post 2 Post 3
Free learning resources + AI skills framing (courses, checklists, career/learning)	24%	Concrete “free courses/certificates/tutorial links” drops perform strongly (about 1.88x across 4 posts), and short “skills/checklists to master AI” posts can also spike (about 1.82x across 2 posts). What underperforms is vague selling of a generic prompt library (about 0.40x across 5 posts) and long existential/overwhelm essays (about 0.31x across 3 posts). The winning angle is immediate action: a clear list, links, and a simple next step.	Post 1 Post 2 Post 3

Conversion Strategy

Their Offer(s)

How to AI newsletter (free subscription) via [how-to-ai.guide](#) / Substack

Free lead magnets delivered via the welcome email (prompt libraries, infographics, Claude .md files, Notion downloads)

Free external guides/microsites (for deeper tutorials)

Occasional partner/tool promotion (notably Wispr Flow)

How They Promote in Posts

CTAs appear on almost every post (about 94–95% of posts) and are usually placed at the end, after the steps/framework. The style is direct and instruction-like (“Subscribe for free... Open the welcome email... hit the automatic reply button... download the files”), often paired with “save/repost” to spread the post while the link converts in parallel. In this sample, posts without CTAs average higher engagement—about 1,542 likes and 373 comments vs about 1,409 likes and 234.7 comments with CTAs—so the strongest approach is value-first with the CTA as an optional next step.

[Example 1 →](#)

[Example 2 →](#)

[Example 3 →](#)

How They Promote in Profile

The profile acts like a simple funnel: the urgent headline creates curiosity and stakes, the banner “pre-sells” the newsletter with an on-theme chat-style proof story, and the Featured section gives a direct click-out path (“best work is not on LinkedIn”) to the newsletter. The About section appears blank in the provided data, so conversion relies heavily on headline + banner + Featured, plus repeated in-post instructions.

[View Profile →](#)

Top 10 Posts

1



You just quit ChatGPT for Claude.

A practical migration guide for people switching from ChatGPT to Claude. It walks through a clear setup path (apps, plan choice, key settings, and a "Cowork" workflow), plus a quick map of Claude's main areas so new users don't feel lost. It also offers a copyable setup via downloadable assets.

♡ 5354 💬 375 ↻ 415

2



How to set up Claude the right way:

A "right way" setup guide designed to help users stop bouncing back to ChatGPT. It gives a simple rule for when to use different modes (chat vs cowork vs project) and pushes a team-shareable infographic. It then gives a clear path to download more related resources.

♡ 4262 💬 313 ↻ 302

3



Google is offering free AI courses with certificates.

A curated list of free AI courses that include certificates, presented as a numbered directory. Each item includes a short "what you'll learn" description and a direct link. The post also includes a light newsletter mention after the value is delivered.

♡ 3746 💬 275 ↻ 642

4



Stop using ChatGPT for everything.

A contrarian post that argues against using one AI tool for every task. It lists a set of alternative tools, each paired with a clear use-case and a simple "do this instead of that" explanation. The framing emphasizes faster and easier workflows.

♡ 3634 💬 512 ↻ 426

5



The Anatomy of a Claude 4.6 Prompt:

A named framework that breaks a strong prompt into a clear set of parts, with an emphasis on using files for context instead of writing huge prompts. It includes example lines readers can copy for steps like clarifying questions, planning, and alignment. The structure is presented in a visual reference format.

♡ 3578 💬 351 ↻ 327

6



You're using Claude wrong.

A corrective post that shares an "exact setup" used before writing prompts. It lists specific tool choices, settings to turn on, a folder structure, and .md context files, plus copy-paste global instructions. The goal is a repeatable, higher-quality workflow.

♡ 3486 💬 399 ↻ 301

7



How to set up the Claude completely in just 1 day:

A time-boxed setup roadmap that breaks a complex product into several modules (workflows, settings, connectors, add-ins, plugins, and feature areas). It includes specific navigation cues and starter instructions so readers can follow along. It also notes limitations and suggests alternatives where needed.

♡ 3487 💬 204 ↻ 234

8



This is scary: GeoSpy AI tracks your exact location from a social media photo in 2 seconds.

A warning post about an AI tool that can infer location from a photo. It explains the basic process and why it works even without metadata, then ties it to a personal safety takeaway for everyday social media behavior. The post ends with clear advice to be more careful.

♡ 3043 💬 460 ↻ 392

9



Most people will never learn a new skill in 2026.

A provocative future claim used to introduce a set of copy-paste prompts for learning any topic faster. It offers multiple templates (plans, summaries, practice, tests) with placeholders readers can fill in. The post also points to a deeper guide for high-intent readers.

♡ 3132 💬 340 ↻ 380

10



Stop writing 500-word prompts that don't work.

A myth-busting post arguing that longer prompts often produce worse results. It provides a short prompt and a simple method to create a companion "anti-AI writing" file, so the model follows constraints from a document instead of a giant prompt. It includes a clear contrast between common and better approaches.

♡ 3255 💬 325 ↻ 234