Simon Sinek

Optimist, New York Times bestselling author of "Start with Why" and "The Infinite Game", and founder of The Optimism Company

8.8M followers • **View Profile**

5
POSTS / WEEK

3 PM, UTC
MAIN POSTING TIME

4280
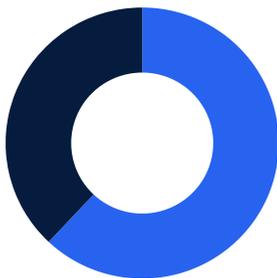AVG REACTIONS
315 comments

46%
CALL-TO-ACTION
FREQUENCY

#1 SUCCESS FACTOR

He turns big, values-led leadership ideas into one-glance statements that people can instantly agree with, repost, and use as their own. That "simple + moral + human" content builds massive trust at scale, and he only asks for clicks or sales after the trust is earned—often treating the CTA as optional because the ideas themselves do the growth work.

FORMAT BREAKDOWN

●	Video	**62%**	3220 avg reactions
●	Image	**38%**	9720 avg reactions

7 Tactics You Can Steal

01 Say one big idea in one short line on an image

02 Use "this, not that" lines to make your point feel obvious

7 Tactics You Can Steal

1 **Say one big idea in one short line on an image**

Most of the biggest wins come from simple image posts, especially one-line quote images. Images average 3.43x relative engagement vs 1.05x for video, and the quote-image set (21 posts) averages 5.56x, with the strongest ones averaging 9.58x. It works because people can understand it in one second and repost it without needing extra context. To copy it: write one sentence that stands alone, put it on a clean background with big text, and don't add extra paragraphs in the caption.

Example 1 → Example 2 → Example 3 →

2 **Use "this, not that" lines to make your point feel obvious**

Several of his strongest ideas are written as a clean contrast, like choosing one behavior over another. This style is common across his highest-performing one-liners, and it's part of why the quote-image pillar averages 5.56x relative engagement overall. It works because the reader doesn't have to guess what you mean—you give them a simple choice they can agree with (or argue with). To copy it: write "X isn't about A, it's about B" or "Do A, not B," and make sure both sides are everyday words people use at work.

Example 1 → Example 2 → Example 3 →

3 **Make it about people first, then connect it to business**

His top content repeatedly picks "people" over status, rank, or numbers, which is exactly what LinkedIn leaders want to be seen supporting. This theme dominates his highest-performing messages and helps explain why the quote-image pillar can reach 9.58x when the line is sharp. It works because readers can publicly say "this is what I believe" by reposting it. To copy it: start with a human truth (what people feel, fear, or need), then give one plain sentence that shows why it matters at work.

Example 1 → Example 2 →

4 **Start with a tiny command or question so people respond fast**

Short commands and easy questions lower the effort needed to engage. In the broader set, direct questions are also a reliable comment driver compared to announcement-style updates. It works because readers don't have to think hard—they can answer quickly or feel nudged to act. To copy it: open with a short command ("Try this.") or a simple question, then ask for one specific answer people can type in one sentence.

Example 1 → Example 2 → Example 3 →

5   If you post a video, tell the lesson in one sentence first

His video clips only do well when the viewer knows the workplace lesson right away. The strongest interview clips (6 clips at ≥2.36x) average 3.15x, while the weakest teaser-style clips (7 at ≤0.33x) average 0.23x. It works because busy people decide in seconds whether a video is worth their time. To copy it: write one sentence that says the lesson ("Here's the mistake..."), add a clear topic on the thumbnail if you can, and end with one simple prompt (a question or "watch for this part").

Example 1 →   Example 2 →   Example 3 →

6   Treat links like dessert: only add them after the idea stands alone

In this dataset, posts with explicit CTAs perform worse: CTA posts average 0.86x relative engagement vs 2.89x for posts without CTAs, and even in a stricter readable-text sample, CTA posts average 0.94 vs 1.18 without. It works because people come to the feed for a quick insight, not a pitch; the pitch can make them scroll. To copy it: write the post so it's useful even if nobody clicks, then add the link at the end as an optional next step.

Example 1 →   Example 2 →   Example 3 →

7   When you do sell, stack one simple bonus and a deadline

His paid offers convert with a repeatable pattern: a useful lesson first, then one clear offer, often with a limited-time discount or a free add-on. Even though CTAs correlate with lower engagement on average, this makes the sales posts feel like a natural next step instead of a random ad. It works because the reader feels helped before being asked to buy, and the bonus/deadline reduces procrastination. To copy it: teach one tip, then offer one product that helps them do that tip better, plus one bonus and a clear end date.

Example 1 →   Example 2 →   Example 3 →

Profile Breakdown

HEADLINE FORMULA

> Optimist, New York Times bestselling author of "Start with Why" and "The Infinite Game", and founder of The Optimism Company

[One-word worldview/identity] + [top credibility marker] + [signature IP people already know] + [current operating role/company]. Why it works: the identity word sets the tone ("this is how I see the world"), the credentials and flagship titles create instant trust, and the founder role signals this is an active business and ecosystem—not just ideas.

BANNER STRATEGY
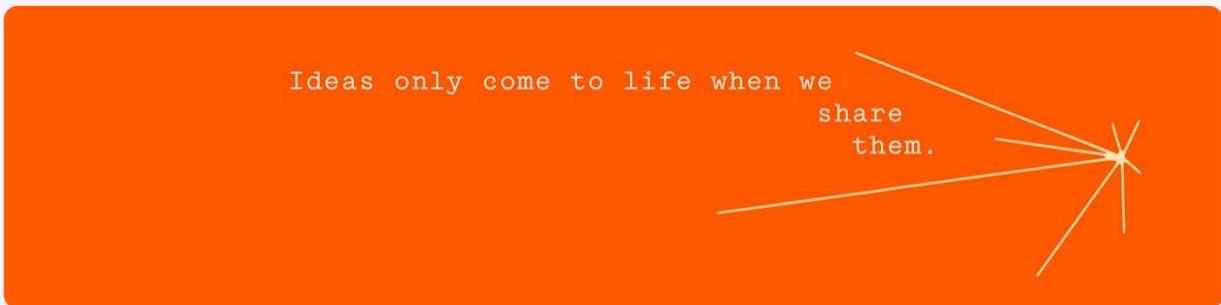
Minimal, single-brand-color banner + short manifesto-style sentence in high-contrast text + simple icon that suggests sharing/spread. Why it works: it feels like a belief statement (not an ad), matches the values-first content, and makes the profile look like a movement people can join.

Content Strategy

PILLAR	%	WHAT CRUSHES	EXAMPLES
One-line leadership principles (quote-style images)	21%	This is the biggest engagement engine: image posts average 3.43x relative engagement vs 1.05x for video, and the quote-style image pillar (21 posts) averages 5.56x. The strongest versions are ultra-simple and instantly readable: 8 posts in this style hit ≥5.0x and average 9.58x. The same format can still underperform if the line is less punchy—lower-performing quote images (5 posts) average 1.90x—so the wording matters as much as the design.	Post 1 Post 2 Post 3
Video clips that land one clear workplace lesson	28%	Video works when the clip is framed around a direct, useful lesson, not a vague teaser. The best-performing interview clips (6 clips at ≥2.36x) average 3.15x, while the weakest late-cycle/announcement-style clips (7 clips at ≤0.33x) average only 0.23x. The win condition is simple: make it obvious what the viewer will learn in one watch, then give them a clear way to respond or go deeper.	Post 1 Post 2 Post 3
Written lessons, frameworks, and resource link-outs	23%	When he writes longer or links out, the posts that win tend to have a strong narrative hook or a sharp angle that feels different from generic career advice. In this pillar, the strongest posts (4 at ≥1.33x) average 2.09x, while the weakest (4 at ≤0.60x) average 0.45x. In the adjacent "original advice + updates" set, concrete frameworks outperform announcements: the best framework-style posts (4 at ≥1.19x) average 1.39x, while the weakest announcement-style posts (3 at ≤0.30x) average 0.24x.	Post 1 Post 2 Post 3
Promotions and launches (courses, memberships, cohorts, surveys)	27%	Promos are a steady drumbeat, but performance depends on how they're framed. Value-led promos are the only ones that consistently hold attention: the best promotional posts (5 at ≥1.30x) average 1.77x, while hard-sell/discount-heavy promos (9 at ≤0.22x) average 0.17x. Across the wider set, posts with explicit CTAs	Post 1 Post 2 Post 3

underperform: CTA posts average 0.86x relative engagement vs 2.89x for posts without CTAs, so promos work best when the idea stands on its own even if nobody clicks.

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Conversion Strategy

Their Offer(s)

The Art of Presenting (online course)

The Optimism Library (leadership resource/membership)   WHY School (coach training/cohort)

How to Be the Leader People Actually Trust (course)   A Bit of Optimism podcast

How They Promote in Posts

CTAs are frequent but not constant, and they're usually placed at the end after a value snippet. Depending on how you count, explicit CTAs show up in about 45.5% of posts (45/99), while a confirmed-CTA count in a readable-text subset is higher (59.6%); in both views, CTA posts average lower relative engagement (0.86x vs 2.89x without CTAs in the broader set; 0.94 vs 1.18 in the readable-text subset). The sales posts that work best "earn the click" with a clear takeaway first, then use simple action wording ("learn," "find the full episode") and sometimes stack incentives like a bonus plus a limited-time discount.

Example 1 →   Example 2 →   Example 3 →

How They Promote in Profile

The profile sells trust first: the headline stacks identity ("Optimist"), major proof (bestselling author), and signature books, while the banner reinforces a share-and-build-together belief rather than pushing an offer. The About section ends with a single outbound path ("Learn more at simonsinek.com."). The Featured section highlights Optimism Press (a curated bookshelf/platform), which deepens authority and ecosystem entry, while most direct conversions in posts happen via specific lnkd.in links to courses, membership, cohorts, or podcast destinations.

View Profile →

Top 10 Posts

1

When we work hard for something we don't believe in, it's called stress.

A single-screen quote image that contrasts two kinds of hard work: effort without belief versus effort with love for the work. The message is that meaning changes how the same effort feels, turning it into stress or passion.

♡ 80120   ▢ 1476   ⇄ 8477

2

The joy of leadership comes from seeing others achieve more than they thought they were capable of.

A quote image that defines the "joy of leadership" as helping other people grow beyond what they thought possible. It frames leadership as service and development, not status.

♡ 47409   ▢ 911   ⇄ 4972

3

100% of employees are people.

A short, rhythmic quote image that repeats a simple point about employees, customers, and investors all being people. It concludes that you can't understand business if you don't understand people.

♡ 45049   ▢ 968   ⇄ 5037

4

Protect people.

A quote image that opens with a two-word command and then explains why it matters, especially in hard times. The message is that people will support you, but "the numbers" won't.

♡ 44170   ▢ 839   ⇄ 4019

5

If you have the opportunity to do amazing things in your life, bring someone with you.

A quote image encouraging generosity and mentorship: when you get a chance to succeed, include someone else. It promotes shared wins over solo achievement.

♡ 33669   ▢ 656   ⇄ 3334

6

The best way to find out if it will work is to do it.

A short quote image that pushes action over overthinking. It argues that trying is the fastest way to learn if something works.

♡ 31712   ▢ 739   ⇄ 3030

7

We will only have work-life balance when we feel safe at home and feel safe at work.

A quote image that reframes work-life balance as a safety issue, not a scheduling issue. It says balance comes when people feel safe in both work and home life.

♡ 28651   ▢ 580   ⇄ 1848

8

Leadership is not a rank or position to be attained.

A quote image that rejects the idea that leadership is about title, then replaces it with leadership as service. It positions leadership as behavior, not status.

♡ 24198   ▢ 679   ⇄ 2596

9

Great leaders see and invest in employees as whole persons.

A video clip post framed around giving feedback, introduced by a people-first leadership principle. It includes a direct question that asks readers which approach they can try soon.

♡ 22625   ▢ 646   ⇄ 3264

10

Hire people inspired to achieve something big

A quote image that offers a hiring rule: choose candidates who are already inspired to build something, not those who need big rewards first. It draws a line between intrinsic drive and conditional motivation.

♡ 22294   ▢ 465   ⇄ 1642