Steven Bartlett

Founder of Steven.com

3.1M followers • **View Profile**

5
POSTS / WEEK

9 AM, UTC
MAIN POSTING TIME

5050
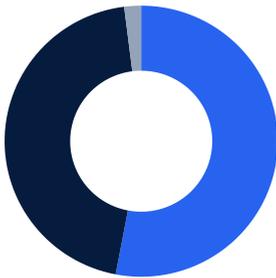AVG REACTIONS
540 comments

35%
CALL-TO-ACTION
FREQUENCY

#1 SUCCESS FACTOR

He turns attention into trust by writing like a real person first: specific, emotional stories and clear opinions that feel earned, not performed. That trust is then pointed at one simple hub (Steven.com) and a few clear next steps (watch/listen, take the culture test, contact the right team), so people always know where to go when they're ready.

FORMAT BREAKDOWN

● Video	**53%**	3080 avg reactions	
● Image	**45%**	10600 avg reactions	
● Carousel	**2%**	7870 avg reactions	

7 Tactics You Can Steal

01 Tell one real scene, then say the simple lesson

02 Start with a surprising opinion, then back it up properly

03 Prove your point with a list of tiny, visible behaviors

7 Tactics You Can Steal

1 **Tell one real scene, then say the simple lesson**

He starts with a moment you can picture, using real-life details (place, time, what happened), then ends with one clear rule anyone can use. This works because details make people trust the story, and the simple rule gives them a reason to share it. The personal-story style is his highest upside: story-led posts averaged about 4.87x relative engagement across seven posts, and his biggest outlier is also a personal story (16.58x). To copy it: write the scene in 5–8 short lines, then finish with one sentence that starts with "So here's what I learned..."

Example 1 →   Example 2 →   Example 3 →

2 **Start with a surprising opinion, then back it up properly**

He opens with a line many people will disagree with ("unpopular" or "unexpected"), then calmly explains why with a story, a method, or a few clear points. People comment because they want to argue or add their own view, and they repost because the reasoning makes it feel fair, not clickbait. You can see this style across several of his highest-performing opinion posts, including ones that land around 3.09x–4.03x relative engagement. To copy it: write the one-sentence opinion, then add 3–5 short "because" lines, and finish with one practical action people can try this week.

Example 1 →   Example 2 →   Example 3 →

3 **Prove your point with a list of tiny, visible behaviors**

Instead of saying "hire for attitude" in a vague way, he lists the exact behaviors that showed it (who they thanked, what they admitted, how fast they followed up). This works because readers can copy the behavior tomorrow, and managers can use it like a test when hiring or promoting. The strongest hiring/culture posts in his broader set averaged about 3.49x relative engagement, and the best ones read like a short checklist plus a quick story. To copy it: pick one trait (like effort), list 5 visible signs of it, then end with a one-line rule you'd use in a real decision.

Example 1 →   Example 2 →   Example 3 →

4   Name the feeling, then rename it in one sentence

He takes a scary label people carry (like imposter syndrome) and swaps it for a calmer, clearer meaning. It works because it gives readers a new way to talk to themselves, and that kind of line gets shared because it feels like relief. In his best posts, this clean "reframe" opener shows up alongside vivid proof stories, and it performs strongly (one example sits around 2.87x relative engagement). To copy it: write "X isn't Y, it's Z," then tell a short story where you felt it, and end with one sentence that tells the reader what to do next time it happens.

Example 1 →   Example 2 →

5   When you're hiring, ask people to prove they fit your values

His strongest "promotion" isn't a sales pitch; it's an identity test that lets people opt in only if they match the culture. This works because it feels fair ("let's see if we align"), it filters out bad-fit leads, and it gives a simple next step that doesn't require back-and-forth. In the dataset, hiring and culture CTAs are a major reason CTA posts slightly outperform non-CTA posts on average (about 1.64 vs 1.50 relative engagement in one cut of the data). To copy it: write the values you're hiring for, give a quick test or application step, and add one line that tells people who should NOT apply.

Example 1 →   Example 2 →   Example 3 →   Profile →

6   Use one strong photo with long text (skip most videos)

He mostly posts videos by volume, but the reach comes from text-led posts paired with a single image. In the dataset, image posts average about 2.50x relative engagement versus 0.75x for video, even though video is posted more often (51 videos vs 43 images). This works because people can skim and get the point fast, which leads to more saves, shares, and comments. To copy it: write the full story or argument in text, add one clear photo that matches the mood, and keep the first two lines strong enough to stop the scroll.

Example 1 →   Example 2 →   Example 3 →

7   End with a question that makes people share a real story

Most of his CTAs are simple comment prompts placed at the end, after the value is already delivered. This works because people don't feel "sold"; they feel invited, and the replies become more content for others to read. Across the dataset, roughly a third of posts include CTAs (about 32–35%), and CTA posts show a small engagement lift (around 6–9% higher relative engagement depending on the count). To copy it: avoid yes/no questions; ask "Which one happened to you?" or "What would you add?" and then stay in the comments to reply.

Example 1 →   Example 2 →   Example 3 →

Profile Breakdown

HEADLINE FORMULA

> Founder of Steven.com

[Authority role/identity] of [owned destination (short domain/brand)]. It works because it's instantly clear, easy to remember, and sends every new visitor to one "home base" you control (instead of scattering attention across titles and claims).

BANNER STRATEGY

Big, centered domain/wordmark (STEVEN●COM) over a high-energy collage of real faces. It works because the URL is impossible to miss (always-on CTA) while the "crowd" image acts as social proof that this brand has scale and cultural pull.

Content Strategy

PILLAR	%	WHAT CRUSHES	EXAMPLES
Podcast promotion packaged as a standalone lesson	**34%**	This pillar wins when the post reads like a mini-article: one clear idea or framework from a guest that people can use immediately. In the broader set, these "single framework" promo posts averaged about 1.27x relative engagement, while the weakest episode trailers averaged about 0.44x—usually because they're broad summaries with no one takeaway worth sharing.	Post 1 Post 2 Post 3
Business, leadership, hiring & career rules people can repeat	**31%**	The repeatable winner here is hiring/culture content that says a clear rule (often counter to normal LinkedIn advice) and then proves it with a real story. Across six of these hiring/culture posts, the average was about 3.49x relative engagement, while low-context "generic advice" clips/frameworks averaged about 0.44x—usually because they don't show real proof.	Post 1 Post 2 Post 3
AI, creator economy, and big-picture opinions (human-first)	**15%**	These posts do best when they're written like a clear, human opinion piece (often "unpopular opinion" + prediction + what to do next). In this pillar, contrarian 'human vs AI' positioning posts averaged about 2.29x relative engagement, while tool/sponsor-led posts averaged about 0.56x—meaning the lesson must come before the product.	Post 1 Post 2 Post 3
Personal stories, identity, resilience & life philosophy (including health)	**20%**	This is the biggest upside pillar: cinematic, vulnerable storytelling anchored to real scenes consistently outperforms short motivation. Across seven story-driven posts in this style, average engagement was about 4.87x relative, and one life milestone story became a huge outlier (16.58x). On the other hand, compressed one-liners and generic "health is important" posts land closer to ~1.07x unless they include a specific protocol and evidence (those reached ~1.64x across two posts).	Post 1 Post 2 Post 3

Conversion Strategy

Their Offer(s)

Steven.com (and its creator-media arm FLIGHTSTORY)

The Diary Of A CEO podcast (YouTube/Spotify/Apple)

Adobe Express "One Better Guide" partnership resource

How They Promote in Posts

CTAs show up in about a third of posts (about 32–35% depending on the count) and are usually placed at the end after the story or lesson. On average, CTA posts slightly outperform non-CTA posts (about 1.64 vs 1.50 relative engagement in one cut; another cut shows a smaller lift), mainly because many CTAs are discussion questions or hiring funnels rather than hard selling. The clearest conversion mechanic is a low-friction "culture alignment test" link used repeatedly for recruiting; podcast CTAs usually ask people to watch/listen after giving a self-contained takeaway.

Example 1 →   Example 2 →   Example 3 →

How They Promote in Profile

The profile routes everything to one owned hub: "Founder of Steven.com" plus a banner that is essentially a giant URL. The About section stacks credibility (companies, milestones, scale) and then gives multiple clear contact paths by intent (commercial/speaking, press, podcast, events, investing), so serious inbound leads can self-route without friction. Featured content reinforces the Steven.com scale story, acting like an always-on press page.

View Profile →

Top 10 Posts

1

She said yes 💍🥹

He shares a major life milestone and tells the full behind-the-scenes story of proposing in Morocco. The post includes the planning, a last-minute weather problem, his nerves, and a reflective close about how his view of marriage changed over time.

♡ 91274   💬 4904   ⇄ 121

2

I've stopped hiring because of someone's CV, smarts and experience...

He argues that AI is shrinking the value of credentials, so he hires for attitude and learning speed instead. He proves it with a specific hiring story and finishes with a clear recruiting call-to-action that includes a culture test and direct email instructions.

♡ 32355   💬 1387   ⇄ 1715

3

The most important people in my team are the "self-educators"...

He explains why the most valuable team members are people who teach themselves new things constantly. He links rapid change in the world to named examples of people on his team who learn outside their job description, then challenges the reader to reflect on their own learning habits.

♡ 21983   💬 1543   ⇄ 1606

4

Unpopular opinion: writing is going to be one of the most important skills...

He argues that writing will become more valuable in an AI-heavy world because it forces deeper thinking. He supports the claim with a real-world anecdote and a simple method readers can use to test if they truly understand something.

♡ 20343   💬 1547   ⇄ 1507

5

My mum told me that if I dropped out of university... she wouldn't talk to me again...

He tells a painful family conflict from early in his career, including the real consequences and why he understands his mother's fear. He then turns it into a simple decision rule about whose advice to follow when making risky life choices.

♡ 20976   💬 1369   ⇄ 445

6

I hired someone who's CV was two lines. Their experience was zero...

He shares a hiring story where someone with almost no experience impressed him through character and behavior. The post lists the exact moments that changed his mind, then distills the lesson into a short hiring rule and a clear next step for applicants.

♡ 19088   💬 959   ⇄ 1193

7 If you're feeling a bit sad this Christmas....👇🏾

He speaks directly to people who feel sad or lonely during Christmas and uses a vivid memory from his own life to show he understands. He ends with a grounded message of hope and support.

♡ 19290   💬 1254   ⇄ 537

8 My Nigerian mother and my English father modelled hard work...

He tells an origin story about his parents' work ethic with concrete scenes from their restaurant and shop. He then connects those scenes to values about gratitude, effort, and being a true teammate in a relationship.

♡ 18054   💬 828   ⇄ 233

9 this is probably an unexpected opinion coming from me... entrepreneurship is over-sold...

He argues that entrepreneurship is often glamorized online and lists the real downsides people ignore. He reframes "success" as self-awareness and alignment, and includes personal honesty about his own motivations and struggles.

♡ 14985   💬 2193   ⇄ 768

10 IMPOSTER SYNDROME ISN'T INCAPABILITY, IT'S INEXPERIENCE...

He reframes imposter syndrome as lack of repetition, not lack of ability. He proves it with a high-pressure story from stepping into a new, public role, then ends with encouragement that readers can carry into their own "new rooms."

♡ 14535   💬 1339   ⇄ 792

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