



Dan Koe

Notes to myself. Building Eden, the drive that handles your busywork.

176k followers • [View Profile](#)

2

POSTS / WEEK

5 PM, UTC

MAIN POSTING TIME

590

AVG REACTIONS

85 comments

42%

CALL-TO-ACTION

FREQUENCY

#1 SUCCESS FACTOR

He turns a clear personal philosophy (focus, agency, building) into tiny, complete “rules you can use today” that people can save and repost without needing extra context. That constant on-feed usefulness builds trust at scale, while the profile quietly turns that trust into clicks by keeping one consistent promise and a clear product path (book + Eden) without hard-selling every post.

FORMAT BREAKDOWN

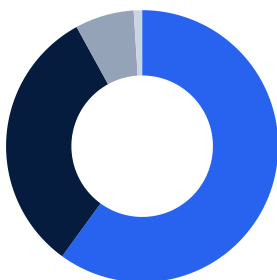


Image	60%	500 avg reactions
Text Only	32%	640 avg reactions
Carousel	7%	630 avg reactions
Video	1%	690 avg reactions

7 Tactics You Can Steal

01 [Start with a blunt opinion that rejects the usual advice](#)

02 [Teach with a simple loop people can repeat this week](#)

03 Write like a checklist: short bullets that feel like a manual

04 Use a carousel when you're teaching steps, rules, or a framework

05 Post an image people can screenshot, then keep the caption tiny

06 Use links less often, and only after you've finished the post

07 Sell mainly from your profile, not inside every post

7 Tactics You Can Steal

1 Start with a blunt opinion that rejects the usual advice

He often opens with a hard, simple statement that most people have heard the opposite of. That makes readers stop, because they either agree strongly or want to argue back. This style matches what performs best in his feed: no-link mindset rules average about 1.18x engagement (30 posts), and practical work/entrepreneurship reframes average about 1.30x (6 posts). To copy it: write one sentence that says the popular belief is wrong, then give 2–5 short lines that explain what to do instead.

[Example 1 →](#)[Example 2 →](#)

2 Teach with a simple loop people can repeat this week

His best teaching posts aren't "tips," they're loops: do a thing, hit a problem, fix it, repeat. This is the same logic behind his strongest learning content: project-based learning posts average about 1.51x engagement (8 posts) and include the top-performing post overall (3.10x). To copy it: write a 3–6 step loop, name the trap people fall into, and make the first step something they can start in 10 minutes.

[Example 1 →](#)[Example 2 →](#)

3 Write like a checklist: short bullets that feel like a manual

Many of his posts read like a fast checklist you can scan, save, and use later. This works because LinkedIn rewards speed and clarity, and his no-link "rules" posts consistently beat link-out versions (1.18x vs 0.61x inside mindset content). To copy it: remove stories and filler, use short bullet lines, and make each line start with a verb (do, stop, build, practice).

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

4 Use a carousel when you're teaching steps, rules, or a framework

He uses carousels sparingly, but they're his best-performing format for structured teaching. In this sample, carousels average about 1.34x relative engagement (7 posts), beating images (1.00x) and even text-only posts (1.15x). To copy it: turn your checklist into slides, put the punchiest line on the first slide, and make each slide one idea so people keep swiping.

[Example 1 →](#)[Example 2 →](#)

5

Post an image people can screenshot, then keep the caption tiny

Some of his biggest spikes come from text-heavy images paired with almost no caption, so the image does all the work. It's a high-variance move: the stronger batch of these posts averages about 1.71x engagement (8 posts), while the weaker batch averages about 0.75x (3 posts), so the image has to be genuinely save-worthy. To copy it: make a clean, readable list or mini-manifesto on one image, then write a 3–6 word caption that pushes people to read the image.

[Example 1 →](#)[Example 2 →](#)[Example 3 →](#)**6**

Use links less often, and only after you've finished the post

He frequently adds a link, but the tradeoff is clear: posts with CTAs average about 0.79x relative engagement (42 posts) versus 1.27x without CTAs (58 posts). Even in mindset content, link-outs underperform (0.61x with links vs 1.18x without). To copy it: write the post so it feels complete without clicking, then add one optional link at the end for people who want more.

[Example 1 →](#)[Example 2 →](#)**7**

Sell mainly from your profile, not inside every post

His profile does most of the selling work: the headline names what he's building, the banner sells a book, and the Featured section points to the flagship product. That lets the feed stay mostly value-first (58% of posts have no CTA), which protects engagement while still giving motivated readers a clear next step. To copy it: make your headline say what you're building and who it helps, make your banner promote one thing, and keep one main offer in Featured so profile visitors don't get lost.

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

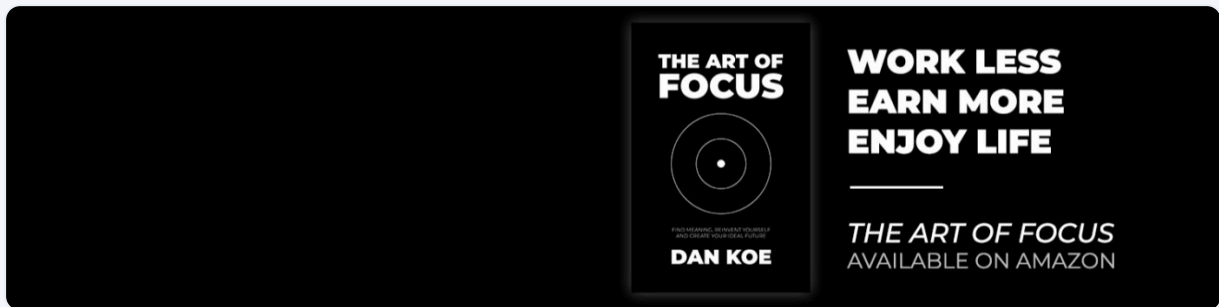
Profile Breakdown

HEADLINE FORMULA

Notes to myself. Building Eden, the drive that handles your busywork.

{Distinctive voice line that signals your style}. Building {product/company}, the {simple category label} that {removes busywork / saves time / creates outcome}. Why it works: the first clause attracts people who want ideas and a POV, the second anchors you to a real thing you're building, and the last clause is a plain-English benefit anyone can understand—credibility without needing titles.

BANNER STRATEGY



One product visual + one clear promise + one place to buy. In his case: a minimalist, high-contrast banner showing the book cover ("The Art of Focus"), reinforcing the same outcome ("work less, earn more, enjoy life") and giving an instant commercial next step (Amazon) without extra explanation.

Content Strategy

PILLAR	%	WHAT CRUSHES	EXAMPLES
Mindset, focus & agency (tough-love rules you can act on)	60%	The highest-performing version is self-contained, no-link mindset content that reads like a few strong rules. In this dataset, mindset/habit posts without external links average about 1.18x relative engagement (30 posts), while the same themes paired with link-outs drop to about 0.61x (22 posts). The core is blunt self-responsibility and simple behavior shifts—fast to read, easy to agree/disagree with, and easy to repost.	Post 1 Post 2 Post 3
Skill-building & learn-by-doing (projects over theory)	17%	Project-based learning frameworks are the standout: these posts average about 1.51x relative engagement (8 posts) and include the single best post in the dataset (3.10x). The weaker slice inside this broader theme is writing/communication advice, which underperforms at about 0.89x (6 posts), especially when it feels generic or is mainly a link-out lesson.	Post 1 Post 2 Post 3
Business & creator strategy (work norms, getting noticed, first customers)	18%	The strongest business content is practical entrepreneurship and work-norm reframes—posts in this slice average about 1.30x relative engagement (6 posts). More general creator/AI/platform commentary is weaker at about 1.05x (8 posts), so the edge comes from direct, do-this-next advice (get known, sell, rethink the 40-hour model) rather than abstract trend takes.	Post 1 Post 2 Post 3
Tools, platforms & company updates (links, product, hiring)	5%	This is where performance is most fragile. Company/product updates are rare (2 out of 100 posts) and average about 0.42x relative engagement, and the hiring/recruiting post is the lowest performer in the dataset (0.25x). Link-style CTAs are common across the account (42% of posts), but they correlate with lower engagement overall (CTA posts average 0.79x vs 1.27x without CTAs), so this pillar works best	Post 1 Post 2 Post 3

PILLAR

%

WHAT CRUSHES

EXAMPLES

when the tool/company angle is framed as a lesson or story—not an announcement.

Conversion Strategy

Their Offer(s)

Eden — an AI canvas/drive workspace tool (knowledge management + creative workflow).

The Art of Focus (book)

Long-form articles/videos/resources via outbound links (Inkd.in)

The Koe Letter (newsletter)

2hourwriter (course)

90-day monk mode challenge

Stanley (AI writing/content tool)

Hiring for Eden (role application link)

How They Promote in Posts

CTAs show up in 42% of posts and are usually a single outbound link placed at the end as a low-pressure “read/watch/try” next step. The engagement tradeoff is meaningful in this sample: CTA posts average 458.4 likes, 63.9 comments, and 19.4 reposts, while non-CTA posts average 744.1 likes, 101.0 comments, and 32.3 reposts (about 0.79x vs 1.27x relative engagement). The pattern suggests he uses posts mainly to build attention and trust, then uses links for the subset of readers who want to go deeper.

[Example 1 →](#)

[Example 2 →](#)

[Example 3 →](#)

How They Promote in Profile

The profile is built like a simple funnel: a distinctive voice hook plus “Building Eden” in the headline creates curiosity, the banner promotes a tangible asset (book on Amazon), the About section stacks proof and routes people to owned links (blog/newsletter/website), and the Featured section keeps Eden as the dominant action. This setup lets the feed stay mostly value-first while profile visitors always have a clear next click.

[View Profile →](#)

Top 10 Posts

1 How to master any skill fast:

He shares a fast, project-first method for learning: stop “studying,” pick a project, build until you hit a roadblock, then research only what you need to unblock yourself and repeat. The message is that real learning happens inside doing, not endless preparation.

♡ 1821 💬 187 ↻ 126

2 Easy enough right



The caption is minimal and the main content is a dense checklist-style image of everyday habits and growth rules. It reads like a “do the basics” manifesto people can screenshot and keep.

♡ 1471 💬 116 ↻ 92

3 The ultimate goal is getting paid to be yourself.



A quote-card style post that argues the best career path is aligning work with what you’re obsessed with and what challenges you creatively. It pushes eliminating work that doesn’t fit that creative alignment.

♡ 1443 💬 129 ↻ 99

4 Please don't waste it



A text-heavy image argues that modern tools massively increase individual leverage, making it easier to learn, reach people, create, and automate. It frames wasting that leverage as the real risk.

♡ 1486 💬 103 ↻ 56

5 Being smart is overrated



A carousel opens by challenging the idea that being “smart” matters if it doesn’t produce results. The first slide pushes a blunt outcome-based question that forces readers to confront the gap between identity and outcomes.

♡ 1331 💬 174 ↻ 68

6 Please believe in yourself



A motivational quote-card that argues self-belief is earned through training the mind, building skills, and taking action. It frames many limits as learned from other people rather than truly fixed.

♡ 1229 💬 122 ↻ 81

7 Master your mind.

A rapid list of short commands about attention and output: read more, consume less, produce more, focus deeply, then recover. It ends with a warning that if you don’t shape your mind, someone else will.

♡ 1190 💬 148 ↻ 61

8 Nobody cares about your niche.

He argues audiences don't care as much about your niche as they care about your point of view. The post frames recycled information as worthless in a world where anyone can search or use AI, and pushes conviction and emotional honesty instead.

♡ 1127 💬 195 ↻ 33

9



You win in the next decade by being the least robotic.

A quote-card about staying human in an AI-heavy world. It argues the edge comes from slowing down, focusing on craft, doing some things manually, and building knowledge that automation can't easily copy.

♡ 1051 💬 113 ↻ 66

10



Dedicate 6-12 months to skill development with focused daily practice.

A saveable image lays out a time-boxed plan for skill growth: commit to focused daily practice, build quality projects that help others, then promote those projects to test interest. It combines practice with proof-of-work and distribution.

♡ 1030 💬 106 ↻ 51
