



Tom Hunt

\$4.5m ARR. \$0 raised. I have no idea what I'm doing.

219k followers • [View Profile](#)

4

POSTS / WEEK

8 AM, UTC

MAIN POSTING TIME

200

AVG REACTIONS
140 comments

48%

CALL-TO-ACTION
FREQUENCY

#1 SUCCESS FACTOR

He consistently turns real founder-and-manager moments into simple, values-based lessons people can instantly react to. That "credible results + honest humility" positioning makes readers trust the story, and the posts are written to pull comments (not just likes), which keeps reach high and makes every occasional promo feel earned.

FORMAT BREAKDOWN

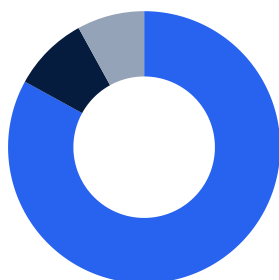


Image	83%	210 avg reactions
Text Only	9%	190 avg reactions
Video	8%	90 avg reactions

7 Tactics You Can Steal

01 [Start with a real work moment, then say what you did](#)

02 [Write two lists side by side so people can compare fast](#)

03 [Tell people exactly how to reply so commenting is easy](#)

04 Admit you were wrong, then share the rule you use now

05 Open with a painful number so the problem feels real

06 Tell the story like a short 'why' chat, then land one punchline

07 Write more text-only posts and be careful with video

7 Tactics You Can Steal

1

Start with a real work moment, then say what you did

He often opens with a scene that's already happening (a call, a 1:1, a decision in progress). That instantly makes people curious because it feels like they're "in the room" with you. In this set, these real-moment leadership posts appear 8 times and average about 4.58x normal engagement, including the biggest outlier at 20.63x. To copy it: start with one sentence of context ("I'm in a 1:1..."), share the exact line you said, then end with the simple rule you run your team by.

[Example 1 →](#)[Example 2 →](#)

2

Write two lists side by side so people can compare fast

Several of his highest performers are built as quick comparisons (bad vs great, path A vs path B). This works because readers can spot themselves in one side immediately, and it naturally makes people want to argue or agree. You see the same pattern in his bootstrapping content: framework/list posts average about 1.91x relative engagement, while long breakdowns average about 0.46x. To copy it: write two short headings, add 4–7 bullets under each, and keep each bullet one line.

[Example 1 →](#)[Example 2 →](#)

3

Tell people exactly how to reply so commenting is easy

He removes the "thinking work" from commenting by giving a clear rule for replies (like a word limit) or a single keyword to comment for something. This works because people can join in quickly, and high comment volume keeps the post moving. In this set, ultra-short interactive posts average about 6.69x relative engagement, showing how powerful low-effort participation can be. To copy it: ask one simple question, add a strict rule ("two words only" or "comment 'YES'"), and answer first so people know the format.

[Example 1 →](#)[Example 2 →](#)

4

Admit you were wrong, then share the rule you use now

Two of his top posts are basically: "Here's the mistake I made" → "Here's what I learned" → "Here's the better rule." It works because it feels honest (not preachy) and it gives people a clear takeaway they can use at work today. These confession-style hiring lessons are proven performers here (examples at 5.76x and 3.69x relative engagement). To copy it: name the exact wrong judgment you made, show what changed your mind, then write the new rule in one short sentence.

[Example 1 →](#)[Example 2 →](#)

5

Open with a painful number so the problem feels real

He often starts with a number that makes the situation instantly clear (and a little shocking). That works because you don't need a long setup—readers feel the pain in one second and keep reading. One of his top posts opens with a brutal “17 interviews, 0 hires” and earns 4.55x relative engagement. To copy it: pick one real number pair (time wasted, money lost, attempts made), put it on its own line, and then explain the belief or habit causing it.

[Example 1 →](#)[Example 2 →](#)**6**

Tell the story like a short ‘why’ chat, then land one punchline

He turns advice into a mini back-and-forth: a strong statement, a few questions, then a twist where the real issue is the process (not the person). It works because it reads like a short story, but you still walk away with a clear rule you can repeat. This pattern shows up in multiple top performers (examples at 3.90x and 4.93x relative engagement) and both end with a simple line people can quote. To copy it: open with a quote, ask 2–3 ‘why’ questions, reveal the root cause, then end with a one-line rule.

[Example 1 →](#)[Example 2 →](#)**7**

Write more text-only posts and be careful with video

In his last 100 posts, text-only is rare (9 posts) but performs best on average (about 2.24x relative engagement). Image posts are solid (1.77x), but video is a drag in this dataset (8 video posts averaging about 0.72x), with even the best videos only mid-pack. The simple reason: his best ideas spread through fast reading and fast commenting, and video slows that down. To copy it: default to text for lessons, keep videos only for moments that truly need voice/visual proof, and test a month with “no video” to see if comments jump.

[Example 1 →](#)[Example 2 →](#)

PART 2

Profile Breakdown

HEADLINE FORMULA

\$4.5m ARR. \$0 raised. I have no idea what I'm doing.

Credibility metric + unusual constraint + disarming human line. In his case: a hard business result (“\$4.5m ARR”, meaning annual recurring revenue) + a constraint that signals independence (“\$0 raised”) + a humble pattern-breaker (“I have no idea what I'm doing.”). It works because the numbers create instant authority, the constraint makes the story more impressive, and the humility lowers people's guard and creates curiosity to click/follow.

BANNER STRATEGY



A simple outdoors/lifestyle photo with no text or product branding. It works because it doesn't compete with the high-information headline, and it quietly reinforces the brand message: a real person on a journey (builder mindset, independence, learning in public) rather than a polished “guru” look.

Content Strategy

PILLAR	%	WHAT CRUSHES	EXAMPLES
Leadership, management, hiring, and remote work values	46%	The biggest wins are “real moment” leadership stories (calls, 1:1s, hiring decisions) that end in a clear rule of thumb. In this set, posts framed around an actual call/1:1 show up 8 times and average about 4.58x normal engagement, while vague workplace one-liners without a story underperform (3 posts averaging about 0.76x). The consistent pattern: show the situation, share the decision, then state the principle in one short line.	Post 1 Post 2 Post 3
Bootstrapping worldview (anti-hype) + Cash Machines stories	13%	Frameworks and punchy lists beat long business “breakdowns.” In bootstrapping content, structured list/framework posts average about 1.91x relative engagement (4 posts) versus deep-dive ‘Cash Machine’ breakdowns averaging about 0.46x (3 posts). The best posts make readers choose a side (bootstrapped vs VC incentives) and keep the writing skimmable.	Post 1 Post 2 Post 3
Marketing and business building (Fame operations, metrics, and growth lessons)	16%	The strongest structure here is “metric first, lesson second” (examples include spend-to-leads, traffic growth, retention, and goals). In this pillar, metric-led operating posts are the best-performing structure inside the category (6 posts averaging about 0.67x), while video/podcast-promo style posts tend to be weaker (4 posts averaging about 0.50x). Even when the engagement isn’t the highest on the whole page, these posts do heavy lifting for trust because they show real work and real numbers.	Post 1 Post 2 Post 3
Community interaction + sponsored partnerships (kept native to his voice)	25%	Ultra-short interaction posts can massively spike comments (2 posts averaging about 6.69x relative engagement), and the best ads feel like his normal posts first, promo second. Sponsored posts underperform non-ads overall (15 posts averaging about 0.80x vs 1.89x for non-ad posts), but “native-feeling” ads do much better than feature-dense, link-heavy ads (about 1.21x	Post 1 Post 2 Post 3

PILLAR

%

WHAT CRUSHES

EXAMPLES

vs 0.53x). The key is keeping the same hook-and-story style, then making the ask simple.

Conversion Strategy

Their Offer(s)

Fame — a service business that starts and grows podcasts for B2B businesses.

Cash Machines (newsletter/content series about bootstrapped, cash-generating businesses)

Sponsored/partner promotions (e.g., Taplio, HP, Keeper, Meridian, etc.)

Fame Crew (global event video production service)

How They Promote in Posts

Calls-to-action show up in about 48% of posts, usually as the very last line. Overall, CTA posts average about 1.83 relative engagement vs 1.63 without CTAs, but the lift is mainly driven by simple engagement CTAs (like "Agree?") that boost comments and reach. Promotion is present but not overwhelming: about 31% of posts are promotional, with roughly a 2.2:1 value-to-promo mix (69 value/authority vs 31 promo). Fame is sold mostly through trust and proof (metrics, principles, outcomes) rather than a consistent "book a call" CTA, while Cash Machines and partners use clearer subscribe/comment/link asks.

[Example 1 →](#)

[Example 2 →](#)

[Example 3 →](#)

How They Promote in Profile

The profile is built to earn trust first: the headline packs a big result + bootstrapped constraint + humility, the banner is intentionally non-salesy, and the About section explains the journey and clearly states what Fame does. What's missing is an explicit, repeated "next step" (link/CTA) in the About text provided, so the profile mainly converts through credibility and inbound interest (follow, DM, or clicking featured content) rather than direct response.

[View Profile →](#)

Top 10 Posts

1



I'm on a call with a team member, she wants to work from Asia for 6 weeks.

He shares a live leadership moment: a team member asks to work from Asia, starts to justify it, and he cuts that off with a simple "it's all good." He lists everyday examples of flexible work and ends with the principle that the company tracks output, not behavior.

♡ 6400 💬 598 ↻ 78

2



Most people chase salaries and titles.

He argues that choosing the right manager matters more than chasing titles or salary. The post contrasts what a bad manager does versus what a great manager does, then ends with a warning to choose wisely.

♡ 2212 💬 454 ↻ 70

3

Describe your relationship with coffee.

He asks a simple question and adds a strict rule: answer in two words only. He models the format with his own two-word answer, then lets the comments carry the post.

♡ 586 💬 2075 ↻ 1

4

We rejected a candidate twice.

He admits rejecting the same candidate two times, then realizing the mistake was judging only by the CV. After finally getting on a call, they hire the person and he shares the lesson: meet the human, not just the PDF.

♡ 1562 💬 380 ↻ 35

5



He posts a single reaction emoji alongside a screenshot of a micromanaging email that polices minutes and lunch breaks. He adds almost no commentary, letting the artifact speak for itself.

♡ 1255 💬 662 ↻ 7

6



Startup founder path:

He lays out two step-by-step lists: a stereotypical VC-backed path and a bootstrapped path. He makes it clear which path he prefers and encourages bootstrappers to follow along.

♡ 1177 💬 573 ↻ 18

7

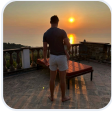


I'll be honest...

He challenges companies that claim they can't find talent while filtering out huge groups of candidates. He reframes it as a training/onboarding problem and backs it with an internal example of leaders who started with no experience.

♡ 1400 💬 270 ↻ 22

8



17 interviews.

He tells a short story about a founder doing many interviews with zero hires because they're chasing a "unicorn." He argues the job spec is really multiple roles and ends with a simple rule: stop hiring unicorns and hire humans.

♡ 1196 💬 349 ↻ 16

9



"We need to let them go."

He shares a tense 1:1 where a manager wants to fire someone for underperformance. By asking a few questions, it becomes clear the real issue is that onboarding was basically skipped, and he ends with the lesson: onboard right or do it twice.

♡ 918 💬 397 ↻ 22

10



I nearly rejected a candidate for job hopping.

He explains almost rejecting a candidate because their last few roles were short, then choosing to hear the story behind it. He shares the outcome and argues that job changes often have real reasons in today's work world.

♡ 1008 💬 249 ↻ 8
