



Vaibhav Sisinty

Founder, GrowthSchool | On a mission to upskill 100M people globally with AI

529k followers • [View Profile](#)

6

POSTS / WEEK

6 AM, UTC

MAIN POSTING TIME

440

AVG REACTIONS
55 comments

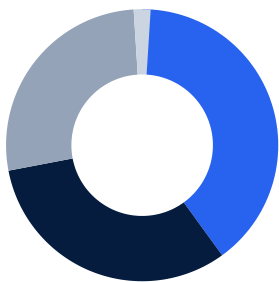
81%

CALL-TO-ACTION
FREQUENCY

#1 SUCCESS FACTOR

He turns fast-moving AI news into simple, high-stakes stories that feel both huge and believable: a bold claim up front, then hard proof (numbers, partners, timelines) so readers trust it and share it. His profile reinforces the same promise (AI upskilling at massive scale), and his CTAs mostly stay “value first, ask last,” so selling and lead capture don’t break trust.

FORMAT BREAKDOWN



Text Only	40%	330 avg reactions
Video	32%	440 avg reactions
Image	27%	560 avg reactions
Carousel	2%	380 avg reactions

7 Tactics You Can Steal

01 [Make a huge claim, then prove it with real details](#)

02 [Tell it like a thriller, then end with one clear question](#)

03 Write posts that look like cheat sheets people can save

04 Use sharp number comparisons so your point lands instantly

05 Borrow trust by tying your story to big names and real access

06 Start with a real work problem, then end with a bold one-line lesson

07 If you sell, teach first, then make the ask feel optional

7 Tactics You Can Steal

1 Make a huge claim, then prove it with real details

He opens with a bold “this is taking over” style claim, then backs it with 3–6 proof points like user numbers, partners, timelines, and specific feature unlocks. This works because people will share a big claim only when it feels checkable, not like hype. It matches the best-performing cluster too: India-localized power-move posts average 2.87× relative engagement, and his biggest winner in the dataset hits 9.9×. Do it by writing your first line as the headline, then add a short bulleted “proof stack” (numbers + names + what changed).

[Example 1 →](#)

[Example 2 →](#)

[Example 3 →](#)

2 Tell it like a thriller, then end with one clear question

Several of his highest-performing posts read like a suspense story: setup, rising stakes, a last-minute twist, then a question that forces people to pick a side. This works because people keep scrolling to find out “what happened,” and the final question turns that emotion into comments. Comment prompts are his most common CTA style (56 posts), and CTAs overall don’t hurt reach here (posts with CTAs average 1.38× vs 1.34× without). Copy it by adding time pressure (“hours left”), one surprising turn, then a simple ending like “Do you agree or not?”

[Example 1 →](#)

[Example 2 →](#)

[Example 3 →](#)

3 Write posts that look like cheat sheets people can save

He regularly makes skim-friendly lists where every item has a one-line “what it helps you do,” so the value is obvious in seconds. This works because saves and shares go up when a post becomes a reference people can come back to, and a predictable cadence turns one post into a habit. You can see it in his recurring formats: “AI updates of the week” runs 6 times (1.46× average), and the tool roundups and product lists are built for saving. Copy it by curating 10 items max, writing one clear benefit per item, and adding a simple reminder like “save this for later.”

[Example 1 →](#)

[Example 2 →](#)

[Example 3 →](#)

4

Use sharp number comparisons so your point lands instantly

He uses “A vs B” numbers to make the takeaway obvious, like price gaps, time-to-result, user scale, or interview counts. This works because numbers stop arguments and make your post easy to repeat in comments and reposts. Many of his top posts anchor the story on a single metric (rupee pricing, seconds to generate, hundreds of millions of users, dozens of interviews), which helps them travel beyond his followers. Do it by choosing one headline number for the hook, then adding 2–3 supporting numbers to close the loop.

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

5

Borrow trust by tying your story to big names and real access

When he has real proximity—talks, collaborations, or working alongside known leaders—he uses it early in the post and then shares one specific personal takeaway. This works because readers trust “I was there” more than “I read a thread,” and it gives them a reason to pay attention even if they don’t know the topic. His personal/collab bucket is one of his strongest non-news levers (5 posts averaging 3.15× relative engagement). Copy it by sharing one concrete detail you saw/heard, not a generic compliment, and keep it short.

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

6

Start with a real work problem, then end with a bold one-line lesson

He often starts with a specific scene from work (like hiring, interviews, or execution failures), then ends with a short, punchy lesson people can quote. This works because the opening feels real (not theory) and the last line is easy to repost and debate. Posts with concrete workplace signals outperform generic warnings in his dataset (1.91× vs 0.54× average relative engagement across those subtypes). Copy it by opening with a specific count or constraint (“we interviewed 50 people”), then ending with a 6–10 word takeaway.

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

7

If you sell, teach first, then make the ask feel optional

Even when he’s promoting something, he usually delivers a full story or framework first, then puts the ask at the end (often as a P.S. or a simple invite). This works because it protects trust: the reader still gets value even if they never click. In his data, CTAs are frequent (about 80.6% of posts) and don’t reduce reach (1.38× with CTAs vs 1.34× without), while overly pitchy promotions do poorly (the most pitchy promos average 0.53×). Copy it by writing the post as if there is no link, then add one low-friction next step at the end.

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

Profile Breakdown

HEADLINE FORMULA

Founder, GrowthSchool | On a mission to upskill 100M people globally with AI

[Role + company for instant authority] | [mission with a big measurable number] for/to [clear audience] with [timely topic wedge]. Works because the founder/company marker gives immediate legitimacy, the mission number is easy to remember and repeat, and the "AI" wedge makes the profile relevant to what people already come to his feed for.

BANNER STRATEGY



One dark, high-contrast banner with a single bold outcome promise (aspirational "top 1%" result) + GrowthSchool branding + third-party trust badges (LinkedIn Top Startup). Works because it reads like an above-the-fold ad: one promise, instant proof, and clear match with the headline's AI-upskilling mission.

Content Strategy

PILLAR	%	WHAT CRUSHES	EXAMPLES
India-first AI market moves (distribution, partnerships, pricing)	45%	India-localized “power move” breakdowns are the highest-upside cluster: 8 posts average 2.87× relative engagement. What wins is a big market claim plus concrete distribution details (partners, channels, payment rails, user scale). What loses inside this topic is drifting into speculative macro/doom framing without a fresh, checkable detail (speculative sci-fi/macro posts: 6 posts averaging 0.47×).	Post 1 Post 2 Post 3
AI tools and workflows people can copy today (prompts, lists, weekly drops)	20%	Practical tool posts do best when they give a measurable advantage (speed, quality, cost) and then hand people copy-paste prompts or a curated shortlist. Recurring series amplify this: “AI updates of the week” appears 6 times and averages 1.46× relative engagement, while the “Figuring Out AI” show posts (3) average 2.96×. Format also matters: image posts are the most reliable at 1.72× average relative engagement (vs video 1.45×; text-only 1.10×; carousel 0.90×, though only 2 samples).	Post 1 Post 2 Post 3
Career and hiring signals in the age of AI	15%	This pillar wins when it’s grounded in real workplace signals (hiring stories, specific leadership behaviors, concrete triggers). Posts framed as concrete workplace/hiring signals average 1.91× relative engagement (5 posts). What flops is repeating generic motivational warnings without new evidence (5 posts averaging 0.54×).	Post 1 Post 2 Post 3

Founder journey, big collabs, and building GrowthSchool in public

20%

Personal narrative spikes only when it has stakes + proof + a clear arc. High-stakes personal/collab posts average 3.15× relative engagement (5 posts), especially when they include hard numbers (views, follower growth, time spent, outcomes) and a clear “why now” moment. What underperforms is low-context personal utility asks or thin updates (3 posts averaging 0.33×).

Post 1

Post 2

Post 3

Conversion Strategy

Their Offer(s)

GrowthSchool (AI upskilling / education for professionals)

Free WhatsApp community for AI updates (lead capture)

YouTube content (nurture)

Speaking/keynote/workshops for organizations

Sponsored/brand partnerships (e.g., Zoho One, IBM, Apna, myBiz by MakeMyTrip, super.money, Glance AI)

Hiring/recruiting for GrowthSchool roles

How They Promote in Posts

CTAs are used very often (80.6% of posts). The most common CTA is an engagement question (56 posts) placed at the very end after the breakdown; overall, CTAs don't hurt performance in this dataset (posts with CTAs average 1.38x relative engagement vs 1.34x without). When he wants conversion, he usually picks a low-friction next step ("link in comments," join a free WhatsApp group, or email), while heavy product-pitch promos underperform (promotional posts average 0.92x overall; the most pitchy promos drop to 0.53x).

[Example 1 →](#)

[Example 2 →](#)

[Example 3 →](#)

How They Promote in Profile

The banner and headline pre-sell one clear promise (elite outcomes via AI upskilling) with strong trust signals (brand + third-party badges). The About section then stacks credibility with brand names and hard numbers and ends with a single, direct CTA for hiring ("Interested in joining us? Email..."). The biggest conversion gap is that the Featured section appears unused here, which likely leaves one-click conversion (course page, newsletter, WhatsApp, hiring page) on the table.

[View Profile →](#)

Top 10 Posts

1



Perplexity is eating the Indian AI market like a boss 🤖

He argues a fast-growing AI product is capturing India by shipping features at extreme speed and locking in massive distribution. He supports it with specific examples like a request turning into a shipped feature in days, plus concrete India-focused product and partnership details.

♡ 4641 💬 208 ↻ 140

2



Psyho might be the last human win in coding.

He tells a tense story about an AI model secretly competing in a long coding contest and nearly winning, with a human overtaking it near the end. He adds a clear timeline of progress and ends by asking readers whether humans will keep winning.

♡ 3189 💬 88 ↻ 59

3

Mukesh Ambani silently launched India's largest AI company 🤖

He claims a major Indian business leader has launched a large AI push and lists multiple products and infrastructure bets in a rapid, easy-to-skim format. The post mixes consumer features, enterprise tooling, partnerships, and big investment signals, then asks readers to weigh in.

♡ 2519 💬 206 ↻ 146

4



🔥 Huge Announcement :

He announces a collaboration to build an AI education series, explains the problem they're solving, and lays out exactly how the sessions will work. He uses early traction as proof and invites the audience to suggest what they should cover next.

♡ 2601 💬 183 ↻ 19

5



This AI pic was generated in 5 secs using new Google AI model 🤖🔥

He introduces a new image model with a clear speed claim and explains how it can be used for practical editing tasks, not just novelty. He gives multiple example prompts people can copy and tells readers where they can try it.

♡ 1730 💬 128 ↻ 7

6

The last 9 months have been the hardest of my life.

He shares a personal low point and then organizes his learnings into three clear lessons about distribution, fitness, and personal drive. He backs the "distribution" lesson with before/after growth numbers and ends with a direct question to readers.

♡ 1385 💬 192 ↻ 11

7



100+ AI tools dropped this week,

He curates a high-volume week of tool launches into a short list of the most useful picks. Each tool is described with a crisp job-to-be-done, plus a save and follow nudge tied to a recurring schedule.

♡ 1100 💬 296 ↻ 31

8

Sam Altman finally used the ultimate growth hack to win the Indian market 🇮🇳

He breaks down an India-specific product plan and reframes it as a distribution lesson rather than a simple pricing change. The post uses clear stats and comparisons to explain why payment options and local habits matter, then invites debate about market outcomes.

♡ 1132 💬 211 ↻ 36

9



Had a fun chat with Alexandr Wang today!

He shares a first-person takeaway from speaking with a well-known AI founder and frames it around mission and impact. The post compresses the operator's story into a few high-signal facts and ends with a strong opinion about a major company's AI direction.

♡ 1272 💬 48 ↻ 6

10

We've been on the hunt for an analyst and already interviewed close to 50 candidates.

He shares a hiring experience and uses it to argue that many candidates have technical skills but lack business thinking. He connects this to AI making execution easier, then lands on a simple thesis about what matters most now.

♡ 1151 💬 149 ↻ 20
