Caleb Ralston

Scaling Brands That Create Impact

16k followers • **View Profile**

2
POSTS / WEEK

6 PM, UTC
MAIN POSTING TIME

**170**
AVG REACTIONS
30 comments

28%
CALL-TO-ACTION
FREQUENCY

#1 SUCCESS FACTOR

He wins by making "high-trust operator" ideas feel simple and personal: a bold opening line that calls out a real problem, followed by a short, practical takeaway people can use immediately. That same proof-first, value-first style is reinforced by a credibility-dense profile and a conversion approach that usually sends people to deeper free training or into DMs instead of hard-selling in the post.

FORMAT BREAKDOWN
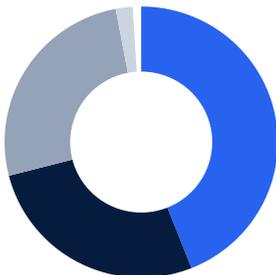
🔵 Video	**44%**	170 avg reactions
⬛ Text Only	**27%**	90 avg reactions
⬤ Image	**26%**	230 avg reactions
⬜ Carousel	**2%**	250 avg reactions

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7 Tactics You Can Steal

01 Start with "If you're struggling…" so the right people stop

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02 Redefine a common word, then give a short step list

7 Tactics You Can Steal

1   **Start with "If you're struggling…" so the right people stop**

Several of his highest-performing videos open with a single sentence that calls out a specific struggle, then promise the video is "for you." It works because people decide in one second if it's about them, so the right viewers stop and watch. This shows up in multiple top performers (relative engagement around 6.12x and 2.58x) even though the text is minimal. To copy it: name one clear pain ("If you're stuck with…") + one clear person ("as a founder/parent/designer…") and keep everything else inside the video.

Example 1 →   Example 2 →

2   **Redefine a common word, then give a short step list**

His strongest teaching posts don't just give tips—they change what a word means ("personal brand," "strategy"), then give a small list people can follow. It works because the redefinition grabs attention, and the list turns it into something people can save and share. Two of his top-performing teaching posts use this pattern (relative engagement around 2.91x and 2.57x). To copy it: pick one word your audience argues about, define it in plain language, then give 3–5 steps or questions to apply it today.

Example 1 →   Example 2 →

3   **Open with a bold line people either love or disagree with**

His biggest "stop scrolling" posts start with a strong claim that invites a reaction, then back it up with simple reasoning. It works because people can't resist thinking "yes" or "no," which naturally drives comments and shares. This pattern appears in multiple top performers, including an extreme outlier (relative engagement 27.47x) and other posts around ~2–3x. To copy it: write one sentence that takes a side, explain your reason in 3–6 short lines, and end with a clear takeaway (not a rant).

Example 1 →   Example 2 →   Example 3 →

4   Put the lesson on a picture so it's easy to share

His feed gets a big boost when the main point is readable at a glance, especially with quote-style or list-style images. In his dataset, image posts average about 602 total interactions per post (n=21), far above video (~255, n=36) and text-only (~170, n=22), and image median likes are also higher (234 vs 167.5 for video). It works because people can understand it without clicking, and it's easier to repost. To copy it: write a one-sentence idea, turn it into a simple image with big text, and keep the caption short and punchy.

Example 1 →   Example 2 →

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5   Make hiring posts feel like a simple problem people can solve

Two of his top-performing posts are straight hiring calls, written like a clear problem + clear role + clear next step. This works because readers instantly know who to tag, who to send it to, or whether they should DM—so the post spreads through other people's networks. In his broader dataset, "specific hiring/resource" promos average about 1.94x relative engagement, while generic podcast/networking promos average about 0.21x. To copy it: lead with the exact title, list real tasks in plain words, add location/remote info, then give two options: "apply" and "tag someone."

Example 1 →   Example 2 →

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6   Ask one easy question after the lesson to get comments

When he wants discussion, he usually asks a simple question after delivering the value (not before). It works because people don't feel "fished" for engagement—they just answer because it's easy. He uses question-style CTAs selectively (6 posts), which keeps it from feeling repetitive. To copy it: teach first, then ask a question that takes 5 seconds to answer (a number, a choice, or "which one fits you?").

Example 1 →   Example 2 →

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7   Promote by giving a huge free lesson, then link in comments

He keeps selling light and mostly promotes by sending people to deeper, free long-form training (often YouTube) using "link in the comments." CTAs show up in about 27–28% of posts (22–23 out of 81), and in this sample CTA posts average about 296–304 interactions versus about 330–334 without CTAs—so he uses CTAs when there's real extra value on the other side. It works because it feels helpful, not pushy, and it moves serious people to a deeper format. To copy it: write a self-contained post, then offer the "full training/template" in comments for people who want more.

Example 1 →   Example 2 →   Example 3 →

Profile Breakdown

HEADLINE FORMULA

Scaling Brands That Create Impact

[Big outcome you create] + [values-based qualifier]. Why it works: it leads with a clear end result ("scaling brands") and then adds a filter ("create impact") that attracts serious, purpose-driven operators; the short, confident wording reads executive-level and is easy to remember.

BANNER STRATEGY

Minimal solid-color banner with no text. Strategic message: calm, premium, no-noise "operator" brand. Why it works: it doesn't compete with the headline/About proof, and it visually matches the theme of clarity over hype.

Content Strategy

PILLAR	%	WHAT CRUSHES	EXAMPLES
Brand + content teaching (simple rules, reframes, and practical frameworks)	**56%**	This is the core of the account (about 55.56% of posts). The best version is problem-led teaching with a strong hook + clear stance: across 10 posts in this style, average relative engagement is about 2.43x. The weak version is short "quick thought" posts without a story, framework, or example (7 posts average about 0.51x).	Post 1 Post 2 Post 3
Leading creative teams (feedback, systems, and how to scale people)	**10%**	This is a smaller slice (about 9.88% of posts) but can spike hard when it reads like mentorship. In this pillar, the mentorship/leadership-style posts average about 10.03x relative engagement, but that average is heavily skewed by one extreme outlier. Lower-context ops posts that feel like a teaser instead of giving the full value tend to lag (3 posts average about 0.64x).	Post 1 Post 2 Post 3
Personal proof and milestones (wins, timelines, and 'receipts')	**12%**	These perform when they're specific and measurable. Milestone/career storytelling posts average about 3.81x relative engagement (4 posts), especially when paired with a clear timeline and hard numbers; vague personal check-ins underperform (3 posts average about 0.42x).	Post 1 Post 2 Post 3
Hiring + resources + networking (promos that feel useful, not 'look at me')	**22%**	This pillar is sizable (about 22.22% of posts). Promos split into two clear buckets: specific hiring asks or substantial free resources work (5 posts average about 1.94x relative engagement), while "thanks for having me on" podcast/networking posts without a takeaway are consistent low performers (5 posts average about 0.21x).	Post 1 Post 2 Post 3

Conversion Strategy

Their Offer(s)

Ralston (consulting/services to scale brands through organic content systems and building/leading content/media teams)

Free long-form YouTube trainings/courses plus workbooks

Hiring opportunities for roles on his team and/or partner brand teams

Podcast appearances/interviews (traffic to external platforms)

How They Promote in Posts

CTAs are used sparingly—about 27–28% of posts (22–23 out of 81). They're usually value-first and placed at the end, most often as "link in the comments" for long-form training, or direct action CTAs for hiring (apply/tag/DM). In this sample, posts with CTAs average ~295.9 total interactions versus ~333.8 without CTAs (about 11% lower), which suggests he protects reach by not forcing a CTA on every post and instead saves CTAs for moments with real next-step value.

Example 1 →   Example 2 →   Example 3 →

How They Promote in Profile

The profile is built for trust first: a concise, outcome-led headline and an About section packed with specific proof (roles, team scope, audience growth, impressions, lead impact). Conversion is the weak link on-profile: the banner has no offer, and the About has no explicit "DM/book/click here" next step. The Featured section highlights an educational post, which helps authority and time-on-profile, but doesn't standardize a single conversion path (like a booking link or lead magnet).

View Profile →

Top 10 Posts

1

I think anybody who's a good manager has mentorship DNA within them.

This is a quote-style leadership post from Gary Vaynerchuk that focuses on the idea that great managers act like mentors, shifting from "people work for me" to "I work for them." It ties the point to legacy and how others speak about you when you're not around. The main message is packaged for fast scanning and easy sharing.

♡ 4786   ▢ 510   ⇄ 391

2

19 years ago I started a daily wine show on YouTube 🍷 it took years to build a wine brand and many more to build an overall business brand, and this was 3 years before VaynerMedia was even started ..

This is a Gary Vaynerchuk post about starting a daily wine show many years ago and learning that brand-building takes patience. The image contains a scannable list of simple lessons like starting from zero, replying to people, and not chasing likes. It ends with an easy prompt asking readers to comment which lesson hit them.

♡ 1471   ▢ 241   ⇄ 65

3

If you're struggling to make content, this video is for you.

This is a short video post that targets a clear pain: struggling to make content. The caption is one line and pushes all the value into the video itself, using the promise that it's "for you" to pull the right viewer in. The thumbnail has a lifestyle/behind-the-scenes feel rather than a typical talking-head frame.

♡ 984   ▢ 250   ⇄ 33

4

I didn't see this one coming…

This is a milestone post announcing he was named a LinkedIn Top Voice for Marketing and Branding. He anchors it to a one-year decision to build his personal brand and then lists specific results across YouTube, a free course, an email list, and total following. The tone mixes pride with a grounded note about stress and enjoying the process.

♡ 541   ▢ 129   ⇄ 7

5

Like it or not…

This teaching post reframes "personal brand" as something you have even if you never post online—it's the set of associations people have about you at work and in life. It uses relatable examples of how others might describe you, then gives a simple four-question exercise to get intentional. It adds the idea that everyday work communication is also "content."

♡ 460   ▢ 118   ⇄ 24

6

If you're struggling as a creative, this video is for you.

This is a one-line video hook aimed at a specific identity group: creatives who feel stuck. The caption is intentionally minimal, using "this video is for you" to signal empathy and make the right viewer feel seen. The thumbnail suggests a conversational, talk-style format.

♡ 444   ▢ 81   ⇄ 9

7

Most people's brand strategy is: Post and hope it works.

This post calls out a common mistake: posting a lot without a clear target or goal. It uses a memorable quote to make the point that if you don't know where you're going, any path will do. The fix is straightforward: define the outcome first, then work backwards to the brand and content that gets you there.

♡ 474   ▢ 42   ⇄ 17

8

[UPDATE: ROLE FILLED] Executive Assistants, we're hiring.

This is a hiring post for an Executive Assistant with clear location options (remote or hybrid). It explains the context (the business is growing fast) and lists practical responsibilities like calendar management, inbox filtering, and travel booking. It ends with clear actions: apply via a link in the comments or tag someone.

♡ 350   ▢ 122   ⇄ 12

9

I'm stoked to share that I'm starting a new position as Director of Brand at Acquisition.com.

This is a career announcement sharing that he started a new position as Director of Brand at Acquisition.com. The post is grateful and forward-looking, emphasizing excitement about the team and what's ahead. It's a straightforward milestone with clear role and company details.

♡ 320   ▢ 122   ⇄ 0

10

Creative Directors, Content Directors, and Media Directors. We are hiring.

This is a hiring call for senior content leadership roles. It gives a reason for the hiring (work with multiple brands building content teams) and frames these roles as foundational team leaders. The close makes response simple: DM to discuss or tag someone who fits.

♡ 296   ▢ 125   ⇄ 17

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