

# Andrea Wojnicki



Executive Communication Coach | Talk About Talk podcast host | personal brand expert | Inc. columnist | keynote speaker | 2x Favikon thought leader award | Coaching ambitious professionals to communicate with confidence

14k followers • [View Profile](#)

5

POSTS / WEEK

1 PM, UTC

MAIN POSTING TIME

240

AVG REACTIONS  
45 comments

70%

CALL-TO-ACTION  
FREQUENCY

## #1 SUCCESS FACTOR

She wins by turning everyday workplace moments into clear “what this signals” advice, then giving people simple words and rules they can use immediately. That builds high trust (because it feels practical and professional), and it quietly sends the right people to a profile that’s packaged like a ready-to-book coaching page.

## FORMAT BREAKDOWN

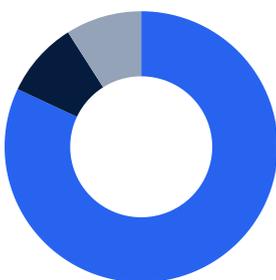


Image	82%	240 avg reactions
Text Only	9%	220 avg reactions
Video	9%	270 avg reactions

## 7 Tactics You Can Steal

01 [Translate a common work habit into what people think it means](#)

02 [Teach in tiny recipes: three steps or three options people remember](#)

03 Give people exact words to say when the moment gets awkward

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04 Add one tiny story or quote so the lesson is unforgettable

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05 End with a one-sentence question anyone can answer fast

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06 When you sell, be very clear: price, deadline, and next step

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07 Let posts teach; let your profile do the selling and booking

# 7 Tactics You Can Steal

## 1 Translate a common work habit into what people think it means

She often takes a normal work behavior and says what it “sounds like” to other people (even if you didn’t mean it that way). This works because it raises the stakes fast and makes people think, “Oh wow, I do that.” It’s also backed by performance: her strongest “professionalism + boundaries” pattern averages 1.73x engagement across 7 posts, with the biggest outlier reaching 4.34x. To copy it, pick one habit (late-night emails, oversharing, skipping a ritual), write the unspoken message it sends, then share one better line people can use instead.

[Example 1 →](#)

[Example 2 →](#)

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## 2 Teach in tiny recipes: three steps or three options people remember

Many of her best ideas are packaged as small, numbered recipes (three steps, three levels, or a short checklist). This works because busy people can screenshot it and use it the same day, without “studying” it. It also fits her highest-performing pillar, which averages 1.18x engagement and is built on practical workplace coaching. To copy it, name the problem in one line, then give three clear moves with short examples so a reader can pick one and try it immediately.

[Example 1 →](#)

[Example 2 →](#)

[Example 3 →](#)

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## 3 Give people exact words to say when the moment gets awkward

She doesn’t just tell people to “communicate better”—she gives them ready-to-use sentences for high-pressure moments (speaking up, getting clarity, changing the tone). This works because it removes fear: if you know what to say, you’re more likely to do it, and people save/share posts that feel usable. Her page’s engagement numbers support that this style lands: the median post gets 47 comments, and the biggest comment spikes hit 394. To copy it, include one sentence a reader can use word-for-word, plus one “soft” version and one “firm” version.

[Example 1 →](#)

[Example 2 →](#)

[Example 3 →](#)

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**4**

### Add one tiny story or quote so the lesson is unforgettable

Even when she's teaching, she often drops in a small real-life moment (a client snapshot, a workshop recap, a specific quote) to make the advice feel real. This works because people remember stories far longer than tips, and it makes coaching feel human instead of preachy. It also supports her strongest promo style: proof-of-work posts average 1.17x across 4 promotional posts. To copy it, add a two-line "here's what happened" moment, then end with the lesson and what to do next time.

[Example 1 →](#)[Example 2 →](#)**5**

### End with a one-sentence question anyone can answer fast

She uses questions as her main call-to-action inside the feed, and it's a big part of why comments are consistently strong. About 50 out of 100 posts include an explicit question prompt, which keeps conversations flowing without pushing a sale. The proof shows up in the baseline metrics: a typical post lands around 240 likes and 47 comments, with occasional big spikes. To copy it, ask for a single example ("What phrase...?"), a simple choice ("Which is harder?"), or a quick story ("Have you ever...?").

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

### When you sell, be very clear: price, deadline, and next step

She mostly builds trust with value posts, then sells in bursts that are easy to understand. Promotional posts are about 21% of her content, and the ones that work best feel like clear announcements or practical invitations (not vague "DM me" pitches). There's also a performance warning: conversion-first promos are weaker on average (0.72x across 6 posts), so clarity has to do the heavy lifting when you do promote. To copy it, write the offer in plain words, list what they get, say who it's for, and give one simple next step.

[Example 1 →](#)[Example 2 →](#)[Example 3 →](#)**7**

### Let posts teach; let your profile do the selling and booking

Her profile is built like a simple landing page (clear role, stacked proof, and a direct consult CTA), so most posts can focus on being useful. That matters because posts with off-platform CTAs tend to get slightly less reach: external-CTA posts average about 1.02x relative engagement vs 1.08x without, and overall CTA posts average 301 interactions vs 317 without. To copy it, make sure your banner and Featured section point to one main action, then keep most posts stand-alone and only link out when it's a perfect next step.

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

# Profile Breakdown

## HEADLINE FORMULA

Executive Communication Coach | Talk About Talk podcast host | personal brand expert | Inc. columnist | keynote speaker | 2x Favikon thought leader award | Coaching ambitious professionals to communicate with confidence

Lead with the buying keyword for instant clarity (Primary role + niche), then stack 2–4 trust signals (platforms like podcast/column, speaking, awards), and finish with a clear outcome promise (Helping target audience achieve result). It works because it's searchable ("Executive Communication Coach"), instantly credible, and ends with a benefit that pre-qualifies serious buyers.

## BANNER STRATEGY



Clean, corporate-friendly design with a clear role label + short outcome promise + personal photo + a single website URL. It works because it repeats the same hierarchy as the headline (role → proof → outcome) and gives an obvious off-platform next step without needing a salesy post.

# Content Strategy

PILLAR	%	WHAT CRUSHES	EXAMPLES
<b>Workplace communication that signals professionalism (boundaries, clarity, meetings, language)</b>	48%	<p>This is the engine: workplace communication posts are 43% of output and have the best average performance at 1.18x. Within it, “professionalism + boundaries + what-it-signals” takes outperform strongly (7 posts average 1.73x, with the best reaching 4.34x). What tends to slip: short, generic listicles without tension or a clear contrast (5 posts average 0.95x). Networking content works best when it’s reframed as generous “career insurance” with a simple framework (3 posts average 1.04x) vs more niche situations (2 posts average 0.92x).</p>	<a href="#">Post 1</a> <a href="#">Post 2</a> <a href="#">Post 3</a>
<b>Executive presence + confidence (energy, emotion at work, credibility)</b>	17%	<p>This pillar performs best when it challenges the “be stoic” idea and gives permission to show healthy emotion and enthusiasm at work (4 posts average 1.17x). A strong angle here is using energy/enthusiasm as a career differentiator and addressing sensitive topics (like bias) through practical communication behavior. What tends to underperform is vague “communicate like a leader” advice when it’s not anchored to a sharp hook or a specific, usable move (3 posts average 0.65x).</p>	<a href="#">Post 1</a> <a href="#">Post 2</a> <a href="#">Post 3</a>
<b>Personal brand clarity (identity, positioning, “be yourself on purpose”)</b>	9%	<p>This is a smaller slice (9% of posts) and slightly below average overall (0.94x), but it works when it stays concrete: simple reframes plus a framework/exercise readers can apply (4 posts average 1.12x). It drops sharply when it becomes abstract or essay-like without an immediate takeaway (2 posts average 0.43x).</p>	<a href="#">Post 1</a> <a href="#">Post 2</a> <a href="#">Post 3</a>
<b>Proof of work + promotions (articles, events, courses, wins)</b>	26%	<p>Promotional content is about 21% of output (roughly every 4–5 posts). The strongest promos look like proof-of-work (awards, workshops, client stories) and average 1.17x across 4 posts, while conversion-first promos that mainly push a click are weaker (6 posts average 0.72x). The winning pattern is “give value or proof first, then</p>	<a href="#">Post 1</a> <a href="#">Post 2</a> <a href="#">Post 3</a>

PILLAR

%

WHAT CRUSHES

EXAMPLES

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the link," so it reads like helpful news instead of an ad.

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# Conversion Strategy

## Their Offer(s)

Free consult leading into 1:1 executive communication coaching (executive presence, clarity, confidence, personal brand, high-stakes presentations).

Executive Presence & Personal Branding masterclass

On-demand courses (productive meetings, imposter syndrome/confidence, personal brand, etc.)

Free live trainings (lead generation)

Talk About Talk podcast and YouTube episodes

Inc. and other publication articles/newsletter content

Professional identity/archetypes quiz

## How They Promote in Posts

In-feed CTAs are mostly conversation-first: about 70 out of 100 posts include some CTA, and the dominant one is a question prompt (50 posts). Off-platform CTAs are much rarer (about 18% of posts), usually placed at the end after the core takeaway, and they slightly reduce reach on average (external-CTA posts around 1.02x vs 1.08x without; CTA posts average 301 interactions vs 317 without). Promotions are about 21% of posts (roughly every 4–5 posts), and the strongest ones either feel like proof-of-work news or make the offer details painfully clear (what it is, who it's for, deadline, one link).

[Example 1 →](#)

[Example 2 →](#)

[Example 3 →](#)

## How They Promote in Profile

The profile carries the main conversion load: the headline leads with the buying keyword and stacks credibility, the banner repeats the promise and includes TalkAboutTalk.com, the About section uses a scannable story plus proof and ends with a direct booking link, and the Featured section is a single, bottom-of-funnel “1:1 consult” asset that matches the About CTA.

[View Profile →](#)

# Top 10 Posts

1



## I'm always authentic but I don't share everything I'm thinking or everything I've experienced.

She draws a clear line between being authentic and sharing everything at work, arguing they are not the same. She frames "professional" as the standard and invites readers to reflect on where they draw their own boundaries around oversharing.

♡ 1020    💬 193    ↻ 33

2



## Ghosting your company holiday party?

She argues that skipping a company holiday party without communicating can send an unintended message about loyalty and engagement. She gives practical guidance for how to decline in a professional way, tailored by seniority level.

♡ 337    💬 394    ↻ 8

3



## When leaders default to "thank you" instead of providing real feedback, or when every idea gets met with "great job!" people stop learning.

She critiques empty praise and "positive vibes only" leadership, saying it blocks real learning and feedback. She defines psychological safety using a named expert and offers specific ways to invite honest dissent in meetings.

♡ 575    💬 58    ↻ 26

4



## I'm so honored to be recognized by Favikon as the #7 Most Influential Female Thought Leader in Canada and the #10 Most Influential Communication Skills Expert worldwide (and the only Canadian on the list)!

She shares a public ranking recognition with specific placements and highlights a unique detail about being the only Canadian on the list. She thanks her audience and links to the announcement so people can verify it.

♡ 309    💬 115    ↻ 1

5



## Vague direction is a common leadership mistake.

She explains how unclear direction creates rework, frustration, and quiet loss of trust, then teaches a simple clarity framework. The framework covers urgency, scope, and the exact output format a leader wants.

♡ 377    💬 46    ↻ 1

6



## Do you ever catch yourself saying "like" 30 times in a single sentence?

She calls out filler words as a common habit and normalizes it by admitting she does it too. She then points readers to a swipe-through method for removing filler words and ends with a time-bound question about what word to drop next year.

♡ 362    💬 47    ↻ 1

7



### Personal branding isn't about becoming someone you're not. It's about being yourself on purpose.

She reframes personal branding as intentional authenticity, not pretending, and gives clear boundaries around what to share and when. She then points to a longer podcast/video where she expands on the framework.

♡ 342    💬 57    ↻ 1

8



### It's 2025...how are we supposed to say "Happy Holidays?"

She tackles the awkwardness of holiday greetings at work and how norms have shifted over time. She shares a humorous personal quote to show how different people react, then offers a simple, more personal alternative question to ask.

♡ 353    💬 40    ↻ 3

9



### When you come back from the holidays, the instinct is to schedule fifteen catch ups, eight alignment calls, and a status update for every project since October.

She warns against the post-holiday urge to pack the calendar with meetings and pings. She shares a simple three-step reset routine (prep time, email strategy, and one tactical team meeting) and asks readers how they handle the return week.

♡ 339    💬 46    ↻ 4

10



### Which corporate buzzwords make you roll your eyes?

She invites readers to share the corporate buzzwords that annoy them, then shares her own examples and a funny meeting moment. She expands the point beyond jargon into a broader lesson about crutch phrases that distract from your message.

♡ 308    💬 74    ↻ 1