Ruben Hassid

Master AI before it masters you.

767k followers • **View Profile**

14
POSTS / WEEK

7 AM, UTC
MAIN POSTING TIME

970
AVG REACTIONS
270 comments

96%
CALL-TO-ACTION
FREQUENCY

#1 SUCCESS FACTOR

He turns AI into simple "swap this for that" shortcuts that people can use in minutes, then packages them as things worth saving and sharing (lists, checklists, templates). That makes his posts spread fast, and his profile then turns that borrowed attention into an owned audience by pointing to one clear next step (his newsletter) backed by instant social proof.
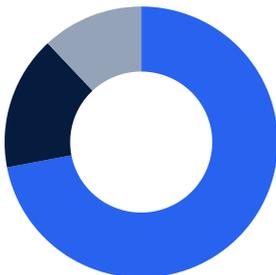
FORMAT BREAKDOWN

● Image	**72%**	980 avg reactions	
● Carousel	**16%**	1100 avg reactions	
● Video	**12%**	670 avg reactions	

7 Tactics You Can Steal

01   Open with "Stop" or "Forget" to force people to read

02   Turn your recommendations into "replace this with that" bullet points

7 Tactics You Can Steal

1 · **Open with "Stop" or "Forget" to force people to read**

Many of his biggest posts start by telling you to stop doing a common habit or to forget a popular default. It works because it creates instant tension ("am I doing it wrong?") and makes people curious enough to keep reading. In his top performers, this kind of blunt opener shows up repeatedly and is tied to very high relative engagement (including posts above 2.5x–3x). To copy it: pick one common habit in your niche, open with "Stop..." or "Forget...", then immediately promise a clear payoff (a list, a guide, or steps).

Example 1 →   Example 2 →

2 · **Turn your recommendations into "replace this with that" bullet points**

He rarely recommends a tool or idea without saying what it replaces (keyboard, PowerPoint, Google, a generic chatbot). This works because people don't have to guess where it fits; they can instantly map it to something they already do. The best versions add one quick proof point (time saved, speed increase, or a specific result), which makes it feel real instead of hype. To copy it: for every item in your list, write "Replace: ____" + "With: ____" + one short benefit line with a number if you can.

Example 1 →   Example 2 →

3 · **Publish a "one list" post that's meant to be saved**

Several top posts are basically a public bookmark: one image-style directory of links and topics, with explicit instructions to save it. This works because saving is the natural next step when the content is a checklist or a library, and the post keeps paying off every time someone comes back to it. These directory posts are proven high performers (some near ~2x relative engagement) because they reduce overwhelm with one place to start. To copy it: make one clean list, group it into a few sections, and end with a simple save instruction ("Save this so you can use it later").

Example 1 →   Example 2 →

4   Teach the whole recipe, not just one tip

One of his highest-performing playbooks shows the full chain from finding ideas to turning them into finished posts, with exact steps and copy/paste templates. This works because it removes the "what do I do next?" problem; readers can follow the path without guessing. These end-to-end guides show up among his strongest posts (around ~1.8x–1.9x relative engagement) because they feel like a mini-course in one scroll. To copy it: write your process as Step 1 → Step 2 → Step 3, include the exact text to paste, and keep each step short enough to try today.

Example 1 →   Example 2 →

5   Use a shocking claim, then prove it with simple steps

He sometimes starts with a bold line that threatens a familiar skill, then immediately earns the attention with a clear tutorial. It works because the big claim pulls people in, and the step-by-step instructions stop it from feeling like clickbait. This style shows up in top posts around ~2x relative engagement when the body includes a checklist plus a starter prompt or template. To copy it: make one strong claim, then give a short install/setup checklist and one "first thing to try" so readers can get a quick win.

Example 1 →   Example 2 →   Example 3 →

6   Show what's inside the freebie, then trade it for a repost

When he gives away a library (like prompts), he doesn't keep it vague—he lists what's inside so people can see their use case before they act. Then he uses a simple trade: repost (or DM a keyword) to get the asset. This works because it feels fair ("I know what I'm getting"), and it turns the freebie into a sharing engine; one of these library-style posts produced the dataset's highest comments (1,112) and reposts (783). To copy it: preview 6–10 items from your resource, then give one clear action to unlock it, plus a backup option for people who don't repost.

Example 1 →   Example 2 →   Example 3 →

7   Post a lot, but mostly at the same two times

He posts about 14 times per week, and about 95% of those posts go out at just two times (7 AM UTC and 1 PM UTC). This works because it builds a habit for your audience and makes your publishing more consistent without needing perfect timing every day. He also leans on formats that work best for him: images and carousels have higher median likes than video (image 980, carousel 1099, video 671.5). To copy it: pick two daily posting windows, stick to them for a month, and prioritize images/carousels for your highest-value "save this" content.

Example 1 →   Example 2 →   Example 3 →

Profile Breakdown

HEADLINE FORMULA

> Master AI before it masters you.

Provocative command/warning + hot skill + fear-to-agency outcome. Pattern: "Master/Use/Learn {HOT SKILL} before {HOT SKILL} {negative consequence}." Why it works: it creates urgency, is easy to remember, and stays broad enough to fit many jobs while still being clearly about AI.

BANNER STRATEGY
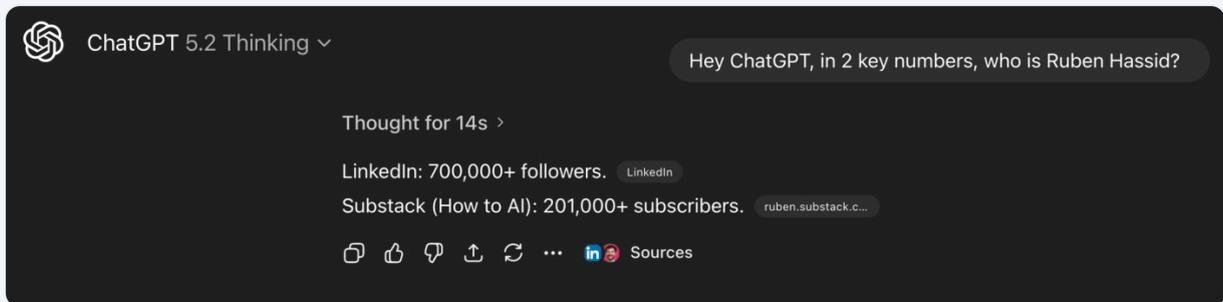
Screenshot-style "third-party proof" (ChatGPT-as-witness) + 1–2 memorable numbers (followers + newsletter subscribers) + implied verification UI. Why it works: the niche (AI) delivers the proof, the numbers are instantly legible, and it lowers skepticism without needing a long bio.

Content Strategy

PILLAR	%	WHAT CRUSHES	EXAMPLES
Tool stacks & workflow upgrades (swap old tools for better ones)	30%	Short, curated "stack" posts are the biggest repeatable wins: the 'tool stack' list format averages about 3.337x relative engagement across a small set of posts. Within the broader tools/workflows bucket, posts do best when each tool is tied to a clear job (slides, search, meeting notes, writing) and framed as a replacement, not a feature review. What drags results down: lightweight single-tool promos without a strong list/framework payload average ~0.468x relative engagement (examples include feature/promo-style tool posts).	Post 1 Post 2 Post 3
Copy/paste prompts & prompt packs (give people words to use)	30%	Prompt content performs best when it's "do this now" utility: concrete prompt templates, prompt bundles, and prompts organized by a real outcome. The strongest prompt-play is the access-for-action library mechanic: across a small set of these posts, average relative engagement is ~1.517x, and one of these library posts also generated the dataset's highest comments (1,112) and reposts (783), showing it's a major sharing engine. What underperforms: prompt posts that are mostly philosophy/critique with less copy/paste payload average ~0.614x relative engagement.	Post 1 Post 2 Post 3
Free learning paths & resource directories (links people bookmark)	25%	Big "free guides" roundups are consistently strong: across 5 posts, these average ~1.578x relative engagement. The highest-performing versions remove confusion ("one list"), remove cost ("don't pay"), and add structure (short descriptions and a 'start here if you only have 5 minutes' path), which increases saves and shares. What's weaker: small 'I updated my doc' style updates average ~0.895x relative engagement because they feel like maintenance, not a fresh, complete solution.	Post 1 Post 2 Post 3

PILLAR	%	WHAT CRUSHES	EXAMPLES
Step-by-step setups & full workflows (from zero to working)	**15%**	Setup walkthroughs and "do-this-then-that" systems beat vague opinions: a set of tactical setup posts averages ~1.204x relative engagement. These work when they include exact steps (install/settings), a starter template (first prompt to run), and a few use cases so readers can picture where it fits. What consistently underperforms is non-tutorial opinion/news content: in the dataset, that bucket averages ~0.632x relative engagement, and the weakest cluster is even lower (around ~0.25x–0.36x).	Post 1　Post 2　Post 3

Conversion Strategy

Their Offer(s)

How to AI newsletter on Substack (https://ruben.substack.com/), marketed as free with an optional paid tier

Free prompt library / Notion library (often delivered via repost gate or DM keyword)

LinkedIn growth playbook + GPT bundle (https://lnkd.in/eifHDEGu)

Sponsored partner tools/content (e.g., Atlassian Rovo)

How They Promote in Posts

CTAs appear on 96% of posts and are usually placed in the final 1–3 lines after the value. The most common asks are repost/share and lead-magnet access; newsletter CTAs also show up (18 posts in this set), and product/sponsor CTAs are rare (4 posts). In this dataset, posts with CTAs average ~1,449 total interactions per post vs ~1,916 without CTAs, but the no-CTA group is tiny (4 posts), so treat it as a weak signal. The consistent pattern is: deliver a complete mini-guide first, then make one clear next step (subscribe, repost for access, or click a link).

Example 1 →   Example 2 →   Example 3 →

How They Promote in Profile

He uses "About-less positioning": the headline carries the promise, the banner compresses credibility into two numbers in an AI-native style, and the Featured section acts like a single main button to his newsletter. The profile path is simple: promise (headline) → proof (banner) → one next step (Featured newsletter link).

View Profile →

Top 10 Posts

1

Stop embarrassing yourself with outdated tools.

A skimmable "2025 vs 2026" upgrade list of eight AI tools he says he actually uses. Each item is framed as swapping out a familiar default (keyboard, PowerPoint, Google, a generic chatbot) and includes a short proof point like speed or time saved. It ends by asking readers to save and repost the image and points to his newsletter.

♡ 5346   ▢ 669   ⇄ 535

2

Stop using ChatGPT for everything.

A curated list of eight specialized tools positioned as better options than using one general chatbot for every task. He repeatedly contrasts a common workflow ("you do X in ChatGPT") with a simpler tool-built-for-that-job alternative. The post ends with a save/repost request and a newsletter plug.

♡ 3230   ▢ 480   ⇄ 390

3

Forget Coursera. Forget Udemy. Forget paid guides.

A free learning directory anchored by MIT's newly released AI resources, listed as multiple guides/courses with short descriptions. It also includes an "if I only have 5 minutes" section that points to a curated set of his own learning links. It closes by asking readers to repost for others.

♡ 2843   ▢ 146   ⇄ 552

4

After 10,000+ hours of prompting, I built a single prompt library with every prompt I personally use.

An offer of a single prompt library that collects the prompts he personally uses across multiple AI tools and outcomes. He previews what's inside by listing categories by tool (writing, search, images, video) so readers can self-qualify. Access is offered for free in exchange for reposting, with a DM keyword fallback.

♡ 1504   ▢ 1112   ⇄ 783

5

41 years of Excel experience just became useless.

A tutorial-style post about using an AI add-in inside Excel so the AI can read cells and formulas directly instead of relying on screenshots. It contrasts the old workflow with the new one, then gives step-by-step install/use guidance and a reusable prompt format. It adds a short list of surprising use cases and links to more prompts.

♡ 2439   ▢ 250   ⇄ 142

6

You don't need to pay $$$ for AI courses in 2026.

A "save this" directory of many free AI guides across setup, tool use, and specific outcomes like infographics, headshots, and voice workflows. It positions the list as an alternative to paid courses and tells readers to save it for later. It ends by framing reposting as helping someone in your network find the resources.

♡ 2041   ▢ 280   ⇄ 287

7

8 tools I (religiously) use to do the work of 8 people:

A personal "AI team" list of eight tools, each mapped to a job role and labeled with what it replaces (keyboard, slides, search, copywriting, video editing, images). It includes quick benefits and mentions free plans/trials to lower friction. The graphic reinforces the team metaphor and the post ends with a share request.

♡ 2059   ▢ 390   ⇄ 148

8

You ignore Reddit.

A full workflow for turning Reddit discussions into LinkedIn posts using AI. It includes an insider-feeling "/.json" trick, then gives copy/paste prompts to extract pain points, generate hooks, and draft finished posts in a specific style. It ends with a prompt-guide link and a repost request.

♡ 1922   ▢ 459   ⇄ 178

9

How to (finally) make Claude work inside Excel:

A carousel that walks through installing and using an AI add-in inside Excel. It lists the steps to install, sign in, and run an easy first prompt ("Explain this formula in plain English"). It also adds a competitive angle by comparing the experience to a well-known alternative and links to a longer breakdown.

♡ 1850   ▢ 363   ⇄ 193

10

Stop wasting hours trying to learn AI.

A single consolidated hub of links meant to reduce confusion for beginners. It covers multiple use cases (setup, Excel, writing, headshots, scams, infographics, voice workflows) and tells readers exactly what to do next: save it, repost it, and subscribe. The format is intentionally "document-like" so it reads as something to bookmark.

♡ 2028   ▢ 116   ⇄ 249

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