



Justin Welsh

The \$10M Solopreneur | Helping 100,000+ experts turn their expertise into income.

831k followers • [View Profile](#)

12

POSTS / WEEK

1 PM, UTC

MAIN POSTING TIME

2800

AVG REACTIONS
890 comments

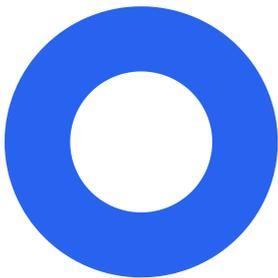
100%

CALL-TO-ACTION
FREQUENCY

#1 SUCCESS FACTOR

He repeatedly takes a big, personal-sounding belief, makes it a simple “two types of people” choice, then proves it with real-life numbers and a clear next step. That single pattern matches his positioning (a proven solopreneur with frameworks), drives high engagement through identity-based takes, and lets him sell on almost every post without losing trust because the lesson stands on its own before the link.

FORMAT BREAKDOWN



■ Image 100% 2800 avg reactions

7 Tactics You Can Steal

01 [Start with a surprising opinion, then split people into two groups](#)

02 [Tell a short “hard start” story with real numbers and time](#)

03 Admit the thing you did wrong, then show the simpler fix

04 Write in tiny lines so someone can read it fast

05 Turn a vague feeling into a simple test people can use today

06 Give the full lesson first, then offer the "done-for-you" pieces

07 Use one strong quote image that repeats your best sentence

7 Tactics You Can Steal

1 Start with a surprising opinion, then split people into two groups

He opens with a line that sounds “wrong,” then immediately sets up a clean choice: be the learner or be the stuck person; be the builder or be the critic. People can’t resist reacting when the first line challenges their identity, so comments come fast. Two of his highest-performing examples using this style reached about 2.32× and 1.78× typical engagement. To copy it: write a one-sentence claim that flips the usual advice, then list 3–5 behaviors that show what each side looks like.

[Example 1 →](#)

[Example 2 →](#)

2 Tell a short “hard start” story with real numbers and time

He uses simple timelines and numbers (months, years, hours/day, income level) so the lesson feels earned, not preached. This works because readers can compare their own journey to a concrete timeline instead of guessing what “consistency” means. In his top-performing set, these story posts hit about 2.07× and 1.62× typical engagement. To copy it: share the old path, the moment you chose differently, then add one number that proves the change and end with the one belief you want readers to adopt.

[Example 1 →](#)

[Example 2 →](#)

3 Admit the thing you did wrong, then show the simpler fix

He confesses a mistake most people are embarrassed about (like over-editing and waiting for perfect timing), then explains the small behavior change that improved results. It works because people trust someone more when they share an unflattering truth, and the fix feels doable. One of his strongest examples with this structure reached about 1.94× typical engagement. To copy it: name your bad habit in the first line, explain what it cost you, then give a clear replacement habit and one sentence readers can repeat when they get stuck.

[Example 1 →](#)

[Example 2 →](#)

4 Write in tiny lines so someone can read it fast

His best posts read like a series of short punches, not long paragraphs. This works because most people skim on their phone, and short lines make the post feel effortless to finish (which helps it spread). Two top performers that use this skimmable, punchy style reached about 1.75× and 1.67× typical engagement. To copy it: keep most paragraphs to 1–2 lines, use repetition for rhythm, and end sections with a simple one-line takeaway.

[Example 1 →](#)

[Example 2 →](#)

5

Turn a vague feeling into a simple test people can use today

Instead of talking about big life topics in a fuzzy way, he gives readers a clear “signal” to watch for (like what energizes you vs. drains you). People comment because they can instantly apply the test to their own job, business, or goals. A top lifestyle example using this diagnostic approach reached about 1.68× typical engagement. To copy it: name the feeling, define it as a “signal,” give a quick personal before/after example, and end with one question that helps readers self-check.

[Example 1 →](#)[Example 2 →](#)**6**

Give the full lesson first, then offer the “done-for-you” pieces

He teaches something complete, then positions his offer as the shortcut: templates, sequences, prompts, and a guided path. This works because readers don't feel tricked—they already got value, so the link feels like help, not pressure. In the last 100 posts, he includes a CTA every time; about half point to the free 30-day challenge (51 posts), and many stack the exact deliverables. To copy it: end with one clear action, list 3–6 specific items they'll get, and keep the ask in the final lines only.

[Example 1 →](#)[Example 2 →](#)**7**

Use one strong quote image that repeats your best sentence

Every recent post is an image post (100 out of 100), and the image usually restates the main point in a single line. This works because some people read the story, while others just share the quote; both paths spread the same idea. A top performer built this way reached about 1.53× typical engagement, showing the image can carry the message even when readers skim. To copy it: write one sentence you'd want someone else to repost, put it on a clean image, and make sure the post text builds up to that exact line.

[Example 1 →](#)[Example 2 →](#)

Profile Breakdown

HEADLINE FORMULA

The \$10M Solopreneur | Helping 100,000+ experts turn their expertise into income.

[Specific, rare proof identity] | Helping [large proof number]+ [clear audience] turn [existing asset] into [desired money outcome]. Why it works: the first half earns attention fast with a concrete, hard-to-fake result (“\$10M”), then the second half is a simple promise (“expertise → income”) with built-in social proof (“100,000+”) that lowers risk for the right audience.

BANNER STRATEGY

Turn your expertise
into your **income.**

Featured in / **Forbes** BUSINESS INSIDER **Entrepreneur** **VICE** **IH** INDIE HACKERS

Minimal, high-contrast banner that repeats one promise in plain words (“Turn your expertise into your income.”) + a small row of “Featured in” logos. Why it works: it matches the headline’s transformation in one glance (especially on mobile) and borrows trust from recognizable third-party brands without needing more copy.

Content Strategy

PILLAR	%	WHAT CRUSHES	EXAMPLES
Mindset + execution (ship, persist, ignore noise)	35%	This is the largest pillar (35% of posts) and the highest average engagement pillar at about 1.18× typical engagement. The strongest pieces inside it are high-conviction takes built around a sharp contrast (examples in this pillar reached about 1.85× typical engagement across a small set of standout posts). The weakest pieces are “start a business” encouragement that feels less new or more repetitive, which averaged about 0.55× in the lower-performing subset—same topic, but less tension and fewer concrete specifics.	Post 1 Post 2 Post 3
Lifestyle design + modern wealth (calm, time, freedom)	34%	This pillar is big (34% of posts) but slightly below average overall at about 0.96×. What performs best is when lifestyle is framed as a strong redefinition of “wealth” with a vivid, specific picture of the better life (a high-performing subset averaged about 1.46×). What drags is low-stakes routine updates or softer “here’s my life” posts without a sharp lesson, where the weakest subset averaged about 0.52×.	Post 1 Post 2 Post 3
Content craft (writing, consistency, learning by posting)	12%	This is a smaller pillar (12%), and the best angle inside it is “how I learned to create” (craft/process). That craft/process subset averaged about 1.16×, beating more general positioning/visibility advice at about 0.99×. The pattern: readers react more to honest, practical creation habits (what you did, what changed, what to do next) than broad platform theories.	Post 1 Post 2 Post 3

Monetization + simple selling systems (offers, first customers)

19%

This pillar is 19% of posts. Detailed, step-by-step frameworks (lists, scripts, question sets) outperform conceptual promos: the framework-style subset averaged about 0.81x versus about 0.62x for more summary/promotional writing. In plain terms, "do these steps" beats "here's what you need" for engagement, and it also makes the eventual offer feel like a natural tool for implementation.

Post 1

Post 2

Post 3

Conversion Strategy

Their Offer(s)

The Expert OS — a free 30-day challenge/masterclass to package expertise into an offer and get a first customer / first \$1,000.

The Saturday Solopreneur newsletter (<https://www.justinwelsh.me/subscribe>)

Free 2026 LinkedIn Growth Guide (bonus when joining the newsletter)

The Creator MBA digital course (learn.justinwelsh.me/creator-mba)

How They Promote in Posts

He sells with extreme consistency: every post includes a CTA in this dataset (100/100), and links are typically placed at the very end after the lesson. Roughly half of posts point to the free 30-day challenge (51), and nearly half push the newsletter (48) often bundled with a free growth guide (48), with “free/no catch,” social proof, and an imperative like “Start day 1 →”. One analysis counted 99% as “CTA posts” because a single post used an engagement-only prompt instead of an external offer link; either way, the pattern is clear: he asks for an action every time, and his highest-engagement posts still do it.

[Example 1 →](#)

[Example 2 →](#)

[Example 3 →](#)

How They Promote in Profile

The profile repeats one promise everywhere (expertise → income) and backs it with stacked proof (revenue, margins, followers, impressions, prior executive track record). The banner adds fast trust with the same promise plus “Featured in” logos. The Featured section pushes a low-friction newsletter opt-in with subscriber social proof, while the About section gives a direct path to a paid product (Creator MBA) for higher-intent visitors—so posts can stay “free-first,” and the profile still captures buyers ready to purchase.

[View Profile →](#)

Top 10 Posts

1



The smartest people I know are the most teachable.

He argues that real ability shows up as teachability: asking questions, admitting gaps, and changing your mind when new information shows up. He contrasts “always learning” people with “already know everything” people, and anchors it in his own ongoing habits after years of running a business. He ends by inviting readers into his newsletter and offering a free LinkedIn growth guide as a bonus.

♡ 6685 💬 1575 ↻ 521

2



I come from a family of employees.

He tells a personal story about growing up around a traditional career path and choosing something that didn't make sense to the people closest to him. He shares the emotional friction of not having a perfect explanation at the time, then reveals the long-term payoff years later. The takeaway is permission-based: you don't need approval to choose a different path, and you can be the first in your family to do it.

♡ 6130 💬 1402 ↻ 322

3



I overthought my first 100 posts.

He shares how perfectionism showed up early in his content: heavy edits, long writing sessions, and waiting for “perfect” before posting. He explains that most of that effort didn't help, and that progress came from publishing faster and learning from real feedback. He reframes overthinking as fear and pushes readers to ship imperfect work instead of polishing drafts forever.

♡ 5553 💬 1454 ↻ 347

4

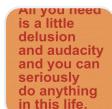


Critics watch.

He draws a blunt line between people who create and people who judge, then admits he used to fear being judged when posting publicly. He shares the realization that many harsh critics aren't building anything themselves, and that this made it easier to keep showing up. The message is a push to stay “in the arena” and stop letting observers control your behavior.

♡ 5163 💬 1384 ↻ 185

5



You need delusion.

He argues that building something new requires a kind of “delusion” and boldness, and that being overly “realistic” can keep you stuck. He lists the common doubts people hear and shows how those doubts block action like publishing, charging money, and starting before you feel ready. He then points readers to a free 30-day challenge designed to help them earn money from their expertise.

♡ 4910 💬 1336 ↻ 377

6



Your energy doesn't lie.

He presents energy as a decision signal: the right work can energize you even when you're still bad at it. He contrasts feeling pulled to keep writing online (despite early flops) with feeling drained by emails and meetings late in a corporate career. The takeaway is to pay attention to what gives you energy versus what drains it when choosing what to build next.

♡ 4692 💬 1392 ↻ 295

7

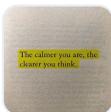


I spent 17 years building things for other people.

He tells a long-horizon career story about building value for employers and still feeling fragile because a company change could erase his income. Burnout becomes the turning point that pushes him toward building something he owns. He challenges readers to stop giving away their expertise and offers a free program with specific templates and sequences to help them monetize it.

♡ 4875 💬 1156 ↻ 326

8



We make terrible decisions when we're overwhelmed.

He argues that overwhelm leads to worse decisions and that the real issue is lack of focus, not lack of effort. He describes simplifying his work by cutting priorities and "tabs," which felt slower at first but led to clearer thinking and faster decisions later. He ends with a memorable calm-and-clarity line and invites readers to his newsletter.

♡ 4875 💬 1211 ↻ 253

9



I wrote for 6 months before anyone cared.

He shares the "silent phase" reality of writing for months with almost no engagement and no proof it was working. He flips the common mindset that you need proof before committing, arguing that belief and action come first and proof comes later. The message is a push to keep going even when nobody is noticing yet.

♡ 4573 💬 1320 ↻ 254

10



I get called lucky a lot.

He acknowledges advantages he had, then reframes "luck" as something that tends to show up when you're already in motion doing the work. He supports it with a timeline of writing consistently before anything changed. The takeaway is encouragement for people who feel unseen: keep building so opportunities have something to attach to.

♡ 4345 💬 1234 ↻ 221