



# Alex Hormozi

Founder Acquisition.com, Co-Founder Skool.com. Get your free scaling roadmap

904k followers • [View Profile](#)

9

POSTS / WEEK

6 PM, UTC

MAIN POSTING TIME

2500

AVG REACTIONS  
500 comments

17%

CALL-TO-ACTION  
FREQUENCY

## #1 SUCCESS FACTOR

He packages big, emotional business truths into tiny, instantly-readable posts (usually text-on-image) that people can react to in seconds. The feed stays mostly link-free and comment-driven to maximize reach, while the profile does the real converting with a clear "free scaling roadmap" and a segmented offer for serious operators.

## FORMAT BREAKDOWN

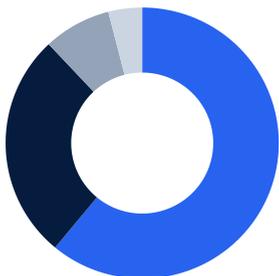


Image	61%	3280 avg reactions
Video	27%	1620 avg reactions
Text Only	8%	2370 avg reactions
Carousel	4%	2510 avg reactions

## 7 Tactics You Can Steal

01 [Put the whole message on one image people can read fast](#)

02 [End with a one-word question so commenting feels effortless](#)

03 Make success feel simple with "only X things" lists

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04 Start with a feeling people hate, then give them relief

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05 Tell a "before" moment with a date and a real number

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06 Use repetition to show the struggle, then end with hope

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07 Sell mostly from your profile, not from your daily posts

# 7 Tactics You Can Steal

## 1 Put the whole message on one image people can read fast

Most of the time, the key point lives in the image, not the caption. That lets someone get the value in one glance while scrolling, which makes likes, comments, and reposts more likely. In this dataset, image posts lead all formats (1.46x average relative engagement; 3,283.5 median likes) while videos lag far behind (0.63x; 1,616 median likes). To copy it: write one strong sentence (or a short list), put it on a clean high-contrast image, and keep the caption short.

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

## 2 End with a one-word question so commenting feels effortless

He often writes the post so the reader can respond with almost no thinking (like “agree?”). That tiny ask turns silent readers into commenters, and more comments usually means LinkedIn shows the post to more people. Comment-prompt posts (11 posts) average 2.10x relative engagement, and CTA posts overall beat non-CTA posts (4,038 vs 2,952 average likes). To copy it: make the main idea clear, then end with one tiny prompt: “agree?”, “disagree?”, or “who comes to mind?”

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

## 3 Make success feel simple with “only X things” lists

Several of his biggest posts shrink a huge topic into a tiny number of steps or beliefs. People like sharing simple lists because it makes them feel clear and confident, and it’s easy to remember later. This shows up repeatedly among his highest-performing posts (many landing above ~2x relative engagement). To copy it: start with “You only need...” or “There’s only one thing...”, list 1–3 items, then end with a reassuring line that removes excuses.

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

## 4 Start with a feeling people hate, then give them relief

He opens by naming a common stress (“I feel behind,” “I’m stuck,” “this is hard”) so readers feel seen right away. Then he explains the problem with a simple idea, and ends with a calming, repeatable line people want to save and repost. This pattern shows up in multiple top-performing posts with strong relative engagement (around ~2x+). To copy it: write (1) the feeling, (2) one simple reason it happens, (3) a short mantra that makes the reader feel better.

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

**5****Tell a “before” moment with a date and a real number**

When he tells a story, he anchors it with concrete details like a month/year, a dollar amount, or an exact outcome. Those specifics make the story feel real and hard to dismiss, which builds trust fast. In this dataset, early-journey vulnerable stories are among the strongest performers (2 posts averaging 2.60x relative engagement). To copy it: share one snapshot moment (“In [month/year] I...”) with one real number, then end with a one-line lesson anyone can use.

[Example 1 →](#)[Example 2 →](#)[Example 3 →](#)**6****Use repetition to show the struggle, then end with hope**

One of his strongest story styles is a repeated pattern (like “failed” over and over) that makes the pain obvious in seconds. The repetition keeps people reading because they want to know how it turns out, and the ending gives them hope they can borrow. Posts with this early-struggle tone are much stronger than later reflective videos (early stories average 2.60x vs reflective videos at 0.60x). To copy it: repeat the hard part in a list, then finish with one short line that reframes the whole thing.

[Example 1 →](#)[Example 2 →](#)**7****Sell mostly from your profile, not from your daily posts**

He keeps the feed focused on value and conversation, and only rarely asks for clicks. That protects trust and keeps reach high, because promotional posts are the lowest-return content in this set (6 posts averaging 0.48x relative engagement; video promos average 0.42x). Instead, the profile carries the clear next step (free scaling roadmap + segmented path to Acquisition.com). To copy it: keep most posts link-free, and put your best offer/lead magnet in your headline and About so interested people know exactly what to do next.

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

PART 2

# Profile Breakdown

## HEADLINE FORMULA

Founder Acquisition.com, Co-Founder Skool.com. Get your free scaling roadmap 📌

[Operator authority role + brand name] + [second authority role + brand name].\n\nGet [free, specific outcome asset] 📌 — This works because the first line answers “why should I listen?” (status + recognizable brands) and the second line gives one simple next step that’s easy to understand and click.

## BANNER STRATEGY



High-contrast ‘operator/teacher’ billboard: creator face + clear brand marks (Acquisition.com x Skool) + visible product stack (the three “\$100M” books) in an execution/strategy visual style. It works because visitors understand the full promise in 3 seconds: real operator, real ecosystem, and the playbooks are already productized.

# Content Strategy

PILLAR	%	WHAT CRUSHES	EXAMPLES
<b>Hard-truth mindset &amp; discipline (short, punchy lessons)</b>	<b>55%</b>	Short, high-contrast statements that feel like a rule people can borrow and repost—especially as images. Within this theme, images have the highest median likes (3,283.5) and the best average relative engagement (1.46x), while videos are much weaker (0.63x; median likes 1,616). Motivational videos specifically underperform inside this pillar (11 posts at 0.74x), so the same idea tends to work better when it's written, not spoken.	<a href="#">Post 1</a> <a href="#">Post 2</a> <a href="#">Post 3</a>
<b>Business lessons &amp; simple frameworks (sales/marketing/hiring/strategy)</b>	<b>25%</b>	Concrete, specific business posts beat generic tips. The strongest cluster here is metric-backed mini case studies (2 posts averaging 1.48x relative engagement). By contrast, short, generic career/sales tip videos are the weakest cluster (3 posts averaging 0.43x), which reinforces the broader pattern: clarity + proof wins; vague advice in video form loses.	<a href="#">Post 1</a> <a href="#">Post 2</a> <a href="#">Post 3</a>
<b>Comment-driven engagement prompts (tiny CTAs for reach)</b>	<b>10%</b>	Ultra-short comment prompts are a repeatable reach lever. Comment-prompt posts (11 posts) average 2.10x relative engagement, and overall CTA posts outperform non-CTA posts in this sample (4,038 vs 2,952 average likes; 549 vs 485 average comments). The key nuance: this lift is driven by conversation prompts, while promotional CTAs underperform heavily (promo posts average 0.48x), so the CTA needs to ask for a thought—not a click.	<a href="#">Post 1</a> <a href="#">Post 2</a> <a href="#">Post 3</a>

**Personal proof & credibility stories (before, failures, results)****10%**

Stories win when they're specific and early-journey (2 posts averaging 2.60x relative engagement), especially when they include concrete anchors like dates, dollar amounts, and blunt admissions. Later-stage reflective videos are much weaker (2 posts averaging 0.60x), so the best-performing story style is: one vivid moment → one clean lesson (not a long retrospective).

[Post 1](#)[Post 2](#)[Post 3](#)

# Conversion Strategy

## Their Offer(s)

Acquisition.com: free scaling roadmap + a contact path for owners of profitable, growing \$1M+ EBITDA businesses

Skool

Books (\$100M Offers, \$100M Leads, \$100M Money Models)

Hiring for sales roles

Podcast/long-form episodes

Speaking inquiries

## How They Promote in Posts

CTAs show up in about 17.35% of posts, usually as end-of-post conversation prompts (12 of 17 CTA posts are engagement questions like “agree?”). In this sample, CTA posts average higher engagement than non-CTA posts (4,038 vs 2,952 likes; 549 vs 485 comments), but that lift is driven by comment prompts—promotional CTAs are rare (~5.1% of posts) and underperform (promo posts average 0.48x; video promos ~0.42x). When he does promote, it’s direct and practical (“apply via link in comments” or a single podcast link), not a long pitch.

[Example 1 →](#)

[Example 2 →](#)

[Example 3 →](#)

## How They Promote in Profile

The headline converts attention into a single low-friction next step (“Get your free scaling roadmap 📄”). The About section backs that promise with a skimmable proof timeline and then splits the audience: qualified operators (\$1M+ EBITDA) get a direct “reach out at Acquisition.com” path, while everyone else is routed into free education/books/social channels. The banner reinforces the ecosystem visually (brands + book stack), so even non-promotional posts still feed a clear conversion story when people click through.

[View Profile →](#)

# Top 10 Posts

1



## agree?

An instantly readable quote image contrasts what people say they want (success, opportunity, ambition) with the behaviors they refuse to do (work weekends, talk to strangers, wake up early). It ends with the line that results come from actions, not aspirations. The caption is a single word that asks for agreement, making it easy to respond.

♡ 9943    💬 870    ↻ 643

2



## This is me. July 2013.

A personal “before” story anchored to a specific month and year, describing spending \$3,000 to learn Facebook ads before having a business or earning a dollar. It highlights how others called it a waste, and how it paid off later. It closes with a simple encouragement about how the dots connect only in reverse.

♡ 8460    💬 645    ↻ 98

3



## agree?

A quote image argues that the fastest way to become who you want to be is to put yourself in a situation where you have no choice but to level up. The caption asks for agreement in a single word. The idea is about designing stakes and environment so growth happens faster than intention alone.

♡ 7923    💬 736    ↻ 483

4



## It's not hard to...

An image-based reframe that says many “good” habits become easier once you remove the “bad” habits that make them hard. It uses everyday examples like waking up early, investing, and eating better. The takeaway is that improvement is often subtraction, not genius-level willpower.

♡ 7640    💬 484    ↻ 306

5



## agree?

A quote image reframes consistency by naming boredom as the real reason most people quit. It uses short, rhythmic lines (“Not hard. Boring.”) and ends by saying that’s where others stop. The caption again asks for agreement in a single word.

♡ 6799    💬 852    ↻ 360

6

## You only need 3 things to win this year:

A short, text-only list that reduces winning the year to three traits: courage to start, brain to learn, and heart to not quit. It ends with a reassurance that the reader already has all three. The goal is to remove excuses by making the requirements feel reachable.

♡ 6499    💬 948    ↻ 470

7



### agree?

A quote image claims there's one belief needed to win: believing you can figure things out. It tells the reader to start now and trust they'll solve problems as they go. The caption asks for agreement, turning the belief into a public stance.

♡ 6111    💬 850    ↻ 446

8



### My 1st business: Failed

A story that lists multiple business attempts in a row, each marked as a failure, to show how long it took before things worked. It includes the social pressure of people saying "I told you so," and the emotional reality of being right "not yet." It closes with the idea that you only need to be right once.

♡ 5762    💬 939    ↻ 191

9



### You feel behind because you're in a rush.

A mindset post that explains the "behind" feeling as a loop: feeling behind creates rush, and rushing makes you feel behind. It points to comparison with people in a different season as the root cause. It ends with reassuring lines about being early and on your own timeline.

♡ 5817    💬 869    ↻ 170

10



### No text

A tweet-style quote image argues that any career path will be hard, so you might as well choose one that pays better. The message is blunt and practical, prioritizing compensation over "passion" talk. The visible value is carried by the image text itself.

♡ 5922    💬 567    ↻ 247