

LINKEDIN COMPETITOR ANALYSIS

# [PROFILE REDACTED]

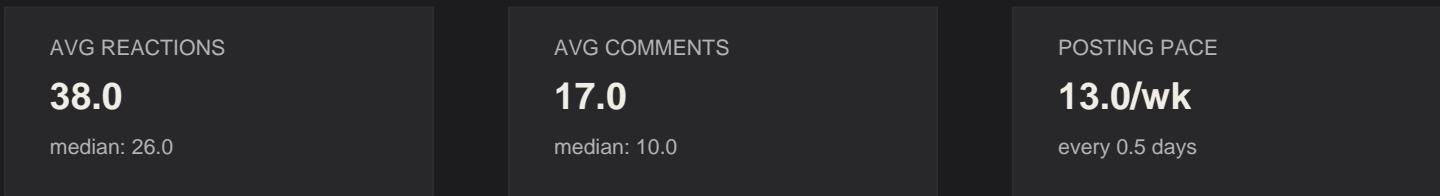
[Headline Redacted]

Report generated February 28, 2026

100 posts analyzed | 2026-01-05 to 2026-02-28

## SECTION 1

# PERFORMANCE SNAPSHOT



## CONTENT CADENCE

Posts Analyzed	100
Time Period	2026-01-05 -> 2026-02-28
Weeks Covered	8
Total Reactions	3,777
Total Comments	1,730

## POST TYPE BREAKDOWN

IMAGE (43.0%)	43 posts - avg 53.0 reactions
TEXT (37.0%)	37 posts - avg 24.0 reactions
VIDEO (19.0%)	19 posts - avg 33.0 reactions
ARTICLE (1.0%)	1 posts - avg 19.0 reactions

## TOP 5 POSTS (AGE-ADJUSTED)

### 1. Apple just killed about 70 startups.

75 likes - 23 comments - 4 reposts

### 2. If you are using AI, you're early.

147 likes - 64 comments - 15 reposts

### 3. OpenAI pulls in \$110B at a \$730B valuation.

26 likes - 26 comments - 1 reposts

### 4. When people see companies laying people off with a stated reason of AI, my comme...

19 likes - 14 comments - 1 reposts

### 5. Doesn't matter where in the world we might be.

261 likes - 30 comments - 0 reposts

## BOTTOM 5 POSTS (AGE-ADJUSTED)

### 1. Get a ticket while there's still a few left!

6 likes - 0 comments - 0 reposts

**2. Tickets are going shockingly fast for this one.**

8 likes - 0 comments - 0 reposts

**3. Fun to see our NFTs we made at Seek many years ago in the wild at BYU.**

4 likes - 0 comments - 0 reposts

**4. Actually looking forward to this one.**

6 likes - 6 comments - 0 reposts

**5. More work to do.**

10 likes - 3 comments - 0 reposts

## SECTION 2

# CONTENT STRATEGY

### EXECUTIVE SUMMARY

The content strategy positions the author as an essential guide through the disruptive force of AI, framing it as both a major threat and a massive opportunity. This is achieved by blending authoritative AI thought leadership with a relatable personal brand built on stories of family, faith, and the founder's journey. The core tactic combines urgent, data-driven hooks to create FOMO with soft, conversational calls-to-action (like 'DM for help') that effectively generate leads and build a community around his business, GenAIPI.

### CONTENT PILLARS

#### AI Thought Leadership & News

Content covering AI industry updates, future impact, innovation, and commentary. Positions the author as a key voice in the AI space.

~40.0% of posts - high engagement

#### AI for Business & Entrepreneurs

Actionable advice and strategies for entrepreneurs and professionals on how to leverage AI to build businesses and gain a competitive edge.

~25.0% of posts - high engagement

#### Personal Branding & Founder Journey

Shares personal stories, values, family life, and the behind-the-scenes journey of being a founder to build trust and a relatable persona.

~20.0% of posts - high engagement

#### Business & Event Promotion

Directly promotes the author's company (GenAIPI), courses, workshops, and events to drive business objectives and conversions.

~15.0% of posts - medium engagement

### POST ARCHETYPES

#### Thought Leadership & Opinion

Posts that share a strong, unique perspective on an AI-related topic to establish authority and provoke discussion.

40 posts - high engagement

## **Industry News & Commentary**

Breaking down and providing context on recent news and developments within the AI industry.

25 posts - medium engagement

## **Personal Story & Reflection**

Shares personal anecdotes, life updates, and reflections on values to build a human connection with the audience.

20 posts - high engagement

## **Direct Promotion**

Clear calls to action for a product, service, or event, including links and sign-up information.

15 posts - low engagement

### SECTION 3

# TEXT ANALYSIS

### TEXT PATTERNS

Avg Word Count	107.0
Posts with CTA	8/100
CTA Engagement Lift	-12.0%
Posts with Hook	100/100
Posts with Questions	19/100

### TOP 25 WORDS (NLP FREQUENCY)

1. people	64	2. time	39
3. week	36	4. work	35
5. business	31	6. world	31
7. many	31	8. don	30
9. these	28	10. utah	26
11. tech	25	12. some	24
13. genaipi	24	14. event	24
15. few	23	16. help	22
17. still	22	18. year	22
19. going	21	20. because	20
21. things	20	22. those	19
23. use	19	24. right	19
25. first	19		

## SECTION 4

# HOOK BLUEPRINT

## HOOK ANALYSIS (FIRST SENTENCE)

Avg Hook Length	25.0 words
Urgency Rate	18.0% of posts
Top Hook Type	Statement (69.0%)
Top First Words	i, this, if, ai, elon

## TOP HOOK PATTERNS

### Bold Statement / Hot Take

Starts with a dramatic, controversial, or definitive statement to grab attention (e.g., 'Apple just killed about 70 startups').

high engagement

### Specific Data/Numbers

Uses specific monetary values, percentages, or statistics to add credibility and shock value (e.g., '\$110B at a \$730B valuation').

high engagement

### Address Common Objection

Opens by directly addressing a common counter-argument or skepticism the audience might have (e.g., 'AI was just the scapegoat').

high engagement

### Personal Story Opener

Begins with a personal story or observation to build rapport and humanize the content (e.g., 'My mom caught my wife and me at the park...').

high engagement

### Provocative Question

Asks a direct, often polarizing question to the audience to encourage immediate mental engagement.

high engagement

## WINNING HOOK FORMULA

Capture attention immediately with high-urgency, data-driven, or controversial statements that create a sense of FOMO.

### TOP HOOK EXAMPLES

Apple just killed about 70 startups. Have you ever wanted to build an iOS app but couldn't because you don't know how to code?

If you are using AI, you're early. If you're paying for your AI usage, you're VERY early.

OpenAI pulls in \$110B at a \$730B valuation. Just announced.

When people see companies laying people off with a stated reason of AI, my comments often get filled with "AI was just the scapegoat." Maybe.

## SECTION 5

# CTA BLUEPRINT

### CTA ANALYSIS (LAST SENTENCE)

No CTA Rate	91.0% of posts
Best CTA Type	Follow
Top Action Words	get, link, follow, dm, comment

### WINNING CTA FORMULA

Prioritize soft, conversational CTAs that offer help and invite DMs to generate leads, while using engagement questions to boost visibility.

### TOP CTA PATTERNS

#### Open DMs for Help / Business

Invites readers to send a direct message for personal help or business inquiries, fostering conversation and lead generation.

high engagement

#### Ask for Audience Opinion / Question

Asks a direct question to the audience to encourage comments and discussion (e.g., 'What are you doing about it?').

high engagement

#### Implicit Call (Follow/Stay Tuned)

Suggests the reader should keep following for more updates without a direct ask, often ending on a forward-looking statement.

low engagement

#### Direct Link (Event/Product)

Provides a direct link to sign up for a course, event, or service for high-intent followers.

low engagement

### TOP CTA EXAMPLES

If you want me to help, feel free to ask anytime.

Progress is speeding up. What are you doing about it?

If nothing else, follow me and I'll try to keep you informed of the bigger headlines when they hit.

WHAT'S NEXT?

## UNLOCK YOUR FULL POTENTIAL

Understanding your competitor's content is the first step. The next is building systems to create and distribute your own with maximum efficiency.

We're launching a Skool community for creators and entrepreneurs focused on Vibe Coding Automation - learning how to build agentic systems and AI tools just like the one that generated this report.

Join the waitlist today and get an exclusive 50% launch discount.

**JOIN THE WAITLIST ->**