

# 101 Posts · 75 Days

LinkedIn Streak Log — Jan 9 through Mar 23, 2026 · Total Impressions: 92,763

## Streak Summary

Month	Posts	Avg Eng	Top Post	Gap Days
January	30	0.7x	Trump/Vegas (4.7x)	0
February	41	1.0x	Corgi's cafe (6.4x)	1 (Feb 13)
March	30	1.2x	Volunteering (5.0x)	1 (Mar 3)

Total: 101 posts in 75 days (missed Feb 13 and Mar 3) · 1.35 posts/day average · 92,763 total impressions

## Impressions vs. Conversion Analysis

Tier	Example Posts	Avg Impressions	Avg Eng Rate	Verdict
Story + Shoutouts	Volunteering, Corgi, Taking a Leap	4,600	1.3%	✅ Optimize for this
Algorithm Bait	Hyrox, Polls	11,100	0.11%	⚠️ Reach without depth
Case Studies	LEGO, Red Bull, Michelin	230	0.0%	❌ Skip entirely

**Key Finding:** High impressions ≠ high conversion. Hyrox got 14K impressions but 0.10% conversion. Volunteering got 4.4K but 1.26% conversion. **Optimize for conversion — impressions follow.**

### The Formula (1%+ conversion rate)

- Personal story with real stakes
- 5+ tags (or massive stakes to compensate)
- Gives value or ideas to others
- Posted 7–10 PM

## Key Insights

### Timing

Time	Performance
4–6 PM	Solid (0.7–1.5x)
7–10 PM	Best (1.5–3x+)
11 PM+	Weak (0.2–0.5x)
Before 6 AM	Weak (0.1–0.4x)

## Format Performance

Format	Avg Eng	Example
Story + Shoutouts (5+ tags)	3–5x	Volunteering, Taking a leap
Story + 3 lessons	1.5–2x	SXSW, Gas station raid
Brainstorm FOR someone	6x+	Corgi's cafe
List of people doing cool things	2–4x	Ways to the top
Case study about a brand	0.2x	Red Bull, LEGO, Michelin

## The Big Shift

- **January:** Heavy on brand case studies → 0.7x avg
- **February:** Mixed, started adding more personal stories → 1.0x avg
- **March:** Mostly YOUR stories + shoutouts → 1.2x avg

*The lesson: People want YOUR stories, not brand breakdowns. When you analyze Corgi, it works because you're GIVING them ideas. When you analyze Red Bull, it's just... information.*

## March 2026 — 30 Posts · Avg 1.2x

Date	Day	Time	Hook	Type	Media	Tags	👍	💬	Eng	Impr
Mar 23	Sun	8:00 PM	This is a reference page.	Story + CTA	Yes	1 (Adam Grant)	6	0	0.9x	301
Mar 22	Sat	8:45 PM	TIL: The founder of Polaroid hired art history majors...	Story + Lesson	Yes	2 (Edwin Land, Steve Jobs)	13	0	1.9x	360
Mar 21	Fri	8:15 PM	I'm a scooter native	List (3) + Story	Yes	4 (Bird, Lime, Colton, Ilias)	9	0	1.3x	252
Mar 20	Thu	9:15 PM	I surprised my friends with myself at SXSW	Story + List (3)	Yes	4 (Andr)	12	6	1.7x	447

Date	Day	Time	Hook	Type	Media	Tags	👍	💬	Eng	Impr
						és, Annie, Vivek, Pablo)				
Mar 19	Wed	9:15 PM	Volunteering is better than networking.	Story + Shoutouts	Yes	8	35	21	5.0x	4,444
Mar 18	Tue	10:00 PM	This is a WeRoad focus group.	Story	Yes	3 (WeRoad, Travis, Clarissa)	30	2	4.3x	2,150
Mar 18	Tue	2:36 PM	These boys don't play.	Repost/Short	Yes	0	0	0	0.0x	251
Mar 17	Mon	11:30 PM	Most people think community comes from shared interests.	Contrarian + Story	No	0	3	0	0.4x	250
Mar 16	Sun	10:15 PM	I like danger.	Story + Shoutouts	Yes	7	10	7	1.4x	677
Mar 15	Sat	9:24 PM	Yesterday I sent an email that may change my life	Story + List (3)	No	5 (Angie, Caleb, Parker, Andrés, Sonali)	26	23	3.7x	1,626
Mar 14	Fri	10:45 PM	There are three habits I'm applying to my life right now	List (3)	No	2 (Adam Grant, Jack Dorsey)	2	0	0.3x	249
Mar 14	Fri	7:00 PM	Audacity > Marketing Theory	List (9)	Yes	3	6	4	0.9x	248
Mar 13	Thu	10:47 PM	SXSW stats update-	List/Stats	No	0	5	2	0.7x	247
Mar 13	Thu	9:00 PM	Dreams have never been closer to coming true	Reflection	No	1 (Lovable)	0	0	0.0x	246
Mar 12	Wed	1:00 PM	Flying to SXSW at 5am, dreaming about these stunts	List (timeline)	No	2 (SXSW, Andrew Young)	14	0	2.0x	986
Mar 12	Wed	1:00 AM	Because I'm a nerd, I research every event I go to	Story + History	No	1 (SXSW)	12	0	1.7x	370
Mar 11	Tue	8:30 PM	I didn't go to college. Here's my 'college' experience:	Story + List (4)	Yes	1 (Praxis)	19	15	2.7x	2,068

Date	Day	Time	Hook	Type	Media	Tags	👍	💬	Eng	Impr
Mar 11	Tue	12:56 AM	Pain > Perspective > Gratitude > Peace	One-liner	No	0	2	0	0.3x	245
Mar 10	Mon	6:45 PM	Interstellar made me a better Chief of Staff.	Story + List (3)	No	0	5	2	0.7x	244
Mar 10	Mon	2:30 AM	We bout to have some fun	Promo/Short	No	0	2	0	0.3x	243
Mar 09	Sun	8:00 PM	'Want some chicken wings?'	List + CTA	No	0	10	12	1.3x	774
Mar 09	Sun	7:10 PM	🚀 SXSW's official house for Tech × Art × Culture...	Promo	No	5+ (companies)	0	0	0.0x	242
Mar 08	Sat	9:00 PM	After 100+ Founders Podcast's, books, articles — Mt.Rushmore	List (4 founders)	No	0	2	4	0.4x	414
Mar 07	Fri	7:00 PM	I do not have a 5 year plan	Contrarian + List	No	3 (Branson, Jobs, Hoffman)	1	0	0.2x	241
Mar 06	Thu	10:15 PM	I got fired for giving away 300 bobas.	Story + List (3)	No	0	9	4	0.9x	734
Mar 06	Thu	1:30 AM	As I drove through the desert of Arizona.	Reflection	No	1 (Paul Graham)	5	0	0.9x	240
Mar 05	Wed	4:06 AM	Help me settle a debate:	Question/Poll	No	0	3	3	0.3x	239
Mar 04	Tue	3:15 AM	I am currently wandering around the wilderness:	List (5)	Yes	1 (Sanctuary at Sedona)	4	2	0.9x	355
Mar 03	Mon	—	❌ NO POST	—	—	—	—	—	—	—
Mar 02	Sun	10:00 PM	"Ducks Unlimited gives guns away at their charity events"	Story + List	No	1 (Ducks Unlimited)	0	0	0.1x	238
Mar 01	Sat	11:15 PM	I spent a day with the leader of an Amazonian Tribe	Story	No	0	6	6	1.5x	475

## March Insights

- **Best day:** Wednesday (Volunteering post 5.0x, SXSW stunts 2.0x)
- **Best time:** Evening 7–10 PM dominates
- **Top format:** Story + Shoutouts (5.0x, 4.3x)
- **Tags matter:** Posts with 5+ tags averaged 2.5x+ engagement
- **Flops:** Short promos, one-liners, late night (after 11 PM)

## February 2026 — 41 Posts · Avg 1.0x

Date	Day	Time	Hook	Type	Media	Tags	👍	💬	Eng	Impr
Feb 28	Sat	6:45 PM	I've rewritten my personal story 4 times	Story + Framework	No	1 (Vivek Pandit)	4	6	1.0x	674
Feb 27	Fri	10:00 PM	I went to Corgi's cafe last week, and realized:	Story + Ideas List	Yes	4 (Corgi, Sony, Google, Oscar Mayer)	62	8	6.4x	5,688
Feb 26	Thu	9:00 PM	7 people I know who deserve more attention:	Shoutout List (7)	Yes	10+	8	12	1.5x	568
Feb 25	Tue	8:00 PM	On our first day, we raided the gas stations.	Story + List (3)	No	2 (Jets & Capital, ALEX)	15	7	1.8x	779
Feb 24	Mon	10:00 PM	Here's a list of rituals that turn communities into cults:	List (10)	No	10+	2	0	0.4x	237
Feb 23	Sun	9:00 PM	Alicia Long sent me this picture. I went and found her.	Story	No	1 (Alicia Long)	4	0	0.5x	236
Feb 23	Sun	2:00 AM	I debated exclusivity for 34 minutes with my uber driver	Story + List (3)	No	0	3	2	0.4x	354
Feb 22	Sat	4:05 PM	Do you see the signs yet?	Short/Repost	Yes	0	0	0	0.0x	235
Feb 21	Fri	8:00 PM	Here's a list of ways to the top:	List (10) + Lessons	No	10+	40	22	4.1x	7,013
Feb 21	Fri	2:15 AM	How to tell the energy of a room, in 29 lines	Educational	No	0	5	2	0.6x	296
Feb 20	Thu	10:07 PM	Stanley asked 'What did you almost quit?'	Story + List	No	3 (Elliot Bisnow, Ed Sheeran, UT Austin)	7	6	0.7x	287
Feb 19	Wed	10:15 PM	Social wellness is cracked. Take Othership as an example	Case Study	No	1 (Othership)	1	0	0.1x	234
Feb 19	Wed	3:15 AM	We up.	Meta/Plan	No	0	15	26	2.4x	654
Feb 18	Tue	6:00 PM	I stood in a lobby for 30 minutes guessing who was lost.	Story + Lesson	No	0	12	9	1.9x	1,035

Date	Day	Time	Hook	Type	Media	Tags	👍	💬	Eng	Impr
Feb 18	Tue	3:45 AM	Panda Restaurant Group you can be represented by me...	Short/Pitch	No	1 (Panda)	4	2	0.4x	360
Feb 17	Mon	6:28 PM	My Uber driver used to have 110,000 employees.	Story	No	0	3	1	0.4x	988
Feb 17	Mon	4:15 AM	This is a visual depiction for the pace of an event.	Short	No	0	1	0	0.1x	233
Feb 16	Sun	9:31 PM	Your environment is manipulative	Educational	No	0	6	0	0.7x	232
Feb 16	Sun	9:03 PM	San Francisco was amazing...	Promo	Yes	2 (Jets & Capital, Kronus)	0	0	0.0x	231
Feb 15	Sat	11:45 PM	\$1.4M beat an \$8M Super Bowl ad.	Case Study	No	1 (Cadillac)	5	0	0.6x	230
Feb 15	Sat	2:45 AM	A stranger tagged me with a random Luma link.	Story	No	5+	8	2	0.9x	813
Feb 14	Fri	6:14 PM	13 things I do when I travel for events...	List (13)	No	3 (Panda, Pura Vida, ALOHA)	5	2	0.9x	876
Feb 14	Fri	1:00 AM	J. Cole is selling his new album out of the trunk...	Story/Comparison	No	3 (J. Cole, Edison, Ford)	2	0	0.3x	229
Feb 12	Wed	5:45 PM	Cross the line and it will make your relationships better.	Educational	No	0	1	0	0.1x	228
Feb 11	Tue	4:00 PM	Getting speakers < reciprocity rings	Contrarian + How-To	No	1 (Adam Grant)	16	4	1.9x	496
Feb 11	Tue	6:49 AM	So I walk outside and there's a line of 14 supercars...	Teaser	Yes	0	5	2	0.6x	227
Feb 10	Mon	9:38 PM	San Francisco was a success.	Promo	Yes	2 (Jets & Capital)	0	0	0.0x	226
Feb 10	Mon	6:00 PM	Over the last 37 years, 481/70,000 people have gotten this honor:	Story	Yes	1 (Adam Grant)	5	2	0.5x	225
Feb 09	Sun	8:24 PM	Tape reminded me why people get stuck	Story	Yes	1 (Kuldeep Madan)	0	0	0.1x	224

Date	Day	Time	Hook	Type	Media	Tags	👍	💬	Eng	Impr
Feb 09	Sun	3:45 AM	Please help me help a good person ->	Ask/Story	No	0	3	5	0.6x	444
Feb 08	Sat	7:15 PM	A 1200 lbs stage was set up wrong...	Story	No	1 (KJ Wright)	6	10	1.1x	665
Feb 07	Fri	3:15 PM	Givers are the biggest losers (Adam checked the stats)	Book Summary	Yes	1 (Adam Grant)	0	0	0.1x	223
Feb 06	Thu	5:00 PM	Hyrox might be the most profitable fitness company per event.	Case Study	No	1 (Hyrox)	14	0	1.5x	14,461
Feb 05	Wed	8:35 PM	Game time. Will be in SF for ~1 week.	Announcement	No	0	3	0	0.3x	222
Feb 05	Wed	3:30 PM	Chirping Birds. Rustling leaves. Early morning.	Reflection	No	3 (Harris Poll, Adobe, Yahoo)	1	0	0.1x	221
Feb 04	Tue	4:00 PM	11 things I do at events that nobody taught me:	List (11)	No	0	14	18	1.9x	1,067
Feb 03	Mon	5:15 PM	Scott Page played saxophone for Pinkfloyd...	Story	No	1 (Scott Page)	0	0	0.0x	220
Feb 03	Mon	3:18 PM	Jason He hates the support reaction	Engagement Bait	No	2 (Jason He, Kaia Tham)	2	17	0.9x	7,813
Feb 02	Sun	3:45 PM	I live my life in debt, and it makes the world better	Reflection	No	0	5	0	0.9x	317
Feb 01	Sat	10:45 PM	I accidentally have been living out of a carry-on...	Story + List (3)	No	0	8	5	1.1x	777
Feb 01	Sat	3:56 PM	It's been 2 years since I stood in front of a private airport...	Re-intro/Story	No	1 (Jesse Itzler)	8	2	1.1x	1,278

## February Insights

- **Best performer:** Corgi's cafe (6.4x) — Story + brainstorm ideas for a brand
- **Second best:** "Ways to the top" list (4.1x) — 10 examples of unconventional paths
- **Best format:** Story + numbered list of lessons (1.5–2x avg)
- **Worst format:** Short promos, case studies without personal angle (0.0–0.1x)
- **Engagement hack:** "We up" meta post asking for feedback got 2.4x with 26 comments
- **Time pattern:** Evening posts (6–10 PM) outperform late night/early morning
- **Tag pattern:** Posts with 5+ tags AND a story performed best

## January 2026 — 30 Posts · Avg 0.7x

Date	Day	Time	Hook	Type	Media	Tags	👍	💬	Eng	Impr
Jan 31	Sat	4:00 PM	Trump flew into Vegas and killed our Friday event.	Story	Yes	1 (Jets & Capital)	46	6	4.7x	4,177
Jan 30	Fri	5:00 PM	Events often miss out on this:	Opinion	No	0	0	0	0.0x	219
Jan 29	Thu	4:45 PM	Caleb Guilliams put people's faces on socks...	Story + Lesson	No	2 (Caleb, Mariah Wood)	2	3	0.7x	810
Jan 28	Tue	5:00 AM	LEGO started in 1932...	Case Study	No	1 (LEGO)	0	0	0.0x	218
Jan 27	Mon	10:15 PM	Famous faces on robot dogs pooping NFTs	Story	No	0	2	0	0.3x	217
Jan 26	Sun	9:45 PM	A reminder for you.	Reflection/Poem	Yes	1 (Palmer Luckey)	1	2	0.3x	216
Jan 25	Sat	7:15 PM	The Coca-Cola Company gave people flowers...	Case Study	No	1 (Coca-Cola)	0	0	0.3x	215
Jan 24	Fri	4:00 PM	I didn't realize how predictable events are,	Framework (5 stages)	No	0	2	0	0.2x	264
Jan 23	Thu	4:15 PM	In 2025 I spent ~103 days at events...	List (6 failures)	No	0	5	1	0.9x	310
Jan 22	Wed	6:00 PM	'Whether you like it or not stress is a choice'	Reflection + Framework	Yes	1 (Mo Gawdat)	3	0	0.4x	214
Jan 21	Tue	11:15 AM	'Nobody will know Tesla made cars' - Jason Calacanis	Reflection + List	No	2 (Calacanis, Diamandis)	0	0	0.1x	213
Jan 20	Mon	4:15 PM	Volume.	Reflection/Poem	No	0	3	1	0.4x	212
Jan 20	Mon	11:45 AM	Leader's should stop saving people	Contrarian + Lesson	No	1 (Rahul Gupta)	3	0	0.3x	211
Jan 19	Sun	9:21 PM	I can't help but notice when I stay in different places.	Reflection	No	0	0	0	0.2x	210
Jan 19	Sun	6:08 PM	Felix Starck made a soccer league...	Case Study	No	2 (Felix Starck,	6	3	1.1x	296

Date	Day	Time	Hook	Type	Media	Tags	👍	💬	Eng	Impr
						Side men)				
Jan 18	Sat	5:30 PM	Read this poem, then go listen to the Founders Podcast.	Poem	Yes	0	2	0	0.5x	209
Jan 18	Sat	4:01 PM	If you are in South Florida or SF watch out for	Short/Announcement	No	0	1	4	0.2x	298
Jan 17	Fri	4:15 PM	In 2012 the Swedish army trapped someone in a box...	Case Study	No	0	4	0	0.5x	208
Jan 17	Fri	4:05 AM	Advice please!	Question/Poll	Yes	0	0	6	0.0x	1,204
Jan 16	Thu	4:15 PM	What does being barefoot in Vietnam have to do with business?	Analogy + Lesson	No	0	2	0	0.2x	207
Jan 15	Wed	11:00 PM	If you think throwing an event on an air craft carrier is big time...	Promo	No	2 (Jets & Capital, Ray Lewis)	3	0	0.7x	206
Jan 15	Wed	7:15 PM	People spent 5 minutes+ exploring my last website...	Announcement	No	0	3	1	0.4x	205
Jan 14	Tue	6:00 PM	Jared Kleinert buys dinner for strangers...	Story + Lesson	No	2 (Jared Kleinert, Priya Parker)	14	4	2.6x	1,989
Jan 13	Mon	6:30 PM	Practice re-imagining the normals.	Opinion + CTA	No	0	1	0	0.2x	204
Jan 12	Sun	6:30 PM	The Michelin brothers created bike races...	Case Study	No	1 (Michelin)	1	0	0.2x	203
Jan 11	Sat	6:00 PM	In 2005 Red Bull made a 3 story nightclub...	Case Study	No	1 (Red Bull)	1	0	0.2x	254
Jan 10	Fri	7:45 PM	Apparently I'm a published author and artist now.	Story	Yes	1 (Daniel Puder)	2	4	0.2x	253
Jan 10	Fri	6:00 PM	I think most event producers miss out on this opportunity.	Opinion	No	0	3	0	0.4x	202
Jan 09	Thu	11:45 PM	Taking a leap...	Announcement	No	7+	39	20	4.0x	3,728
Jan 09	Thu	5:11 PM	I like reading bullet point lessons from peoples birthdays...	List (24)	No	0	2	0	0.3x	201

## January Insights

- **Top performer:** Trump/Vegas pivot (4.7x) — Crisis story with real stakes

- **Top performer:** Taking a leap (4.0x) — Career announcement with tags asking for help
- **Top performer:** Jared Kleinert dinners (2.6x) — Story about someone else + clear lesson
- **Case studies flopped:** LEGO, Coca-Cola, Red Bull, Michelin all got 0.0–0.3x
- **What worked:** YOUR stories, not brand stories
- **Tags matter:** "Taking a leap" had 7+ tags and got 4.0x