CONTENT RADAR

[Raj Singh]

What gets reactions in your niche on LinkedIn, how your own posts compare, and three formats to make next.

LINKEDIN.COM/IN/RAJSINGHLA · 12,023 FOLLOWERS · LINKEDIN POSTS



Run *summary*

Niche researched: AI and the future of work and life, told by founders, operators and writers on LinkedIn

CREATORS CHECKED	POSTS READ	OUTLIER POSTS	IN YOUR NICHE	YOUR MEDIAN REACTIONS
13	344	60	54	23

KEY FINDING

Posts with a real photo of you, in a room, on a stage or with Mark, have a median of 58 reactions. Posts with a news graphic, cartoon or screenshot have 15. Since July, 25 of your 39 posts used a graphic and 17 were AI news, your weakest format, and your median per post fell from 57 (November to March) to 17.

We read your last 12 months on LinkedIn (95 posts, November 2025 to today) and the latest posts from 13 creators in your niche, from 24K to 9.6M followers. LinkedIn doesn't show views, so every post is measured by reactions against that creator's own median. We kept every post with at least twice its creator's usual: 60 outliers, 54 of them in your niche.

What wins in this *niche*

Show the tool in your own hands. The most common outlier format here is a creator using a new AI tool on their own work and reporting what happened: 11 of the 54 niche outliers, from 4 creators. Dan Shipper's "We've been testing it for two weeks" (5.1×), Allie K. Miller running errands through Codex while walking New York (2.9×), Cassie Kozyrkov's "I'm going to go argue with the robot" (2.2×).

Launches and milestones get the biggest lifts. Ethan Mollick's book launch (7.1×), Lenny Rachitsky's Hype(less) project (5.9×), Zack Kass's "I wrote a book." (4.0×). Your Purpose launch posts in December did the same for you: 93 and 122 reactions, with 78 and 61 comments.

The human side of AI is your lane, and it wins across accounts. Arianna Huffington on World Mental Health Day (5.8×), Cassie Kozyrkov on using AI for the parts that aren't worth your time (5.8×), Zack Kass on an "identity displacement crisis" (2.4×), Reid Hoffman on why Americans are skeptical of AI (2.1×). Seven outliers from five creators, all on the question Purpose is built around.

Rooms beat recaps. Greg Isenberg's "I spent 48 hours in SF with billionaires, data labs and AI founders" reached 3.4×, and Arianna's panel with the CEOs of Starbucks and Nordstrom 2.1×. Your own best posts this year come from rooms too: PEF LA (77), the founder dinner (67), Chapman (71) and SAIR at UCLA (50).

AI news needs a reason to listen to you. Ethan Mollick's news posts reach 2.6× and 5.2× on the back of his research, and Dan Shipper's reach 3.0× to 5.1× because his team tested the product first. Your 25 posts on AI lab and model news this year have a median of 13 reactions, and none reached twice your usual.

What to make *next*

Three formats from the research that fit Raj, why we recommend each, and a first line to start from.

INSIDE THE ROOM

Your strongest format this year, and behind your biggest posts before Purpose: "Billions in exits. Zero small talk" (198) and your post-exit founder panel (163). Post a photo from the room, name the people, share the one thing that surprised you, and end on what it means for the reader. Each PEF LA dinner or SAIR event can give you two posts.

PROOF



77 PEF LA



67 Founder dinner

Greg Isenberg

3.4× 48 hours in SF

FIRST LINE

"45 post-exit founders in one room, and nobody talked about product."

COMPANY MOVE WITH A NUMBER

Your biggest post ever, and 5 of your top 12 from the last 12 months: IKEA (421), Meta's layoff lawsuit (83), Meta's token leaderboard (79), Microsoft's buyout (76). Name the company, give the number, and show what it did to workers or customers. None of your 25 posts about AI labs and models reached twice your usual.

PROOF



421 IKEA



83 Meta lawsuit



79 Meta tokens

FIRST LINE

"The average US checking account pays 0.1%. AI agents could move that cash to accounts paying 3% to 5%, and banks are working to stop them."

YOUR STORY ON A QUESTION AI RAISES

Your personal stories run at almost twice your usual (the poker game 65, "It's not that serious" 61, the journal 60), and the human side of AI wins across the niche. Start from a moment in your life, connect it to what AI is changing for people, and bring in Purpose at the end, with a photo of you. Today's "Who are you without a job?" is this format.

PROOF



65 Poker game



60 Journal

Arianna Huffington

5.8× Mental health

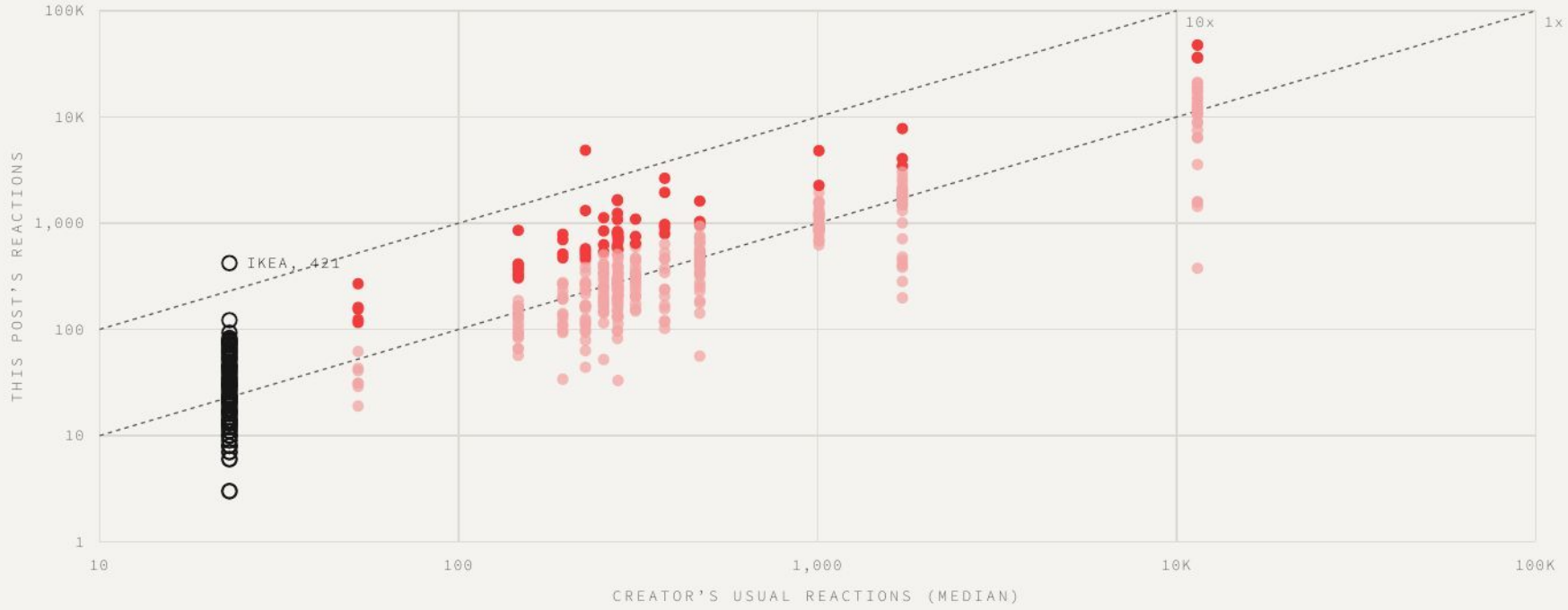
FIRST LINE

"My friends kept calling a half-built AI prototype instead of their therapists."

NICHE POSTS OUTLIERS RAJ'S POSTS

Every post against its *usual*

Each dot is one post. Above the 1× line, it beat that creator's median reactions. Rings are Raj's posts from the last 12 months, plotted at his median of 23.



Which formats *win*

Outlier posts in your niche, grouped by format and ranked by median reactions against each creator's usual. Counts are small, so read the order as a guide.

FORMAT	OUTLIERS	CREATORS	MEDIAN REACTIONS	VS USUAL	TYPICAL FIRST LINE
Launch or milestone Your own news: a book out, a company launched, a new role, a number your work just hit.	8	5	744	3.5×	"I wrote a book."
Personal story or quote card A moment from the creator's own life and the lesson, as text or a simple card.	10	5	2,290	2.8×	"Someone believed in you before you did."
Inside the room What the creator saw and heard at an event or dinner, with the people named.	2	2	1,040	2.8×	"I spent 48 hours in SF with…"
AI news, one sharp read A lab or model story and one clear point of view on it.	7	4	960	2.6×	"A visible sign of what AI insiders have been warning about…"

Which formats *win* (continued)

Outlier posts in your niche, grouped by format and ranked by median reactions against each creator's usual. Counts are small, so read the order as a guide.

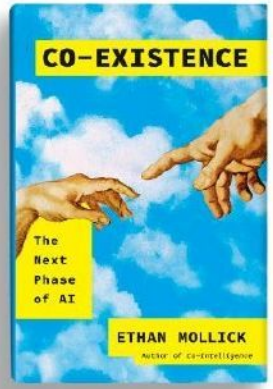
FORMAT	OUTLIERS	CREATORS	MEDIAN REACTIONS	VS USUAL	TYPICAL FIRST LINE
Hands-on AI test A creator uses a new AI tool on their own work or life and reports what happened.	11	4	413	2.6×	"We've been testing it for two weeks."
Expert clip, one idea A short video of a known guest, with one idea pulled into the first line.	7	5	836	2.5×	"Marty Cagan: Good product work is about thinking."
Framework or list A numbered list or a short framework the reader can save.	2	1	682	2.5×	"My favorite PM interview prep resources:"
Where people fit as AI grows What AI means for identity, meaning, health and work, told from the human side.	7	5	645	2.4×	"I think, therefore I am."

What the winning formats *look like*

The outlier posts behind each format, best first, with the full graphic each one ran with. Each one links to the post.

Launch or milestone

MEDIAN 3.5X



Ethan Mollick **7.1×**

2,645 reactions · 260 comments · 440K followers

My new book, Co-Existence, is out today. It is a guide to how to live and work in a world where AI is sometimes, but not always, better than you.

TEXT POST

There's way too much AI hype right now. So Noam Segal and I are launching "Hype(less)," a research project to showcase genuine, repeatable AI workflows.

Lenny Rachitsky **5.9×**

1,634 reactions · 158 comments · 412K followers



Zack Kass **4.0×**

788 reactions · 131 comments · 39K followers

I wrote a book.

What the winning formats *look like* (continued)

Personal story or quote card

MEDIAN 2.8X



Arianna Huffington 22×

4,853 reactions · 232 comments · 9.6M followers

Something I've found to be very true when I look back at my own life!



Underrated life advice: Keep a list of the people who believed in you early. The teacher who pushed you. The boss who took a chance. The friend who told you to go for it. Every now and then, reach out. Update them. And tell them just how much you appreciate what they did for you.

Sahil Bloom 4.5×

7,780 reactions · 541 comments · 725K followers

Someone believed in you before you did. (Have they heard from you lately?)



Mark Manson 4.4×

1,126 reactions · 110 comments · 119K followers

I know three people who deleted all their social media back in the early 2010s. None of them ever came back.

What the winning formats *look like* (continued)

Inside the room

MEDIAN 2.8X



Greg Isenberg 3.4×

1,613 reactions · 229 comments · 259K followers

I spent 48 hours in SF with billionaires, data labs and AI founders running $1B to $100B companies. Here's what stood out:



Arianna Huffington 2.1×

467 reactions · 88 comments · 9.6M followers

On my panel at Slalom's R4 conference with the CEOs of Starbucks and Nordstrom, something remarkable happened: AI didn't come up until the very end...

What the winning formats *look like* (continued)

AI news, one sharp read

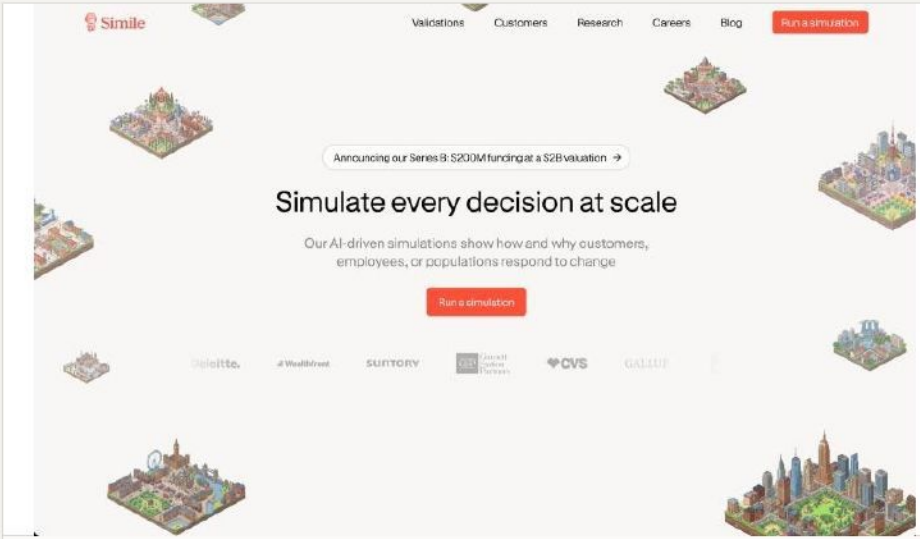
MEDIAN 2.6X



Ethan Mollick 5.2×

1,948 reactions · 216 comments · 440K followers

A visible sign of what AI insiders have been warning about since at least the Mythos release. Acceleration of attack...



Lenny Rachitsky 3.9×

1,085 reactions · 229 comments · 412K followers

Trend I'm following: Teams using AI "simulations" to quickly test product ideas, flow tweaks, and copy changes.

TEXT POST

Troubling. Researchers found that AI advice is an antidote to humility, dropping the rate of "I don't know" responses from 36% to 6% in one study.

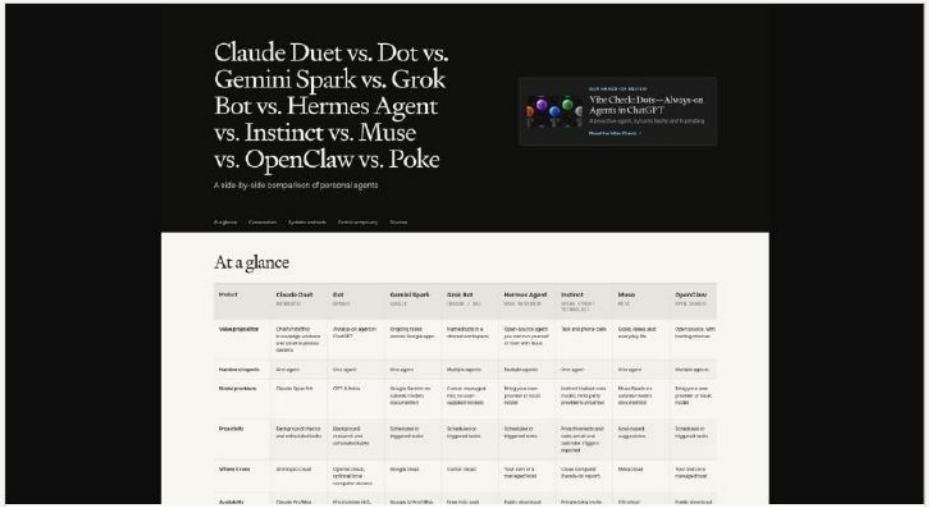
Cassie Kozyrkov 2.7×

399 reactions · 98 comments · 712K followers

What the winning formats *look like* (continued)

Hands-on AI test

MEDIAN 2.6X



Dan Shipper 5.1×

269 reactions · 34 comments · 24K followers

BREAKING: Anthropic just launched Duet, its always-on personal agent. We've been testing it for two weeks.



Allie K. Miller 2.9×

807 reactions · 170 comments · 1.7M followers

I used to hold every little task that popped into my head mid-walk until I got back to my desk....



Cassie Kozyrkov 2.8×

413 reactions · 106 comments · 712K followers

Remember that time you got great results by asking for advice but providing zero context to your advisor? Me neither!

What the winning formats *look like* (continued)

Expert clip, one idea

MEDIAN 2.5X



Lenny Rachitsky 6.0×

1,660 reactions · 96 comments · 412K followers

Head of Design at Stripe, Katie Dill, on how to stop building zombie UIs



Arianna Huffington 2.5×

575 reactions · 107 comments · 9.6M followers

In my conversation with Daniela Amodei, president of Anthropic, we discussed one of the company's core cultural values:...



Reid Hoffman 2.4×

752 reactions · 124 comments · 2.8M followers

I asked Satya Nadella for a book recommendation. His answer: "Two Paths to Prosperity."

What the winning formats *look like* (continued)

Framework or list

MEDIAN 2.5X

TEXT POST

My favorite PM interview prep resources: Insider Loops, Never Search Alone, AI Practice Copilot, Ultraspeaking...

Lenny Rachitsky — 2.8×
780 reactions · 67 comments · 412K followers

TEXT POST

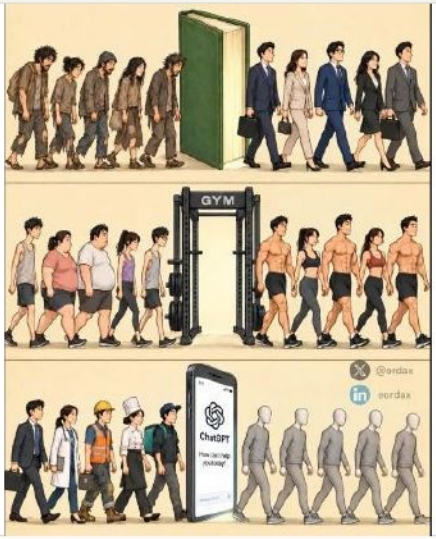
Moats! Does anyone have one anymore? Yes. Yes, they do.

Lenny Rachitsky — 2.1×
583 reactions · 109 comments · 412K followers

What the winning formats *look like* (continued)

Where people fit as AI grows

MEDIAN 2.4X



Cassie Kozyrkov 5.8×

855 reactions · 132 comments · 712K followers

The trick is to be intentional about using AI for the bits that aren't worth your time, so that you can invest more effort and energy into the rest.



Arianna Huffington 5.8×

1,314 reactions · 124 comments · 9.6M followers

Today is World Mental Health Day. This year, I hope we take it one step further: mental health is brain health.



Allie K. Miller 2.6×

732 reactions · 266 comments · 1.7M followers

"It's all one big beautiful circle jerk." Thank you, AI researchers, for that great vision of the future.

Your *posts*

Your best posts come from rooms, from Purpose and from company moves with a number. Your AI news posts, most of them with a graphic, sit well below your usual.

STRONGEST

Photos of you in a room: PEF LA (77), Chapman (71), the founder dinner (67) and the posts with Mark (77, 93, 122). Company moves with a number: IKEA (421), Meta (83 and 79) and Microsoft (76).

WEAKEST

AI lab and model news with a graphic or screenshot: the 2028 election post (3), ExploitBench (6), the cultural bias study (6), the Hugging Face hack (8). Documents: Wordle (7) and the UN water deck (8).

YOUR MEDIAN

23

REACTIONS, LAST 12 MONTHS

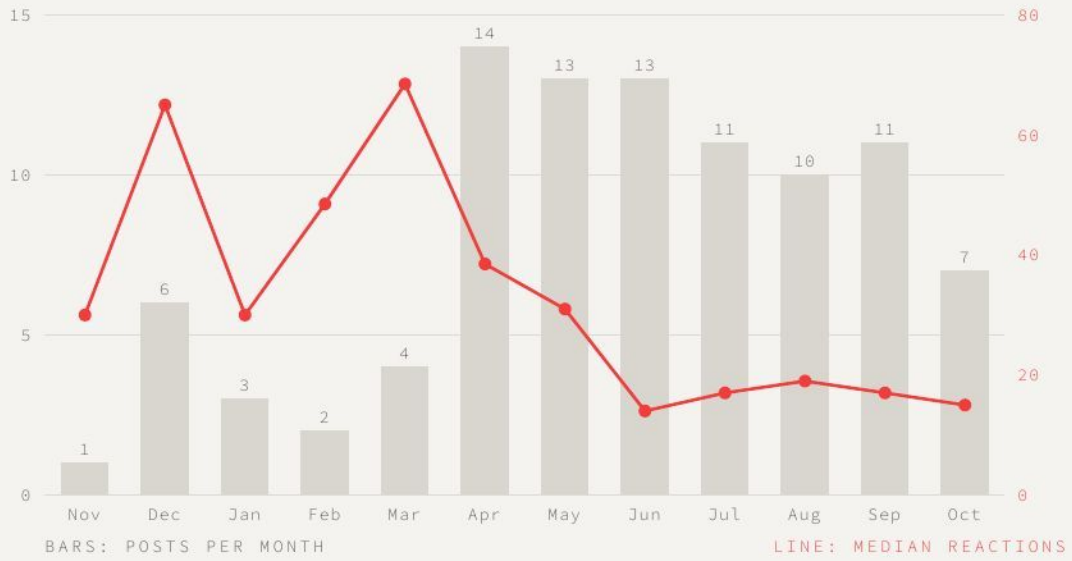
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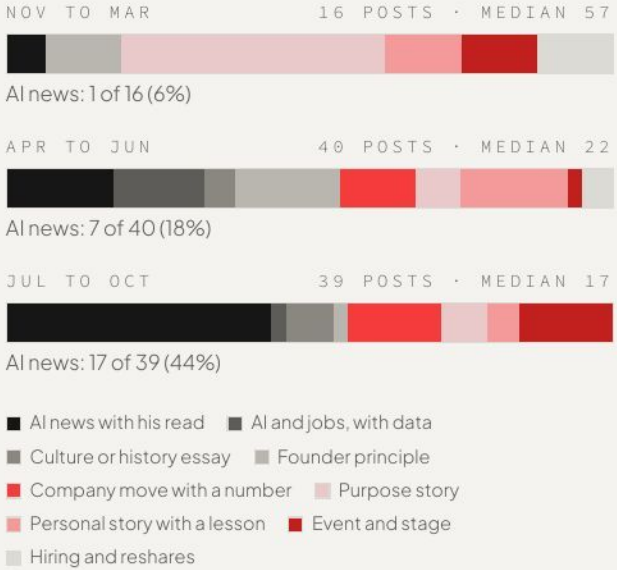
COMMENTS

MORE OF	Photos of you with people, in rooms. Company moves with a number and the people they affect. Your own story on a question AI raises. Close on a question about the reader's own life or work: "How many devices in your house have you never updated?" drew 29 comments, your most since December.
LESS OF	Recaps of AI lab and model news (25 posts, median 13, none at twice your usual). News graphics, cartoons and screenshots (median 15, against 58 with a photo of you). "I've been building AI products since 2014", word for word in 5 of your 18 posts since September and close to it in 2 more. Closing on policy questions such as "Who should decide when a lab is moving too fast?" (0 comments).

How your year *moved*

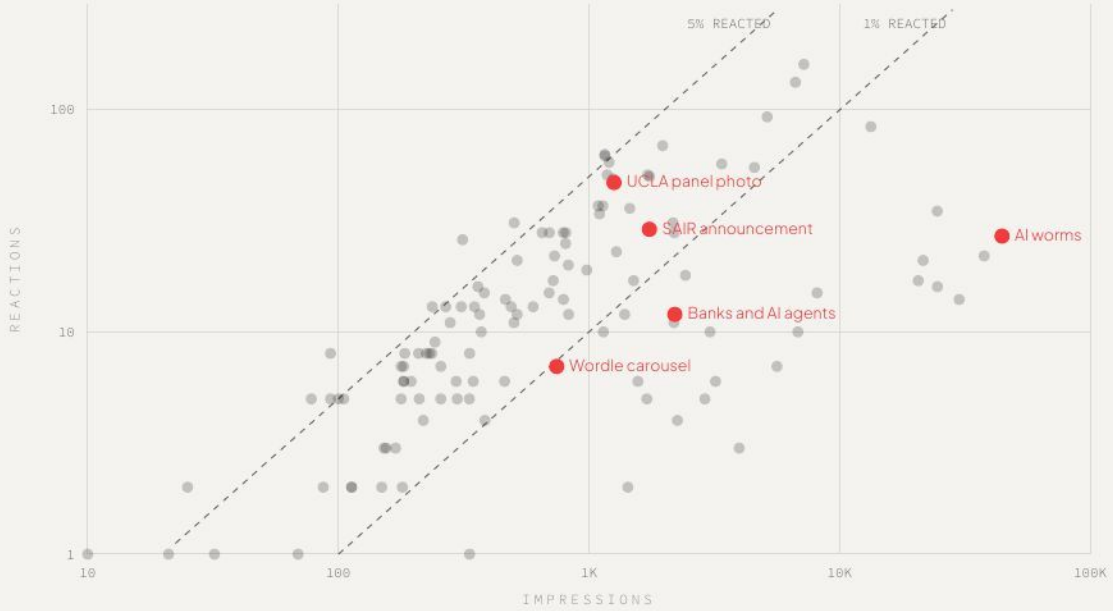
From April you went from about 3 posts a month to 10 to 14, and AI news grew from 1 in 16 posts to 17 in 39. The median per post fell from 57 to 22, then 17.





Reach against *reactions*

Each dot is one client post from October 1 to 22. Red dots are yours. Dashed lines show the share of viewers who reacted.



WHAT IT SHOWS

LinkedIn shows your posts to more people than all but one other client. Fewer of those viewers react: a median of 0.9% of viewers on your posts, against 2.2% across all client posts.

AI worms reached 44,453 people, the widest reach of any client post this month, on a text post that closed with a question about the reader's own home. 27 of them reacted. The UCLA panel photo reached 1,257 and 47 reacted, about 4%, your best rate this month.

The aim is both in one post: a photo of you in the room, and a question that gets people talking.

FOLLOWERS

12,023 today, up from 9,462 in March. New followers have slowed from about 450 a month in April to July to about 250 a month since August.

Photos of you against *graphics*

Every post in the last 12 months, sorted by its image. The six most recent of each are shown.

A PHOTO OF YOU

58

MEDIAN REACTIONS · 24 POSTS



3 · Oct 27 | 10 · Oct 26 | 50 · Oct 19 | 29 · Oct 8 | 67 · Aug 27 | 65 · Jul 11

GRAPHIC, CARTOON OR SCREENSHOT

15

MEDIAN REACTIONS · 44 POSTS



7 · Oct 7 | 13 · Sep 30 | 3 · Sep 29 | 46 · Sep 26 | 27 · Sep 24 | 17 · Sep 16

Since July, 25 of your 39 posts used a graphic, with a median of 13. The 7 with a photo of you have a median of 50. Text-only posts sit in between at 24. The exception is a company move with a number: IKEA (421) and Meta's token leaderboard (79) used graphics and still did well.

Your *formats*

All 95 posts from the last 12 months, sorted into nine formats and ranked against your median of 23 reactions.

FORMAT	POSTS	MEDIAN	VS USUAL	AT 2X+	BEST POST
Event and stage Events, dinners and stages: who was there and what you heard, usually with a photo.	9	46	2.0×	5	Your competitor can copy your product in a... (77)
Personal story with a lesson A moment from your own life and the lesson you took from it.	11	44	1.9×	5	I lost all my money at a poker game. (65)
Hiring and reshares Hiring posts and reshares of Mark and the Purpose team.	4	42	1.8×	2	This is painfully accurate. (73)
Purpose story Purpose launches, members, the product and your work with Mark.	13	38	1.7×	5	Mark Manson says no to hundreds of business... (122)
Company move with a number A named company, a hard number and what it did to workers or customers.	11	31	1.3×	5	IKEA automated half their customer service. (421)
Founder principle A belief about how to build or live, from a quote, a study or experience.	10	22	0.9×	2	Making billions of dollars while millions... (80)
Culture or history essay An idea told through a game, a building or a piece of history.	5	14	0.6×	0	This page is from 1979. (33)
AI news with his read A lab, model or AI product story, retold with your view at the end.	25	13	0.6×	0	"Vibe coding will break your company." (42)
AI and jobs, with data Studies and numbers on what AI is doing to jobs.	7	13	0.6×	0	AI isn't coming for your job. (34)

Your *feed*

Your last 24 posts, newest first, from August 13 to today.



3 reactions
Oct 27, 2026



10 reactions
Oct 26, 2026

TEXT

Banks just found AI agents inside customer accounts.

15 reactions
Oct 22, 2026



50 reactions
Oct 19, 2026

TEXT

Anthropic says AI worms are months away.

28 reactions
Oct 13, 2026



29 reactions
Oct 8, 2026



7 reactions
Oct 7, 2026



13 reactions
Sep 30, 2026



3 reactions
Sep 29, 2026



46 reactions
Sep 26, 2026



27 reactions
Sep 24, 2026

TEXT

OpenAI just shipped a model that scores lower.

22 reactions
Sep 22, 2026

VIDEO

Eight minutes.

32 reactions
Sep 17, 2026



17 reactions
Sep 16, 2026



12 reactions
Sep 8, 2026



6 reactions
Sep 4, 2026

TEXT

ChatGPT, Claude, and Grok all went down within minutes of each other this...

21 reactions
Sep 3, 2026



10 reactions
Sep 1, 2026



67 reactions
Aug 27, 2026

TEXT

Excited to speak at Caltech on September 11th about AI and the future of...

24 reactions
Aug 26, 2026



71 reactions
Aug 20, 2026



17 reactions
Aug 18, 2026

VIDEO

ChatGPT and Claude are candy.

13 reactions
Aug 14, 2026



21 reactions
Aug 13, 2026

Your biggest *posts*

Your 12 most-reacted posts from the last 12 months, best first.

	POSTED	REACTIONS	COMMENTS	VS USUAL	FORMAT AND NOTE
	Jun 12, 2026	421	26	18×	COMPANY MOVE WITH A NUMBER · GRAPHIC · OPEN "IKEA automated half their customer service." Your biggest post ever, with 39 reposts. A named company, a number and what happened to the people: IKEA moved staff into new roles and made $1.5 billion.
	Dec 5, 2025	122	61	5.3×	PURPOSE STORY · PHOTO · OPEN "Mark Manson says no to hundreds of business ideas every year." How Mark said yes to Purpose, with a photo of the two of you. 61 comments.
	Dec 4, 2025	93	78	4.0×	PURPOSE STORY · PHOTO · OPEN "Today is the day! Read on:" Launch day, with a video of Mark. 78 comments, your most in the last 12 months.
	Aug 6, 2026	83	28	3.6×	COMPANY MOVE WITH A NUMBER · GRAPHIC · OPEN "An AI system may have decided who Meta laid off. And it allegedly went after the people…" A company story where AI hit people on medical and parental leave. 28 comments.
	Mar 24, 2026	80	9	3.5×	FOUNDER PRINCIPLE · PHOTO · OPEN "Making billions of dollars while millions of people experience anxiety and loneliness is…" A belief about what kind of founder you want to be, with a photo of a crowd.
	Jul 2, 2026	79	9	3.4×	COMPANY MOVE WITH A NUMBER · GRAPHIC · OPEN "Meta employees burned 73.7 trillion AI tokens in a single month." Meta's token leaderboard: a hard number, a cartoon and the human behaviour behind it.

Your biggest *posts* (continued)

	POSTED	REACTIONS	COMMENTS	VS USUAL	FORMAT AND NOTE
	Mar 10, 2026	77	19	3.3×	EVENT AND STAGE · PHOTO · OPEN **"Your competitor can copy your product in a weekend."** A PEF LA happy hour with 45 post-exit founders. Opens on a principle, then takes the reader into the room. 19 comments.
	Dec 11, 2025	77	7	3.3×	PURPOSE STORY · PHOTO · OPEN **"Unreal how quickly Mark and I became cofounders."** Reshare of Mark telling a million people how you met, with a photo of you both.
	Apr 24, 2026	76	14	3.3×	COMPANY MOVE WITH A NUMBER · TEXT · OPEN **"Please consider retiring."** Microsoft's first voluntary buyout in 51 years, with the numbers and who it reaches. Text only.
	Feb 13, 2026	73	5	3.2×	HIRING AND RESHARES · PHOTO · OPEN **"This is painfully accurate."** Reshare of Mark joking about cofounding with you, with a photo of you both.
	Aug 20, 2026	71	6	3.1×	COMPANY MOVE WITH A NUMBER · GRAPHIC · OPEN **"Mark Zuckerberg published 6,500 words last week."** Zuckerberg's 6,500-word essay set against Meta's $567 million child safety ruling.
	Jan 28, 2026	71	7	3.1×	EVENT AND STAGE · PHOTO · OPEN **"The future is bright with some of the world's best minds focusing not only on…"** A photo of you speaking at Chapman's India AI Impact Summit. Short and thankful.

Your posts since *September*

Newest first.

	POSTED	REACTIONS	COMMENTS	VS USUAL	FORMAT AND NOTE
	Oct 27, 2026	3	0	0.1×	PERSONAL STORY WITH A LESSON · PHOTO · OPEN "Who are you without a job?" Collected 21 minutes after posting, so the count is still early. This is the third format we recommend: your own story on a question AI raises.
	Oct 26, 2026	10	0	0.4×	EVENT AND STAGE · PHOTO · OPEN "AI made it possible to execute almost any idea." An event post that leads with an idea. The Masters of Scale room and the clip come later in the post.
	Oct 22, 2026	15	1	0.7×	AI NEWS WITH HIS READ · TEXT · OPEN "Banks just found AI agents inside customer accounts." The strongest number, 0.1% against 3% to 5%, comes more than halfway down. Lead with it next time.
	Oct 19, 2026	50	1	2.2×	EVENT AND STAGE · PHOTO · OPEN "Friday was one of my favorite days this year." A photo from the room and a named speaker. Your best post since August.
	Oct 13, 2026	28	29	1.2×	AI NEWS WITH HIS READ · TEXT · OPEN "Anthropic says AI worms are months away." Your most-discussed post since December. It closes on a question about the reader's own home.
	Oct 8, 2026	29	1	1.3×	EVENT AND STAGE · PHOTO · OPEN "Next Friday, I'm back with SAIR. This time at UCLA." Announcing your UCLA panel with a group photo. Above your usual without any news.

Your posts since *September* (continued)

	POSTED	REACTIONS	COMMENTS	VS USUAL	FORMAT AND NOTE
	Oct 7, 2026	7	0	0.3×	CULTURE OR HISTORY ESSAY · GRAPHIC · OPEN "Wordle was never about the words." A strong essay that went out as an 8-page document. Your three documents this year have a median of 8.
	Sep 30, 2026	13	3	0.6×	AI NEWS WITH HIS READ · GRAPHIC · OPEN "OpenAI's new AI agents can Slack your coworkers." Product news with a logo graphic. The line about getting your night back is the personal hook and comes last.
	Sep 29, 2026	3	0	0.1×	AI NEWS WITH HIS READ · GRAPHIC · OPEN "The 2028 election will be a referendum on AI." Your lowest post this year: politics with a magazine screenshot.
	Sep 26, 2026	46	4	2.0×	EVENT AND STAGE · GRAPHIC · OPEN "Earlier this month, I got to speak in Richard Feynman's classroom (!) at Caltech." The Feynman classroom story carries it, even with a quote graphic.
	Sep 24, 2026	27	18	1.2×	AI NEWS WITH HIS READ · GRAPHIC · OPEN "Anthropic says Claude autonomously found a CRISPR-like enzyme system buried in…" Closes on "What's yours?" about the reader's own field and drew 18 comments.
	Sep 22, 2026	22	3	1.0×	AI NEWS WITH HIS READ · TEXT · OPEN "OpenAI just shipped a model that scores lower." Close to your usual. Calls back to your July "mileage era" post.

Your posts since *September* (continued)

	POSTED	REACTIONS	COMMENTS	VS USUAL	FORMAT AND NOTE
	Sep 17, 2026	32	2	1.4×	PURPOSE STORY · VIDEO · OPEN "Eight minutes." A short Purpose post with a clip, 103 words.
	Sep 16, 2026	17	0	0.7×	AI NEWS WITH HIS READ · GRAPHIC · OPEN "Zuckerberg just broke ranks with three AI CEOs." Lab politics, explained clearly. Nothing in it touches the reader's own work or life.
	Sep 8, 2026	12	5	0.5×	AI NEWS WITH HIS READ · GRAPHIC · OPEN "Greater than 10%." A tweet screenshot and a 306-word safety story.
	Sep 4, 2026	6	0	0.3×	AI NEWS WITH HIS READ · GRAPHIC · OPEN "An AI just scored 100% on breaking into computers." A security benchmark in 379 words. One of your lowest this year.
	Sep 3, 2026	21	4	0.9×	AI NEWS WITH HIS READ · TEXT · OPEN "ChatGPT, Claude, and Grok all went down within minutes of each other this morning." Near your usual. The question about the reader's own fallback provider drew 4 comments.
	Sep 1, 2026	10	2	0.4×	COMPANY MOVE WITH A NUMBER · GRAPHIC · OPEN "Facebook just settled a major lawsuit for a $17 billion fine over charges that it was…" Starts as a company story with a number, then turns into general founder advice.