

THE FOUNDER DISTRIBUTION PLAYBOOK



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The hard truth

If you're not showing up,
your startup isn't either.



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Why this matters:

People trust
founders, not
companies.



That trust drives:

- ✓ Fundraising
- ✓ Hiring
- ✓ Customer acquisition
- ✓ Partnerships



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But most founders run into this wall

- 🛑 **No time** to write every day
- 🛑 **No system** for outreach
- 🛑 **No idea** what to say
- 🛑 **No signal** that it's working

So they just stop.



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What actually works isn't complicated



- 👉 **Build a network** of people who care
- 👉 Say smart things **regularly**
- 👉 Nudge the right ones toward action

You don't need millions of views. You need **500** of the right people to notice.



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Here's the **5-step system** I recommend for founders

No personal brand BS.

Just a clear path from **anonymous** → **trusted**



Step 1

Nail your audience

Not for your product. For you.

Who should be seeing your name every week?

VCs? Founders? Heads of growth? Candidates?

Pick one and stick with it.



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Step 2

Grow your network with intent

Use LinkedIn search to find high-relevance profiles

Filter by **title, company size, industry, region.**

These are your future hires, customers, investors.
Don't let them sit cold.



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Step 3

Share things worth caring about

A few proven formats:

- "Here's what worked for us"
- "This almost killed us"
- "Nobody talks about this, but..."
- "Why we made this unpopular decision"

This is honest signal from the trenches.



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Step 4

Engage, don't just broadcast

- 👉 **Comment** on relevant posts
- 👉 **Follow up** with people who click or reply
- 👉 **DM** anyone who seems curious

This is **sales**, not storytelling. Treat it that way.



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Step 5

Automate the boring parts

This is where Tiger helps:

- ✓ **Import leads** from any LinkedIn search
- ✓ **Auto-send** invites and messages
- ✓ **Track** replies, clicks, and conversions
- ✓ **Manage** team accounts in one place
- ✓ Stay **compliant** with LinkedIn limits

No hacks, no browser hacks, no bans.



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**Founders don't
win because
they post more...**



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**They win because
the right people
keep hearing
their name.**



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Want distribution? try Tiger.

(Tiger runs in the background while you build)

Try it at → icptiger.com

Or DM me **"Tiger"** and I'll send you my exact setup.