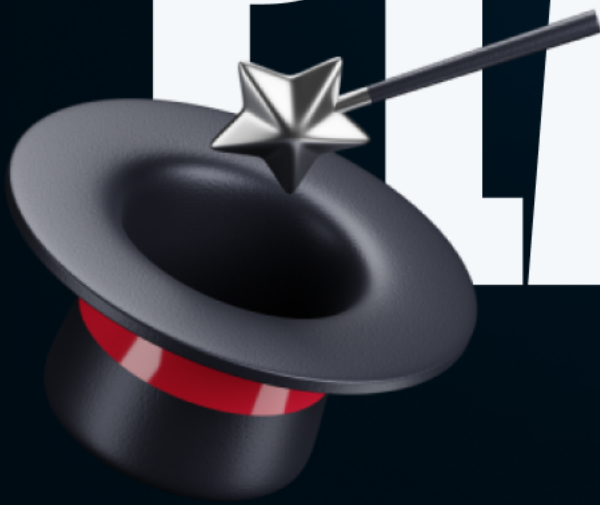


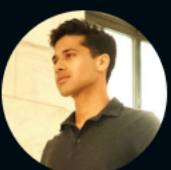
Social Selling Index
↑

SSI GROWTH PLAYBOOK



For Founders

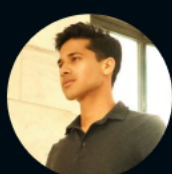
Use your SSI to 10x replies on cold outreach.



Adhiraj Hangal
Founder @ Tiger

Swipe →

If you're DMing people on
LinkedIn with a weak profile,
LinkedIn throttles your reach.

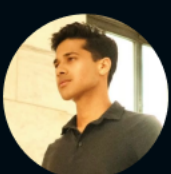


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Founder @ Tiger

Swipe →

Low SSI = fewer inbox deliveries, fewer replies.
High SSI = more visibility, more trust, more meetings.

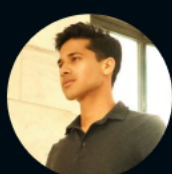
This is your silent leverage.



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Founder @ Tiger

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Your Social Selling Index (SSI)
is a score out of 100.



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Founder @ Tiger

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LinkedIn ranks you across 4 buckets:

- 1 Brand
- 2 Network
- 3 Engagement
- 4 Relevance

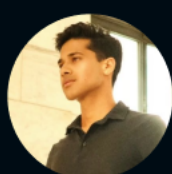
Most founders ignore this. The smart ones don't.



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Let's start with your profile,
because it's not a résumé.



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Founder @ Tiger

Swipe →

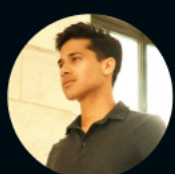
It's a landing page.

👉 Your **headline** should say who you help and how.

👉 Your **banner** should build instant trust — logos, traction, or a CTA.

👉 And if someone **scrolls down**, they should **want to** message you.

That's the bar.



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Founder @ Tiger

Swipe →

Next:

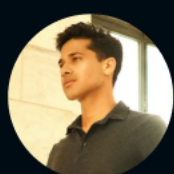
Grow a network that compounds



Don't just add **random** people.

- ✓ Prioritize **buyers, candidates, investors**, and people **engaging in your space**.
- ✓ **80–100** intentional connections a week is all it takes.

Not volume, relevance.



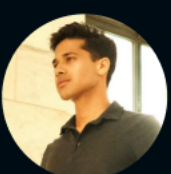
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Swipe →



Want to see your actual **SSI** score?

Go to linkedin.com/sales/ssi — it updates daily.



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Swipe →



Then **reverse-engineer** your SSI
(things that are holding you back)

- ✓ **Low Brand?** Fix your profile.
- ✓ **Low Engagement?** Start commenting on your ICP's posts.
- ✓ **Low Relevance?** Rebuild your list.
- ✓ **Low Network?** Add the right people, not just the most.

It's not a vanity score. It's a feedback loop.



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Swipe →

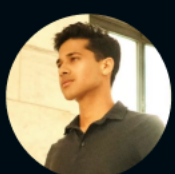
Now, show up.



Even **1–2 posts a week** changes everything.
You don't need to go viral — you need to be
remembered.

Share **what you're building, what's breaking,**
and **what you're learning.**

Founders who post with context build warmth
at scale.



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Founder @ Tiger

Swipe →



So when you do DM someone, it's not cold anymore.

- 👉 They've **seen your face**.
- 👉 Read your post.
- 👉 Maybe even liked it.

Now you **message with context** — and
it lands. That's how you **win the inbox**.



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Swipe →

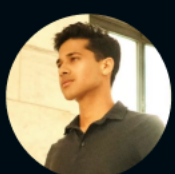


Want to take it further?

Combine high SSI with LinkedIn filters.

- 👉 Search "Head of Growth" at Series A–C, 11–50 employees.
- 👉 Sort by recent activity.
- 👉 View their profile.
- 👉 Drop a like or comment.
- 👉 Then connect. Then message.

Cold becomes familiar — and familiar **gets replies.**



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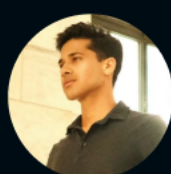
Swipe →

The target?



- ✓ SSI above 70.
- ✓ Messages that deliver.
- ✓ Replies that turn into calls

This isn't about gaming a number. It's about becoming **unignorable to the people who matter.**

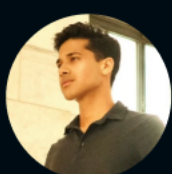


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We built Tiger to run this in the background

- 👉 Warm up leads **automatically**
- 👉 **Track** reply rates
- 👉 **Stay visible** without daily posting (you should try to though!!)



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Founder @ Tiger

Swipe →



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Founder @ Tiger

**Want the exact setup
we use to boost SSI and
book meetings?**

DM me **"SSI"** and I'll send it over.