



Adhiraj Hangal
Founder @ Tiger

THE LINKEDIN PLAYBOOK

Get clients on
autopilot without
spamming, guessing,
or burning out.



for Service Founders

Selling a service is hard
when you're also the
product. You don't have
time to chase leads all day.

But relying on content alone **isn't working.**



Adhiraj Hangal
Founder @ Tiger

Swipe →



This is how
top solo creators
fill their calendar –
predictably.

🔖 **Save this.** It's the full system.



Adhiraj Hangal
Founder @ Tiger

Swipe →



You're doing everything "right"

- Posting value
- Updating your profile
- Engaging daily



Adhiraj Hangal
Founder @ Tiger

Swipe →

But leads are **still random**.
DMs are **dry**.
And every month feels like a **reset**.

You're not doing it wrong.
You're just missing the **distribution engine**.



Adhiraj Hangal
Founder @ Tiger

Swipe →

Step 1



Know What "Ready to Buy" Looks Like

Look for real buying signals on LinkedIn:

- 👉 Just **changed roles**
- 👉 **Hiring** for what you offer
- 👉 Mentioning **pain points in posts**
- 👉 Engaging with your **competitors**

Don't wait to be discovered. Find the people already leaning in.



Adhiraj Hangal
Founder @ Tiger

Swipe →

Step 2

Search Like a Founder, Not a Marketer



Use filters like:

- 👉 **Title:** "Founder", "Head of Growth", "Marketing Lead"
- 👉 **Keywords:** "newsletter", "ops", "ghostwriter"
- 👉 **Activity:** posted in the last 30 days
- 👉 **Past companies** your clients come from

Bonus:

People who recently viewed your profile = warm leads



Adhiraj Hangal
Founder @ Tiger

Swipe →

Step 3



Start Conversations That Don't Sell

Cold DMs shouldn't feel cold. Use simple, relevant questions like:

"Saw you're hiring for content. Are you building in-house or still figuring it out?"

or

"Noticed you're scaling your offer — how are you approaching lead gen right now?"

Short. Specific. Human.



Adhiraj Hangal
Founder @ Tiger

Swipe →

Step 4



Make Your Profile Convert (Silently)

Once someone checks your profile, it should answer 4 things fast:

- 👉 **Who** you help
- 👉 **What** you help them achieve
- 👉 **Why** they should trust you
- 👉 **How** to take the next step

No fluff. Just clarity.



Adhiraj Hangal
Founder @ Tiger

Swipe →

step 5

Build the Anti-Cringe Follow Up System



Most deals die in silence, not rejection. Follow up like a human.

Try:

"Just bubbling this up in case it slipped through — still something you're looking at?"

Or:

"Quick ping — helped 3 others fix this last month. Want me to send over how?"

No pressure. Just context.



Adhiraj Hangal
Founder @ Tiger

Swipe →

Step 6

Test Before You Scale



Don't automate **untested messages**.

Do this first:

- 👉 **Write 3** message variations
- 👉 **Send 10** of each manually
- 👉 **Track** reply rate

Keep the winner, kill the rest. If it doesn't work at 10, it won't work at 100.



Adhiraj Hangal
Founder @ Tiger

Swipe →

Step 7



Build a Weekly Growth Engine

Here's the weekly rhythm that works:

- 👉 100 targeted connections
- 👉 15–30 contextual DMs
- 👉 1–2 positioning posts
- 👉 5 follow-ups
- 👉 **Track** reply rates + results

No ads. No agency. Just systems.



Adhiraj Hangal
Founder @ Tiger

Swipe →

When it's Time to Scale

Once you're getting **consistent replies**, and your **profile's converting...**

You shouldn't keep doing it all manually.

That's when you **add leverage:**

- 👉 **Automate** connection requests
- 👉 **Send** your top-performing message
- 👉 **Let replies come in** while you focus on client work

You're not spamming. **You're scaling what already works.**



Adhiraj Hangal
Founder @ Tiger

Swipe →

This exact system has
helped 6 creators I know
go from random leads to
predictable pipeline.

(without ads, VAs, or spam)

It works because it's built around what people
actually respond to.



Adhiraj Hangal
Founder @ Tiger

Swipe →

The Weekly Client Engine

(Save this)

Your repeatable system:

- 👉 **100** targeted connections
- 👉 **15–30** high-context DMs
- 👉 **1–2** high-signal posts
- 👉 **5** low-pressure follow-ups
- 👉 **Track** what works, kill what doesn't

Once it works manually, automate the busywork.
Keep the human touch.



Adhiraj Hangal
Founder @ Tiger

Swipe →



Adhiraj Hangal

Founder @ Tiger

**Once this system works manually,
you can put it on autopilot.**

Tiger helps you:

- ✓ **Connect** with your niche
- ✓ Send proven messages **automatically**
- ✓ **Stay visible** to ideal clients — without doing it all by hand

Want the filters, message templates, and setup walkthrough?

Comment "clients" below or DM me & I'll send the full playbook.