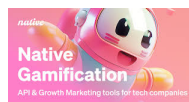Forte No-Fluff Guides
Powered by AI & Exited-Founder experience

GTM Audit - build a GTM Strategy & Roadmap that actually gets you somewhere

Let's dive in

As lovingly used by early stage start-ups like:

Take a day or two to benchmark yourself against the following pillars:

Audit your own GTM effectiveness

Nail GTM Essentials | Figure out Growth loops.| Improve closing every week

GTM Essentials

- ICP
- Persona
- Positioning
- Objectives
- Value & Messaging
- GTM motion
- Acquisition channels

Increase leads

Increase win rate

Marketing / Demand Gen

How can I get more leads?

- Branding
- Scalable channels
- Non-scalable tests per quarter
- Content & SEO
- Scaling Authority & Credibility
- Building FOMO
- Distribution
- Inbound essentials
- KPIs, weekly iterations, growth loops

Sales & Closing

How can I convert more of those leads?

- Outbound - Message-mkt fit.
- Outbound - Automation & scale
- Signal based, AI agent-led GTM
- Sales process evolvement
- Nail founder-led sales: Demo → Disco → Closing improvements
- Sales Playbook
- Hiring & Onboarding
- KPIs, tracking, review
- CS hand-over, onboarding as first step of closing

GROWTH HACKS

GTM Automa-tions	Record learnings	Founder Brand	100 True Fans	Virility / Referrals

Alper Yurder
Follow for more GTM tips!

company/growforte
in/alper-yurder

fortegrowth.co

Continue reading on the next page!

▼ Three core questions of growth

Having built my own B2B SaaS startup and worked with scale-ups and early-stage teams, I've seen the **same GTM challenges repeat over and over**.

For startups between **pre-seed and Series B**, the road to **Product-Market Fit (PMF)** often comes down to three core questions:

 ❓ **How do we generate demand**—consistently and sustainably, without blowing up CAC?

 ❓ **How do we convert that demand into revenue**—whether through PLG, SLG, or a hybrid model?

 ❓ **How do we onboard, activate, and upsell customers** to maximize LTV and retention?

🎁 **Bonus:** Check out my other guides:

🎁 • **Executing Your Outreach Strategy**

🎁 • **Growth Tactics for B2B Startups**

🎁 • **High Response Linkedin outreach templates**

Before we begin, I'll suggest taking a day or two to audit your current GTM strategy.

When I start working with a startup to build their revenue engine, I do this exercise:

▼ Use This Framework to Review Your GTM Strategy

Whether you're a **founder leading growth** or an **early-stage operator owning GTM**, your first move should be to **create a clear, actionable GTM Roadmap**.

This isn't just a strategic exercise—it's a **foundational step** to driving growth.

👉 **This is essential, not optional:**

✅ Align your co-founders around a shared vision

✅ Build a short-to-long-term plan you can execute

✅ Show investors you're serious, structured, and ready to scale

Self-Review Your GTM Strategy

When I work with startups—whether in an advisory, consulting, or hands-on role—I follow the same process I used to scale my own SaaS company.

You can **run the same process yourself** using this GTM One-Pager Questions Template.

Here's how:

1. **GTM Audit**

   Start by assessing your current position with the linked template.

2. **Independent Reflection**

   Each co-founder fills it out separately—take a walk, reflect solo, and come prepared.

3. **Collaborative Workshop**

   Come together for a half-day session to align on answers and lock in your strategy.

4. **Write the Roadmap**

   Capture the essentials in a 1-page GTM roadmap that outlines your growth strategy over the next **90 / 180 / 360 days**.

Check out these real examples for inspiration:

GTM Strategy for Seed Stage Startup

GTM Roadmap for LegalTech Startup

Founder - BUILD framework:
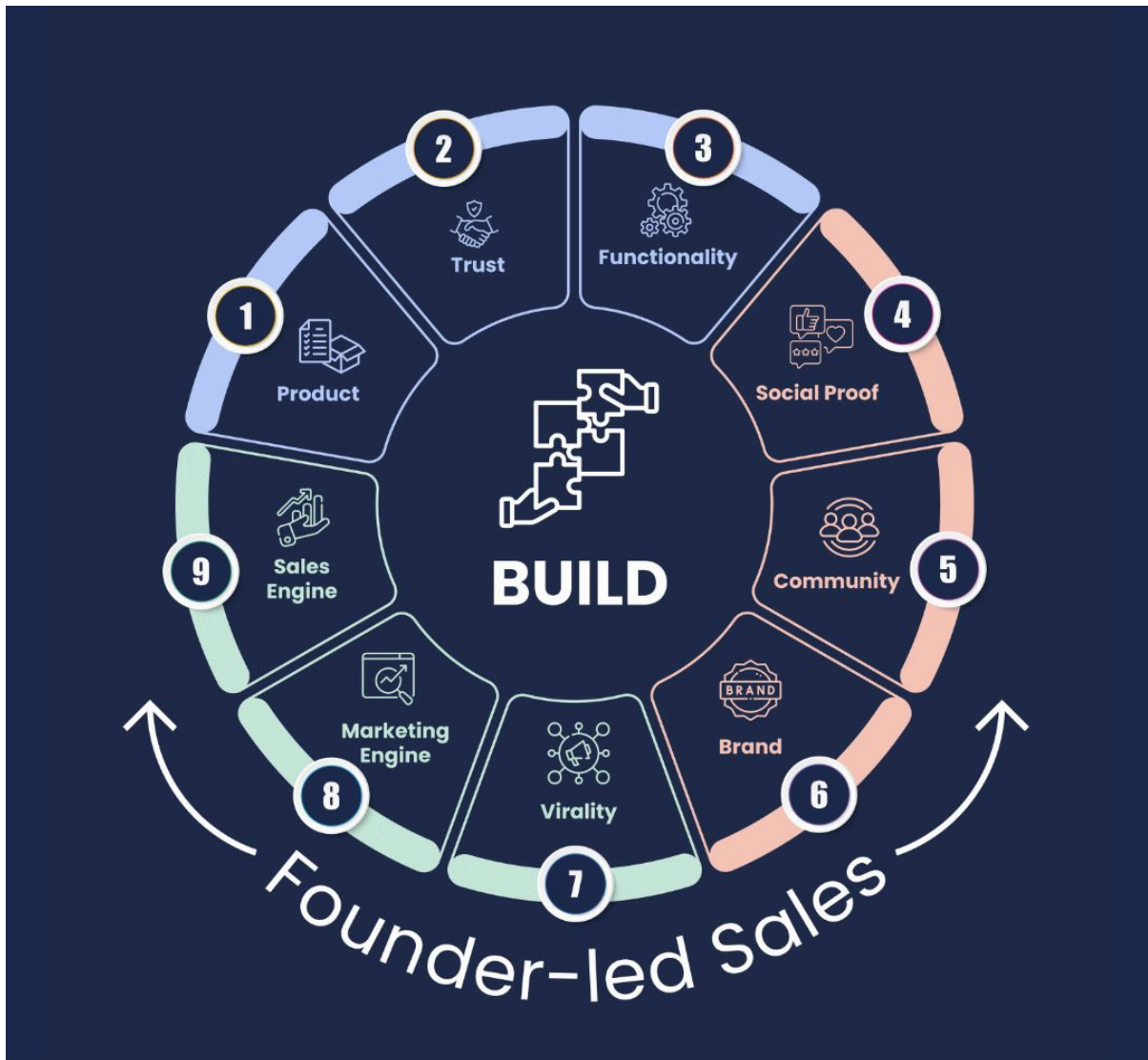
🚀 Founder-Led, AI-Bound GTM Playbook (2024–2025 Edition)

> For B2B startups going from traction to repeatable revenue — without hiring a team.

1. Why GTM Is Your Survival Strategy

- Most startups fail due to poor GTM, not poor products
- It's harder than ever to move from Pre-Seed → Seed → Series A
- VCs fund **traction**, and traction starts with a repeatable GTM engine

2. The World Has Changed

- 💸 Funding is limited, VCs expect proof
- 🧊 Sales cycles are slower, buyers more skeptical
- 🤹 You're juggling everything: product, sales, hiring, fundraising

> You don't need more people. You need a system.

3. Core Shifts: Modern GTM Needs…

✅ Founder Brand

> People buy from people — especially at early stage.
>
> Build trust on LinkedIn, newsletters, and through your founder voice.

✅ Founder-Led Sales

> The best feedback loop is closing your first 10–50 deals yourself.
>
> You learn messaging, objections, channels — fast.

✅ AI-Bound GTM

> Leverage AI and automations before you hire.

> You can now execute like a 5-person team with 1 founder + the right stack.

4. What You Need to Crack Before Hiring GTM Roles

Must-Crack Area	Example
🎯 ICP + Messaging	Precise, pain-based, buyer-aligned
🧪 Demand Gen	Outbound + inbound tested and working
💬 Sales Motion	Follow-up, demos, closing that works
🧱 Founder Brand	LinkedIn, credibility, proof of trust
📊 Funnel Tracking	CRM + dashboards, clear conversion data
📘 Repeatable Process	Scripts, SOPs, cadences to hand off

> Don't hire before this — you'll burn cash on confusion.

5. The 4-Step GTM Execution Framework

Step	Focus
1️⃣ Message-Market Fit	Positioning, ICP, offer clarity
2️⃣ Demand Generation	Outbound + inbound + virality
3️⃣ Sales-Market Fit	Founder-led closing system
4️⃣ Qualify + Deliver	Focus on right buyers, post-close process

6. Weekly Execution: Test → Learn → Iterate

- Run focused experiments (message, offer, ICP, pricing)

- Use AI + automation to scale without extra hands

- Measure signal, update roadmap weekly

- Document learnings — build your GTM playbook

7. What Channels to Test

🧠 Scalable:

- AI-powered outbound

- SEO & blog (quick content)

- LinkedIn + founder content

- Product-led growth (freemium / trial)

🛠️ Non-scalable but high-signal:

- Founder-to-founder outreach

- Warm intros, referrals

- Manual early user interviews

- LinkedIn comment engagement + DMs

8. The Tool Stack That Powers Everything

🔥 Outbound & Outreach

Use	Tools
Cold Outreach + Sequencing	**Honeysales**, **Apollo**, **Waalaxy**, **Dripify**
Personalization + Enrichment	**Clay**, **PhantomBuster**

💼 Founder Brand + LinkedIn

Use	Tools
Post Creation + Hook Writing	**Easygen**, **Xgenerate**, **Deepsearch**
Visuals + Carousels	**Napkin**, **Canva**, **Gamma**
Comment Farming + Feed Visibility	**Manual strategy** + tools layered with AI

🧪 Product + Landing Page Tests

Use	Tools
Fast landing pages / MVPs	**Replit**, **Manus**, **Typedream**
Feedback loops	**Intercom**, **Mixpanel**

⚙️ Automation Engine

Use	Tools
End-to-end orchestration	**n8n**, **Zapier**, **Make**
CRM sync + lead tracking	**HubSpot**, **Pipedrive**

📈 Content + Knowledge Hub

Use	Tools
Writing + content reuse	**ChatGPT**, **Rewriter**
Internal comms + team/client alignment	**Slack**, **Loom**
Docs + sharing	**Notion**, **Google Drive**, **Zoom**

9. Our Engagement Model

> I help you build and run your GTM engine, until it runs without me.

Step-by-step:

1. 🔍 Audit: Review your current GTM, pipeline, content, sales flow

2. 🎯 Roadmap: Design a 30–60–90–180 GTM contract

3. 🖊️ Sprint: Weekly hands-on execution (outreach, content, feedback)

4. 📘 Output: GTM system, repeatable playbook, traction-ready narrative

5. 💸 Bonus: Raise better — we create investor-ready traction slides

---

✅ You Walk Away With:

Deliverable	Outcome
GTM Contract	Alignment across team, co-founders, VCs
ICP & Messaging Doc	Messaging that works in the real world
Sales & Outreach System	Sequencing, scripts, playbooks
Founder Brand Engine	Content calendar, post templates, visuals
AI-Stack & Automations	Run faster without hiring yet
Traction Dashboard	Fundraising asset with real metrics
Notion Hub	All GTM knowledge, repeatable & ready to scale

▼ Or Work With Me to audit your GTM in a 2-4 Week Sprint

If you'd rather move faster with expert input, I offer a sprint format where we **co-create your GTM strategy** and kick off a **3-month traction plan**.

Here's what that looks like:

👉**GTM Strategy Workshop**

A deep-dive session with the founding team to craft your GTM roadmap. I come in with hypotheses, interviews, and this key mindset:

"If this were my startup, how would I grow it?"

👉**Monthly Action Plan**

Based on your stage and goals, we create a monthly execution plan broken into **bi-weekly sprints**—just like product teams do.

👉**Bi-Weekly GTM Sprints**

Focused on:

- Generating leads

- Converting them into paying customers

- Iterating based on real traction

This framework is designed to **move fast, stay focused, and generate early wins**—without wasting time or budget.