



# You've built a great product, but is the world listening?

How to go from 0 to \$1M ARR with zero marketing spend with  
**founder brand & guerilla tactics**



Alper Yurder, June 2025



# You're building something great, now you need the world to know about it

Getting from Zero to \$3M ARR in 20 actionable steps



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



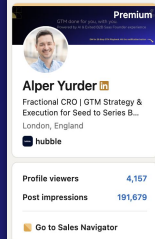
## From Zero to One Million: Actionable Guide for Early Stage Startups

**Your Product is Great, But Is the World Listening?**

As a fellow SaaS founder, I know the struggle of building a product that you believe is simply great and everyone needs it to then realizing the **hard part is getting others to believe in it**. The real challenge is creating **demand**—making people feel like they **need it urgently**. This playbook takes you from zero to one million by building **real traction**, **creating credibility**, and **scaling your product**.

**Your Handbook for Scaling Your Product & Creating Demand**

Hey, I'm Alper — GTM Partner for founders scaling from traction to repeatable revenue, exited SaaS Co-founder & CEO.



**Alper Yurder**  
Fractional CRO | GTM Strategy & Execution for Seed to Series B...  
London, England  
huddle

Profile viewers 4,157  
Post impressions 191,679

Go to Sales Navigator

### Step 8: Use Expert Roundups to Build Credibility

Feature Industry Experts to Gain Exposure

The best way to get noticed is to feature others—this builds relationships and brings exposure.

Let's make it happen:

- Reach out to 10-20 industry experts and invite them to contribute to an expert round-up.
- Promote these experts through your channels and ask them to share the content.
- Tip: By featuring experts in your content, you'll get the **credibility** that drives more traffic.

Why it Matters: Expert roundups build trust, social proof, and help you get featured on high-traffic platforms.

Here's an example to get you started: [15 Revenue Experts Share the Tactics to Enable Buyers and CL...](#)

**How to Close**

Alper Yurder  
Follow for more GTM tips!

You and 608 others

2,222 comments · 9 reposts

Import prospects who have reacted or commented

**Reactions**

Like Comment Repost Send

150,985 impressions

View analytics

Zero to 1 Playbook



Alper Yurder, June 2025



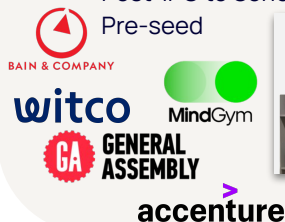
# Hi 🖐️ Allow me to introduce myself



I'm **Alper**. I'm a former founder & a B2B Sales expert with +15 years of experience building and scaling GTM.

## Sales, GTM and 0-to-1 are the story of my life

- Built, scaled, exited – from scratch.
- Lived the pivots, early chaos, first 10 customers.
- This isn't theory. It's firsthand.
- Post-IPO to Series-D, Series A and Pre-seed



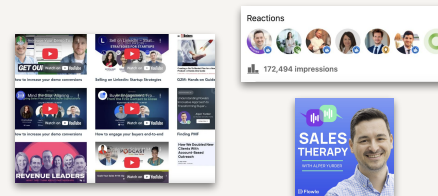
## Operator first

- \$50M+ in sales closed
- Raised, built GTM, scaled teams
- Advised 10+ B2B startups (SaaS, AI, fintech)
- Ex-founder, mentor, investor



## Playbooks that actually work for founders

- 1,000s of leads via founder-led playbooks
- Built growth loops with brand, podcast, outbound
- I embed, build, and deliver – not just advise
- No fluff. Just systems that scale





# How I work with startups & founders

I work with startups as a GTM Partner to get more leads and close more deals in 3 ways:

## CEO / Founder mentoring

- **Weekly calls** to think clearly and move faster
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- **No heavy commitment – just honest, focused convos**

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## Revenue accelerator & Hands-on GTM execution

- **Weekly sprints** to execute founder-led **GTM system** and achieve results monthly
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  - Joint sales calls, **close together**
  - Ship content, test channels, track results

👉 Best for founders who want more than advice to get more leads, close more deals, but not full-time



## Fractional revenue & GTM leader

- 1.5–2 days/week — **full execution, leadership, and results**
- I embed as part of your team to:
- **Co-own GTM and sales** motion end-to-end
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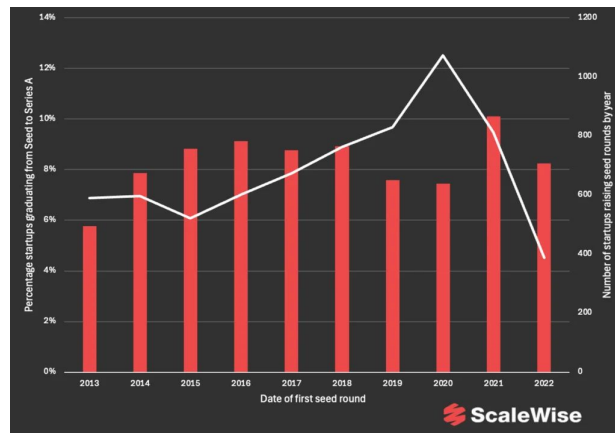
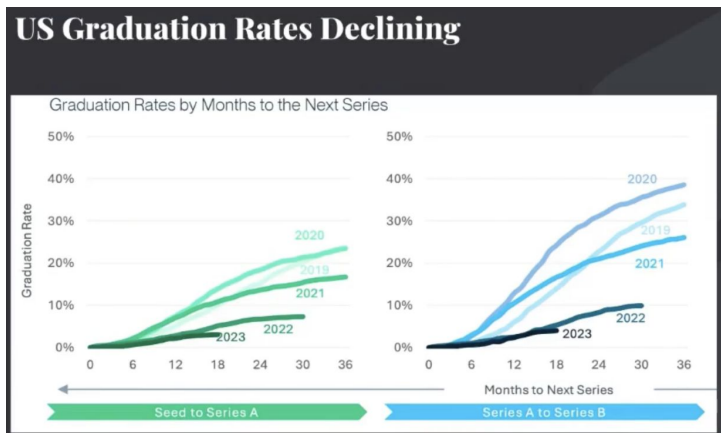
👉 Best if you want someone experienced to co-own GTM with you until you figure things out and hire full time





# The B2B Startup Landscape Today

Slowing graduation levels from **Pre-seed to Series-A**.



**UK Graduation Rates: Seed to Series A**

**Market dynamics:** Reduced VC funding, slowing graduation levels from pre-seed to Series-A

💡 Startups that nail their GTM and sales early are **3x more likely** to attract funding and scale.



# Clear path to growth: The VC expectation

Clarity | Credibility | Repeatability: Show me how you're gonna spend my money?



## Clear GTM strategy

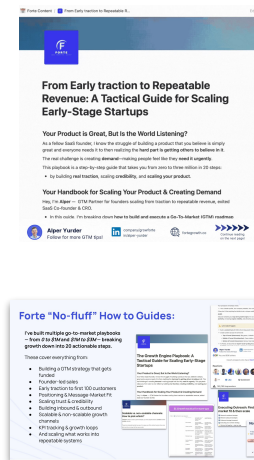
Specific, actionable plan to reach customers

## Founder-led sales & marketing

Proven ability to close deals yourself

## Efficient customer acquisition at scale

AI-powered demand gen: do more with less





# You don't need millions for the world to know you!

You need a clear GTM strategy, signals & activities to scale **TRUST**

Start with outbound to test signals and traction. Not spam!

## Message-mkt fit!

- Look for buyer signals
- What flows fast

## Why so hard?

- Attention span
- Tool overcrowd
- Without inbound fails

## 💡 Tactical implementation:

- Begin with LinkedIn & convos.
- Use audience language, not features.
- Once it clicks → outbound: test, tweak, repeat.
- Max 200–300 per batch.





# Then turn social proof into a trust engine with scalable & non-scalable tactics

## Case Studies

Detailed success stories from satisfied clients

## Testimonials

Use Senja or similar for Love Walls

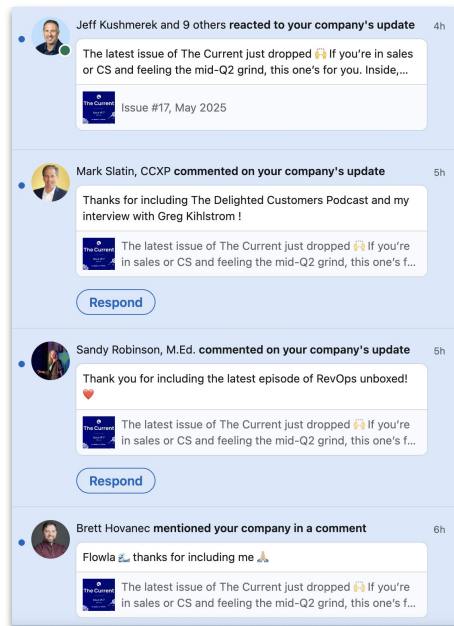
## Events & Awards

PR events, launches like PH launch are great



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"Flowla provides a one-stop-shop for all pieces of our sales process. Our customers consistently cite it as differentiator that sets us apart from competitors."

Kelly McIntosh, Head of Revenue Operations

tilt



tally\*

XGEN<sup>AI</sup>

~ RIVERSIDE





# Inbound & Outbound Together

Linkedin - Founder Brand - Content - Community



## TOFU: Top of Funnel

Value posts, hooks, and attention-grabbing content to attract initial interest



## MOFU: Middle of Funnel

Email sequences, case studies, and deeper educational content for engaged prospects



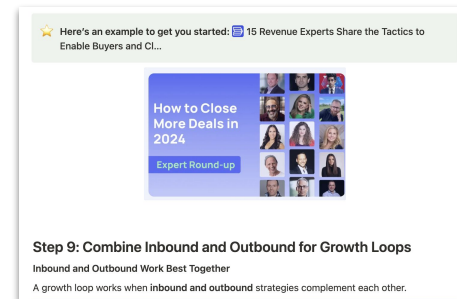
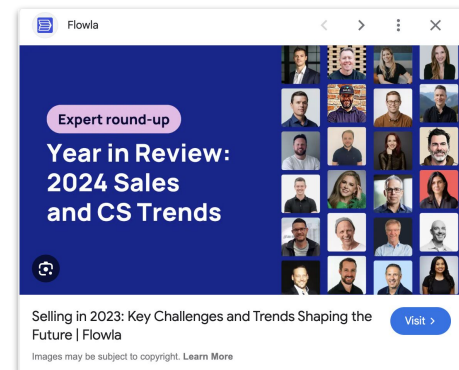
## BOFU: Bottom of Funnel

Comparisons, pricing details, and content addressing common objections



## Your inbound strategy needs four pillars:

1. Authority → Trust
2. Use founder story, problem/solution posts, customer quotes, SEO pages.
3. **Exercise:** List 10 trust-building ideas.
4. Check Ahrefs + LinkedIn comments for signals.





# Build your founder brand first

## 1,000+

Leads generated

From founder-only content strategy

## 3x

Engagement rate

Compared to company content

## 52

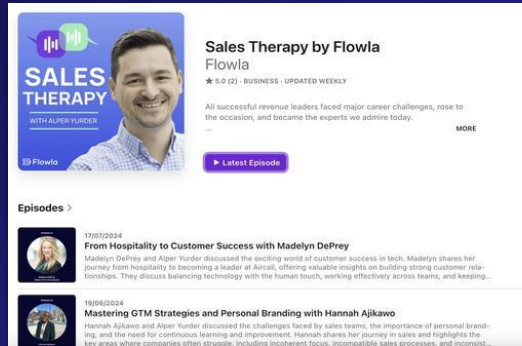
Weekly posts

Consistent sharing builds audience

### 💡 Your unfair advantage: Founder-Brand

- People buy you before your product.
- A founder's personal brand builds trust faster than company posts.
- Share wins, failures, and behind-the-scenes weekly to stay human and relatable.

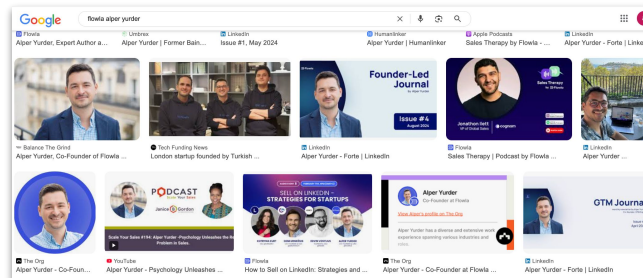
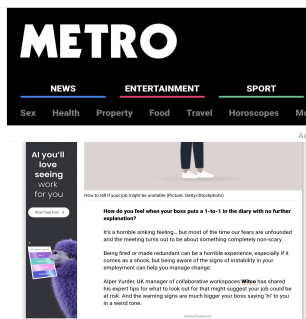
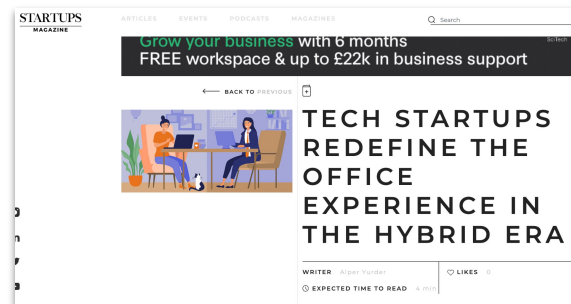
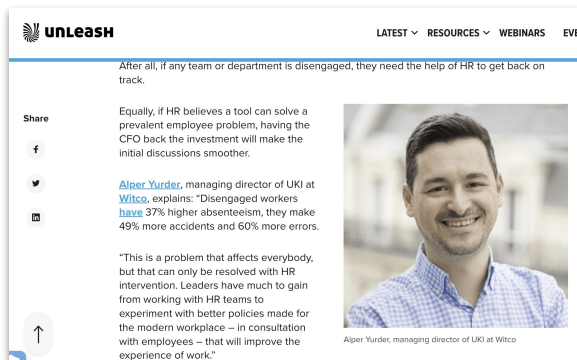
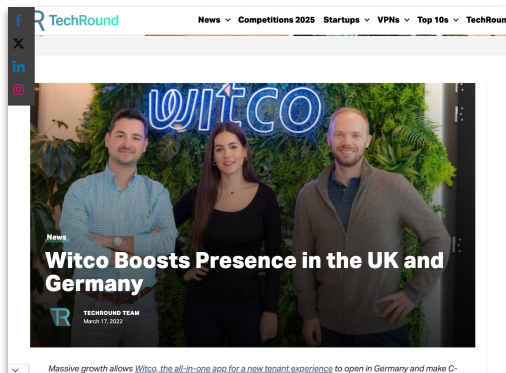
Want a full system? Grab our [LinkedIn Flywheel Guide](#) for a step-by-step brand-building framework.





# Sustainable scalable systems: ✗ Paid ads

Building trust at scale ✓ For “FREE”



Alper Yurder, June 2025



# Doing marketing with limited sources

Podcasts, webinars, event series, influencer marketing, guerilla marketing  
All at the cost of **yourself and your brand!**

## 1M views

On influencer almanac

From guerilla marketing - 52 influencers share for free

## 10x

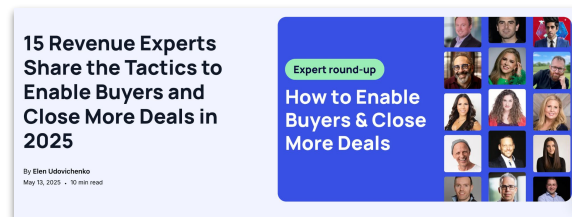
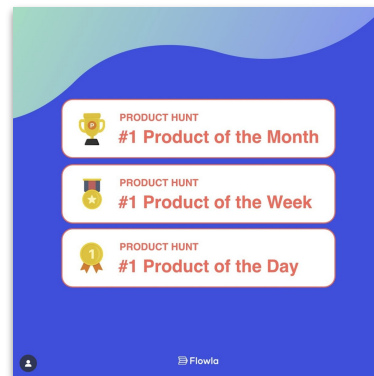
SEO

Compound over a year in blog views

## 5K downloads

Expert roundups & Lead magnets

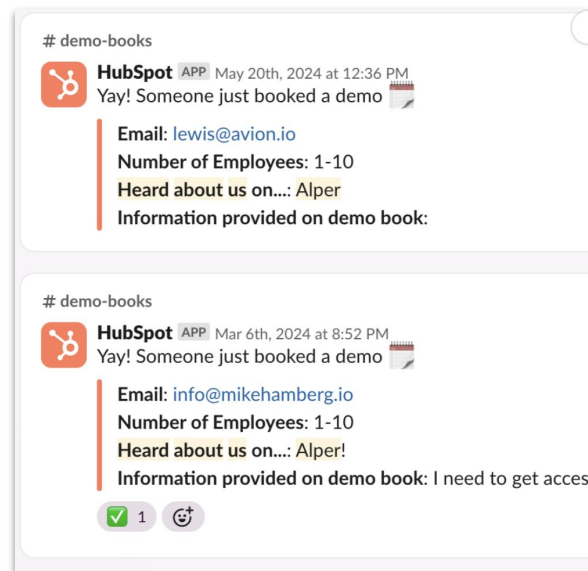
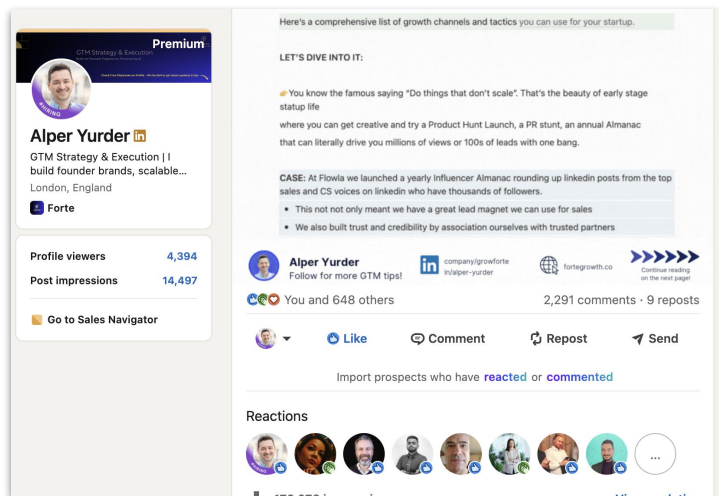
Weekly visits to the website





# Founder brand & LinkedIn

Cringe at first, not so much when inbound leads come in. We generated **first \$500K ARR with zero paid ads**, just founder brand, non-scalable tactics, a mix of outbound & virility.





# We did it for Atria team

On the flight during fundraising towards pre-seed

**Atria AI secures £720,000 backing to revolutionise legal workflows with lawyer-grade AI**



**Atria AI**, a pioneering provider of generative AI solutions tailored for the legal industry, has successfully completed its pre-seed funding round (£720,000) led by Fuel Ventures and a network of esteemed angel investors. This investment marks a pivotal step in Atria AI's mission to revolutionise legal workflows with cutting-edge artificial intelligence.



## AtriaAI

Delivery

- Final
- Google Docs: Atria G2M draft - with Alper ideas
- Draft sales plan
- Simple sales plan
- G2M Strategy One-pager Example
- G2M Strategy One-pager
- 20.11.24 - Post workshop summary
- 20.11.24 - Post workshop summary (1)
- 20.11.24 - Workshop G2M Alper Answers
- 20.11.24 - Workshop G2M Alper Answers (1)
- Workshop prep: Questions to reflect on
- 20.11.24 - Workshop prep. Questions to reflect on (1)
- 12.11.24- AtriaAI - Pre Kick-off - Original
- 12.11.24- AtriaAI - Pre Kick-off - Original (1)
- 31.10-7.11-AtriaAI - Discovery notes



# Co-founder as a service for fintech startup Wealt

From nobody knows to signals in < 3 months, and a system in 6 months

## From 2K to 6K

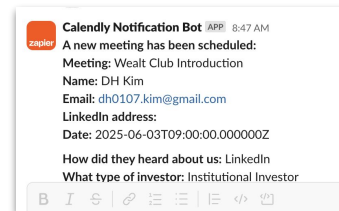
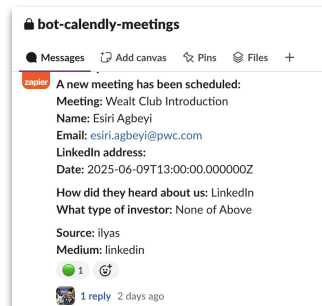
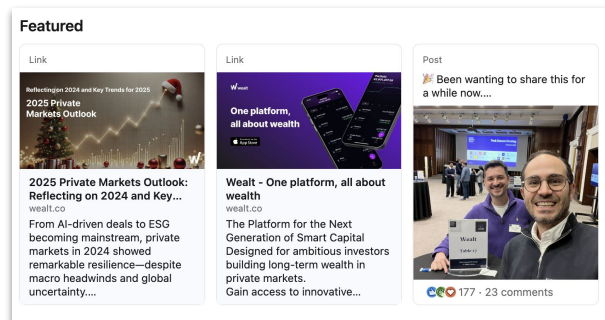
Followers

## \$100K

Opportunities in one month

## 5 meetings/week


In month 3






# +100K from LinkedIn in 3 mts.

With the right methodology & tactics



## Forte No-Fluff Guides

Powered by AI & Exited-Founder experience



### How to: Turning your LinkedIn into a Revenue Machine

**What's in this Forte Guide?**

What's in this Forte Guide?

Turn Your Profile Into a Lead & Revenue Machine — Without Spamming Anyone

INTRO: Why This Playbook Exists

House keeping & before we start:

Now let's F GO!!!

If you bought in to the idea - let's get real and help you step-by-step 📌

## Step 6 — Turn Posts into DMs

### Your ICP starts reaching out to you

"Saw your post, want to work together" kindled new project discussions.

### Potential Investors Engage

Founders expressed interest in investing triggered by timely posts.

### Old Leads Reactivate

Previously unresponsive contacts re-engaged after seeing fresh content.

Connections | InMail | Shared

**Free Consulting** (Image removed)  
Commented on your post about AI & Exited-Founder experience. Would you be willing to do a 15 min call to discuss your business?

Would you be willing to do a 15 min call to discuss your business?

Yes, I would be willing to do a 15 min call to discuss my business. My email address is [alper@alper-yurder.com](mailto:alper@alper-yurder.com)

Thanks, Alper

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Thanks, Alper

**Alper Yurder**  
Follow for more GTM tips!

[company/growforte](https://company/growforte)  
in/alper-yurder

[fortegrowth.co](https://fortegrowth.co)

Continue reading on the next page!

## Step 4 — Engage with comments

### Create a network

For your posts to circulate, you need a tribe of people who follow and like you first. Before you go "viral"!

### Comments get more impressions than posts

Find relevant posts and comment smartly to get people to view your profile.

...general sense to create a sense of community and engagement. It helps rationalize the landscape. It cuts duplicate costs, strengthens price power, and improves logistics density — all key levers to make unit economics viable and sustainable over the long term. For DoorDash, acquiring Deliveroo isn't just about geographic reach — it's about embedding resilience into the supply chain. If regulators don't stand in the way, this could be a game-changer. I, if regulators don't stand in the way, this could be a game-changer.

Like 2 | Repost 1

## Who's viewed your profile

Past 365 days | Interesting viewers 4 | Company | All filters | Reset

**928**  
Profile viewers  
▼ 3% previous week

Apr 17, 2025 - Apr 24, 2025  
Viewers 44 ▲ 22% previous week

Jun 6 | Aug 1 | Sep 26 | Nov 21 | Jan 16 | Mar 13 | May 8





# A few key takeaways for later in your journey

1

## GTM is more than sending 1000 emails hoping for 1 meeting

- Outbound only works with inbound
- Trust is the basis of sales
- Authority & credibility are the bases of product marketing
- Treat your go-to-market like your product. Test. Iterate. Improve.

*"I sent this to 200 people and nobody replied..."*

Is it the product?  
Or is it your messaging?  
Your positioning?  
Your targeting?

*"Nobody likes my product" is almost never true.*

2

## You don't need to hire 10 people and wait 6 months for results any more - AI is here

- **Signal-based AI automations and outreach:** Honeysales, Clay, Salesforce
- **SDR agents, content and commenting tools:** Texau, Taplio, Engage AI
- Napkin, Gamma **creating presentations** in a second
- Replit **building websites, landing pages**; Trojan horse in minutes

3

## Product-market fit *isn't* a moment — it's a moving target.

- It evolves. It sharpens. It gets clearer over time.
- And the same is true for GTM, sales, and marketing.
- You need to iterate on them just like you do on product & tech.
- Treat go-to-market like a product problem — not just a sales problem.





# How I work with startups & founders

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