



# 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



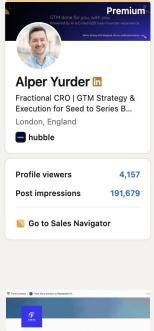
### From Zero to One Million: Actionable Guide for Early Stage Startups

**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



**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 C...



**Alper Yurder** Follow for more GTM tips! [Company profile](#) [Follow](#) [fortegrowth.co](#) [View post](#) [Comment](#) [Repost](#) [Send](#)

2,222 comments · 9 reposts

Import prospects who have reacted or commented

**Reactions**

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



witco



accenture



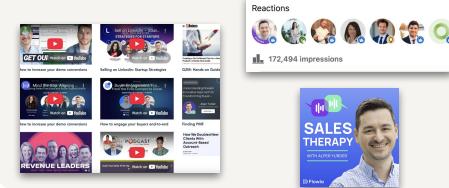
## Operator first

- \$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
- For founders who want a sparring partner to:
  - Bounce ideas & get clarity
  - Unblock GTM & product direction
- Leads, deals, strategy, founder brand
- **No heavy commitment – just honest, focused convos**

👉 Best for early-stage founders or those who need a “smart” person to figure out strategy & execution



## Revenue accelerator & Hands-on GTM execution

- **Weekly sprints** to execute founder-led **GTM system** and achieve results monthly
- You get me 6 hrs/week to:
  - Build & execute **GTM strategy**
  - Shape your founder brand + messaging
  - Create **inbound & outbound** growth loops
  - Set up **CRM + sales systems**
  - 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

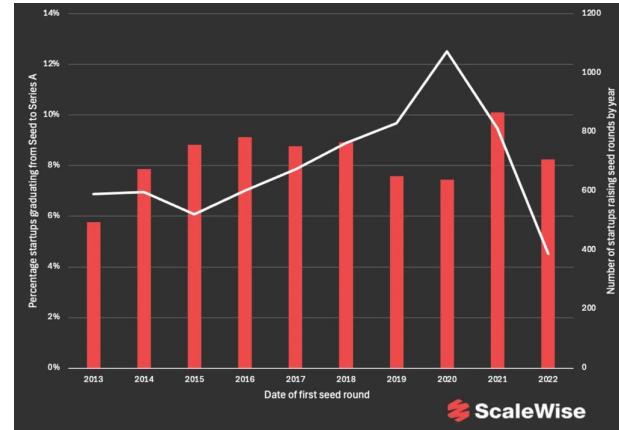
- 1.5-2 days/week – **full execution, leadership, and results**
- I embed as part of your team to:
- **Co-own GTM and sales** motion end-to-end
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👉 Best if you want someone experienced to co-own GTM with you until you figure things out and hire full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



**GTM Strategy for Seed Stage Start-up**

**ICP, Persona Definition, and Go-To-Market Strategy**

**From Early traction to Repeatable Revenue: A Tactical Guide for Scaling Early-Stage Startups**

**Executing Outreach: Find Message-market fit & then scale**

# 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.

The slide features a blue header with a white 'F' logo. The main content is titled 'Executing Outreach: Find Message-market fit & then scale'. Below the title is a list of 10 bullet points under the heading 'Bringing it all together - step-by-step'. The footer contains a small 'FORTÉ' logo.

- Inbound to outbound strategy
- Effective outbound strategies
- Outbound strategy framework
- Executing your outreach strategy
- Bringing it all together - step-by-step



**Dripify**



PhantomBuster



**Apollo.io**



**clay**

**Salesforge**

**Relevance AI**



**LinkedIn**  
SALES NAVIGATOR



**TexAu**



**honesales**



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

## Case Studies

Detailed success stories from satisfied clients

## Testimonials

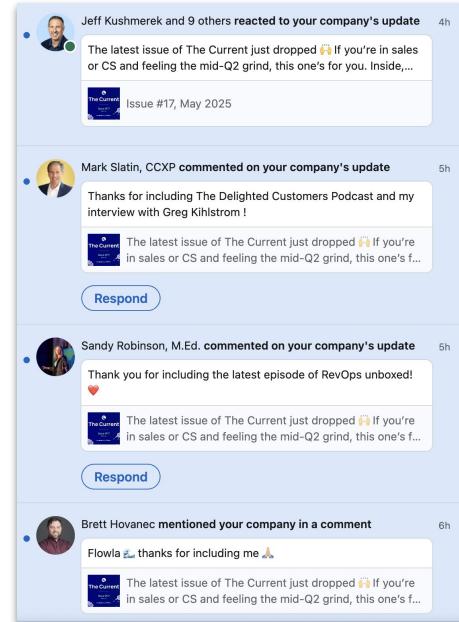
Use Senja or similar for Love Walls

## Events & Awards

PR events, launches like PH launch are great

### Tactical implementation:

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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



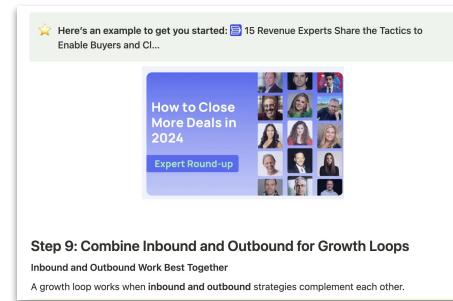
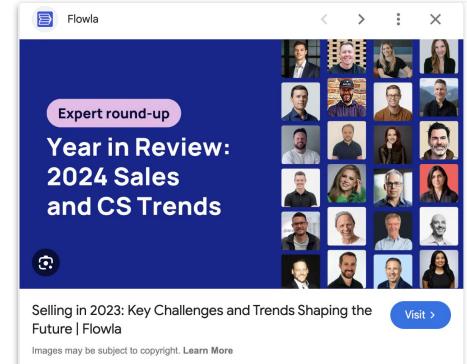
## BOFU: Bottom of Funnel

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

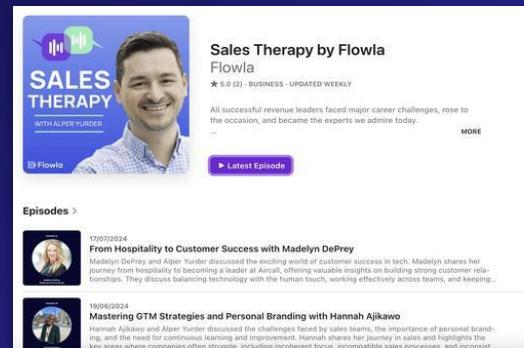
52  
Weekly posts

Consistent sharing builds audience

## 💡 Your unfair advantage: Founder-Brand

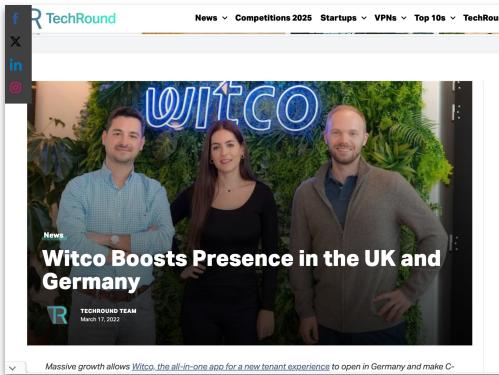
- People buy you before your product.
- A founder's personal brand builds trust faster than company posts.
- Share wins, failures, and behind-the-scenes weekly to stay human and relatable.

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



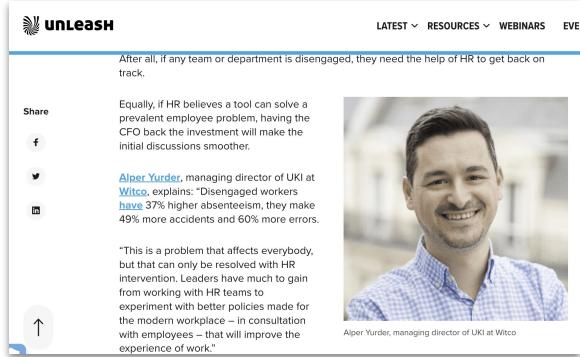
# Sustainable scalable systems: **✗** Paid ads

Building trust at scale **✓** For “FREE”



**Witco Boosts Presence in the UK and Germany**

Massive growth allows Witco, the all-in-one app for a new tenant experience to open in Germany and make C-

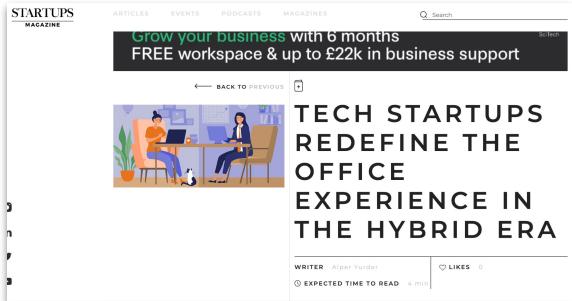


After all, if any team or department is disengaged, they need the help of HR to get back on track.

Alper Yurder, managing director of UKI at Witco, explains: “Disengaged workers have 37% higher absenteeism, they make 49% more accidents and 60% more errors.

“This is a problem that affects everybody, but that can only be resolved with HR intervention. Leaders have much to gain from working with HR teams to experiment with better policies made for the modern workplace – in consultation with employees – that will improve the experience of work.”

Alper Yurder, managing director of UKI at Witco



**GROW YOUR BUSINESS** with 6 months FREE workspace & up to £22k in business support

**TECH STARTUPS REDEFINE THE OFFICE EXPERIENCE IN THE HYBRID ERA**

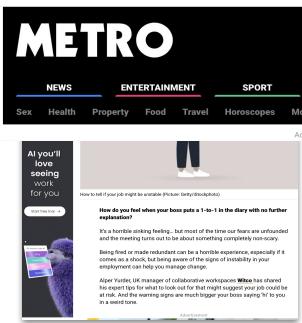
WRITER: Alper Yurder | LIKES: 0 | EXPECTED TIME TO READ: 4 min



**Going with the Flowla gains the sales tool \$1.3 million seed funding**

The UK-based start-up will let its sales software solution flow into European markets as it looks to take on more talent

Fiona Alston 28 March 2023



**METRO**

NEWS ENTERTAINMENT SPORT

Sex Health Property Food Travel Horoscopes Music

Al you'll love seeing work for you

How do you feel when your boss puts a 1-to-1 in the diary with no further explanation?

It's a horrible sinking feeling... but most of the time our fears are unfounded and the meeting turns out to be about something completely non-**sexy**. But when it does, it can be a horrible experience, especially if it comes on a Monday when everyone is still trying to get into the swing of the week and you're not sure what you're meant to do.

Alper Yurder, UK manager of culture and work culture, **Witco**, has shared the top 10 ways to handle 1-to-1s that might suggest your job could be at risk. And the warning signs are much bigger than your boss putting it in the diary.



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

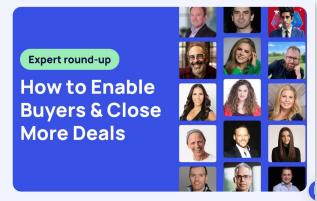
Expert roundups & Lead magnets

Weekly visits to the website



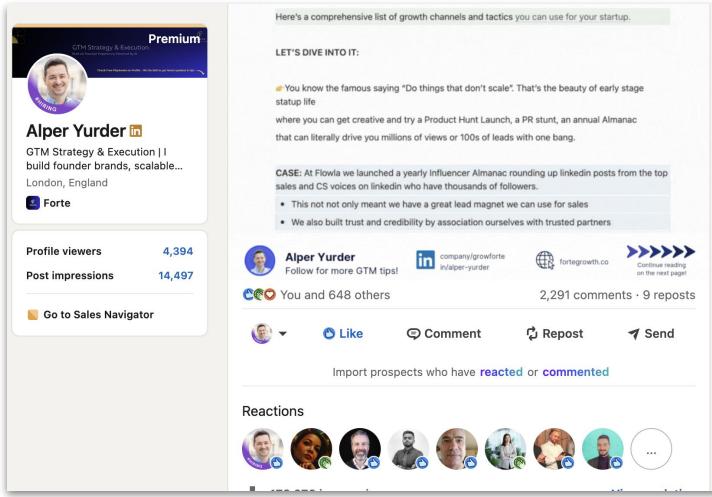
15 Revenue Experts Share the Tactics to Enable Buyers and Close More Deals in 2025

By Elen Udyovichenko  
May 13, 2025 • 10 min read



# 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.



LinkedIn profile of Alper Yurder:

- Premium**
- Alper Yurder**  GTM Strategy & Execution | build founder brands, scalable... London, England 
- Profile viewers** 4,394
- Post impressions** 14,497
- Go to Sales Navigator**

Post content:

Here's a comprehensive list of growth channels and tactics you can use for your startup.

LET'S DIVE INTO IT:

- You know the famous saying "Do things that don't scale". That's the beauty of early stage startup life where you can get creative and try a Product Hunt Launch, a PR stunt, an annual Almanac that can literally drive you millions of views or 100s of leads with one bang.

CASE: At Flowlia we launched a yearly influencer Almanac rounding up linkedin posts from the top sales and CS voices on linkedin who have thousands of followers.

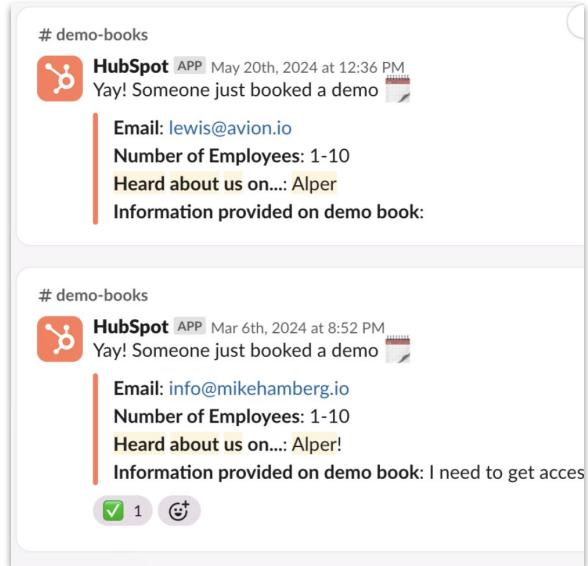
- This not only meant we have a great lead magnet we can use for sales
- We also built trust and credibility by association ourselves with trusted partners

Continue reading on the next page 

Alper Yurder  Follow for more GTM tips!  fortegrowth.co  2,291 comments · 9 reposts  You and 648 others    

Import prospects who have [reacted](#) or [commented](#)

Reactions 



# demo-books

 **HubSpot APP** May 20th, 2024 at 12:36 PM Yay! Someone just booked a demo 

Email: lewis@avion.io  
Number of Employees: 1-10  
Heard about us on...: Alper  
Information provided on demo book:

# demo-books

 **HubSpot APP** Mar 6th, 2024 at 8:52 PM Yay! Someone just booked a demo 

Email: info@mikehamberg.io  
Number of Employees: 1-10  
Heard about us on...: Alper!  
Information provided on demo book: I need to get acces  1 

# 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

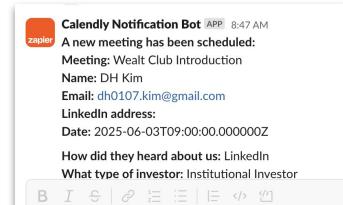
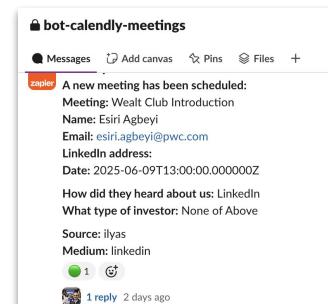
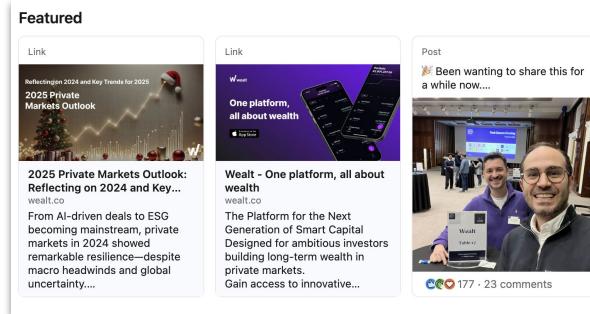
Followers

## \$100K

Opportunities in one month

## 5 meetings/week

In month 3



# +100K from LinkedIn in 3 mts.

With the right methodology & tactics

The collage includes:

- A screenshot of the LinkedIn profile of Alper Yurder, showing 928 profile viewers over the past 365 days, with a 22% increase from the previous week. The dashboard also shows filters for 'Past 365 days', 'Interesting viewers 4', 'Company', 'All filters', and 'Reset'.
- A screenshot of the LinkedIn post 'Step 4 — Engage with comments' by Alper Yurder, which has received 2 likes and 1 comment. The post discusses the importance of comments for getting impressions.
- A screenshot of the LinkedIn post 'Step 6 — Turn Posts into DMs' by Alper Yurder, which has received 1 like and 1 comment. The post discusses how to turn posts into direct messages.
- A screenshot of the LinkedIn profile of Alper Yurder, showing 44 viewers, with a 22% increase from the previous week. The profile includes a bio about turning LinkedIn into a revenue machine, a 'What's in this Forte Guide?' section, and a 'Your ICP starts reaching out to you' section.
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# A few key takeaways for later in your journey

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

1

- 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.

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

2

- **Signal-based AI automations and outreach:** Honeysales, Clay, Salesforge
- **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



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

3

- 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.

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