From Zero to GTM Engine with Founder-led sales & AI

Alper Yurder, May 2025 for Google Startups & Teniity

No-Fluff GTM Workshops loved by many

💙 **Forte Love Wall**

Zeynel Abidin Ozbay · 1st   3w
CEO & Co-founder, Wealt | Private Markets | Angel Investor | LBS Finance

Absolute pleasure to be working with you on the journey to bring Wealt to more people! Thank you for your expert guidance and execution. I do love having a "co-founder" as a service who's there to crack GTM and bring in the revenue!

Love · ❤️ 1 | Reply · 1 reply

Dilan Kurt ✓ · 1st   3w
Inventing Vibe Recruiting | CEO @ NovaForge | 100x Hiring with AI that …

Your playbooks are genuinely useful, Alper. They don't just teach, they guide!

Cihan Geyik in · 1st   3w
Co-founder at Empler AI - Data-Driven AI Agent Automation Platform fo…

Alper is a great mentor full of useful GTM tips, strategies, and great experiences. I recommend that you work together.

Like · 👏 3 | Reply · 2 replies

Ihsan Diskan in · 1st   3w
Founder of Simplisales | The Future of B2B Commerce

Congrats! Alper is the mentor if you want to grow your start-up to the Seed/Series A level.

We have been working with Alper on GTM for Simplisales. He has always been straightforward and results-oriented. No BS!

Love · ❤️ 1 | Reply · 1 reply

Tanvir Alam ✓ · 1st   …
Founder at Doorap
1w · 🌐 Manage prospect

Just got off a brilliant call with Alper Yurder, full of energy, smiles, and seriously uplifting vibes haha

Beyond the positivity, he gave us some real, actionable advice to push Doorap forward. Grateful for people who bring both good energy and good insight.

More convos like this, please.

Stefan Meyer in · 1st   (edited) 3w
Co-Founder & Managing Director at honeysales

Great opportunity for everyone who wants to grow to Seed, Series A and Series B successfully. 🚀

I've come to know Alper Yurder as an absolute pro on GTM in the SaaS space. Appreciate our regular check-ins and your continuous feedback. 🙏

Abid Tejani in · 1st   3w
Helping Brands & Agencies Track & Maximise Their Influencer ROI 📈 | …

Amazing to hear Alper! The insights you have already shared with me on GTM have been incredibly valuable. This cohort is going to be incredibly lucky to have you 🔥

Serkan Ferah · 1st   3w
Plug-and-Play Gamification APIs & Services | Turn engagement into habit

Congrats Alper. It only makes sense for you to be a part of Hubble knowing how experienced and good you're. The insights you shared with me over time brought so much clarity to our GTM strategy. I cannot imagine how much value you will add to the cohort.

Love · 👏❤️ 3 | Reply · 1 reply

Andrew Harris in · 1st   1d
Founder @ Enablement Experts. Enabling Tech Business Owners & Lead…

Congrats Alper and best of luck with your new initiative!

The depth and quality of GTM insights and advice that you share with many founders and leaders is first-rate, so have no doubt that this new project will be a huge success both for you and those that you assist..

Eda Taskin in · 1st   3w
Early-Stage Venture Capital

Alper Yurder delighted to have you join the Tenity mentor network — we're excited about the perspective you'll bring and the impact you'll have across our ecosystem.

3

You're building something great—but is the world listening?

Early stage GTM feels like building mid-air—pitching, hiring, selling, and raising all at once. It's chaotic, but doable.Done documented. Grab my viral playbook here

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, sold, and scaled from scratch** — from building scale ups to founding and exiting my own.
-**Lived the messy early days, the pivot** moments, the first 10 customers.
-This isn't theory — it's lived experience.

Operator First: $50M Closed in Sales, Exited Founder, 10+ Startups Advised

– **Closed over $50M in sales deals**
– **Raised funding,** built GTM engines, scaled sales teams
– **Advised 10+ startups** across B2B Saas, fintech, edtech, AI, hrtech
– **Investor, mentor, and ex-founder —** I've sat on both sides of the table
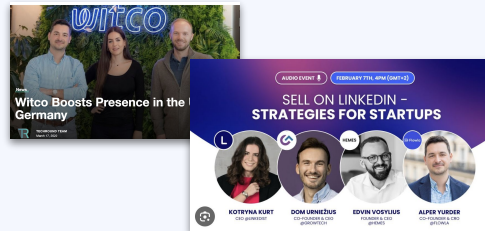
Playbooks That Actually Work

– Playbooks generated **1,000s of leads with founder-led growth**
– Built systems using **founder brand, podcast, Spotify, outbound**
– I don't just advise — **I get hands dirty,** embed, and deliver
– **No fluff. Just proven frameworks,** repeatable systems, and results
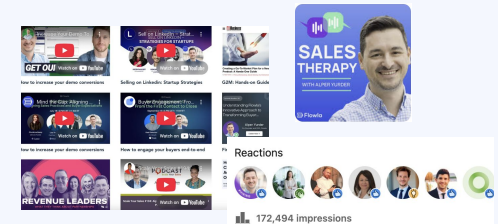
The B2B Startup Landscape Today

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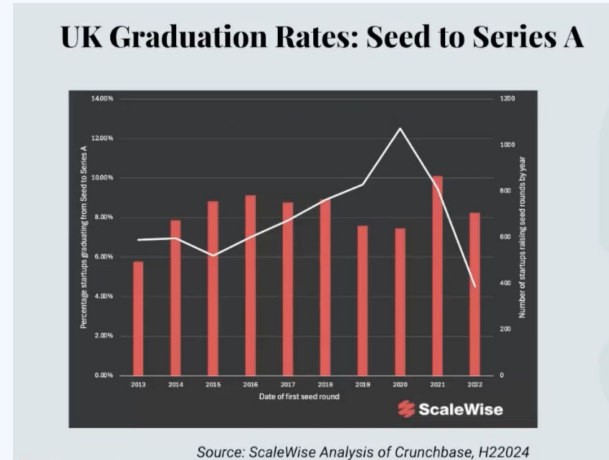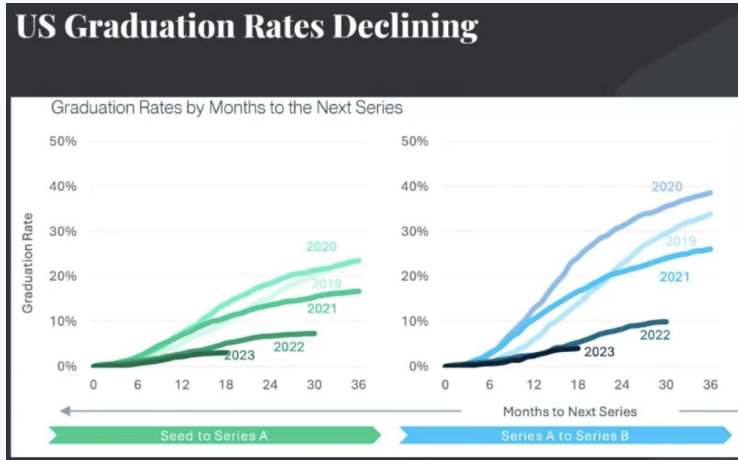
Market dynamics: Reduced VC funding, slowing graduation levels from pre-seed to Series-A

💡**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

Proven ability to close deals yourself

Efficient customer acquisition at scale

AI-powered demand gen: do more with less

GTM Strategy for Seed Stage Start-up

Salestech SaaS startup recently raised $300K and is on track to secure $1M, requiring a structured Go-to-Market (GTM) plan and a roadmap for execution through weekly iterative cycles.

The immediate priority is to present a clear, feasible strategy to VCs, demonstrating exactly how the funding will drive execution and growth.

Additionally, it's essential to align all co-founders on this plan to minimize friction and redundancy, ensuring a smoother journey toward the company's growth milestones.

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

Ideal Customer Profile (ICP) & Personas

Refined ICP and Persona:
- ICP:
  - High-growth startups and scale-ups, segmented as follows:
    - 0–50 employees: Early-stage, agile teams seeking growth acceleration
    - 50-200 employees: Growth-focused, streamlined decision-making
    - 200–500 employees: Series C+ scale-ups optimizing efficiency and consistency

Forte "No-fluff" How to Guides:

Executing Outreach: Find Message-market fit & then scale

1. Inbound to outbound strategy
2. Effective outbound strategies
3. Outbound strategy framework
4. Executing your outreach strategy
⭐ Bringing it all together - step-by-step

The antidote:

GTM roadmap - Founder-led sales - Figure your Growth loops to scale

GTM roadmap

Clarity of focus, refining product & acquisition

Founder-led sales

Crack how to sell before you pour resources into it

Your growth loops

Build trust & scale credibility fast with AI to generate demand

Clarity over GTM strategy & roadmap:

-clarity over execution
-ensures more term sheets
-keeps you on track

crack founder-led sales before hiring:

-noone can sell before you can
-helps you build the right product
-keeps you from wasting resources

build authority, become familiar & trustable

-build your first 100 TRUE FANS
-become the obvious choice
-then turn inbound to outbound
-do all that with the right AI and workflows in weeks not months

1.Small Team, Big Results with AI

You don't need a large staff for GTM success
The right tech stack = powerful marketing & sales engine

ChatGPT

Generate messaging, copy, and emails to accelerate your communication e orts.

Manus/ Replit

Quickly prototype ideas without extensive development resources.

Napkin / Gamma

Create engaging LinkedIn content to build your professional presence.

Honeysales

Set up automated, trigger-based outreach to potential customers.

Even solo founders can build and scale faster with AI

2. Audit Your GTM Foundation

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ICPs & Personas
Clearly defined ideal customer profiles and detailed buyer personas.

Messaging & Positioning
Compelling value proposition and market positioning strategy.

Sales Assets
Website, presentation decks, and other materials to support sales.

Sales Motion
Defined sales approach, supporting tools, and team structure.

Exercise: Rate yourself 1–5 on each element above.

💡**Tactical Tip:**
Record calls with Fathom, extract key insights, and share in Slack to align product, tech, marketing, and sales.

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

FATHOM

N slack

3. Build your 1-year GTM Roadmap

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Strategic Focus
Meet your audience where they are

Scalable Channels
2 channels per half year
-Direct outreach,
-SEO, Virality,

Non-Scalable Bets
2-3 experiments per quarter: content, events, partnerships, etc.

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GTM Roadmap - One Pager for legaltech startup

Product
Core Offering:
Pathfinder – A platform of "plug and play" point solutions designed for legal professionals.
In Development:
Deadline Guardian – Received verbal interest from 50+ ICP-aligned law firms. Currently under development with a projected shorter sales cycle. Positioned as a wedge product.

Market
Initial Focus: UK (Q4 2024 – Q3 2025), with plans to expand to the US (target timeline TBD).

Every startup needs 2 scalable channels + quarterly tests (events, affiliates). Find your mix in our Channel Playbook & 50 Tactics Cheatsheet.

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4.Choosing Acquisition Channels

How will you acquire new leads?

1. Scalable Channels	2. Non-Scalable Tactics	3. Decision Criteria
• Direct Sales • Referral Programs	• Industry Events • Personal Invitations • Affiliate Marketing	• Target audience size • Typical sales cycle length • Buyer behavior patterns
✅ These channels can grow with your business and provide consistent results	✅ These tactics may not scale indefinitely but can provide valuable growth opportunities	✅ Base your channel select-tion on these key factors to ensure alignment with your business model

- **For tactical implementation:**
   Connect with 2000 ICPs on LinkedIn,
- Send 10-20 personalized DMs daily using Dripify,
- Run small weekly campaigns, and document learnings to refine your approach.
- Build a GTM Campaign database to track results.

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Scalable vs. non-scalable channels: How to pick which?

CONCEPT: When it comes to growth strategies, you'll hear people talk about **scalable** and **non-scalable** channels.

These terms basically describe how easy it is to grow your efforts without having to throw more and more time or money into them as you scale.
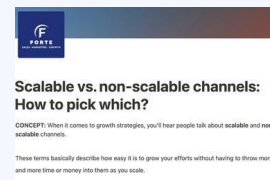
5. Define Your Sales Motion based on your buyer

A- The Buyer Panel:

End User

The person who will actually use your product day-to-day

Decision Maker

The person with authority to approve the purchase

Economic Buyer

The person who controls the budget and signs off on spending
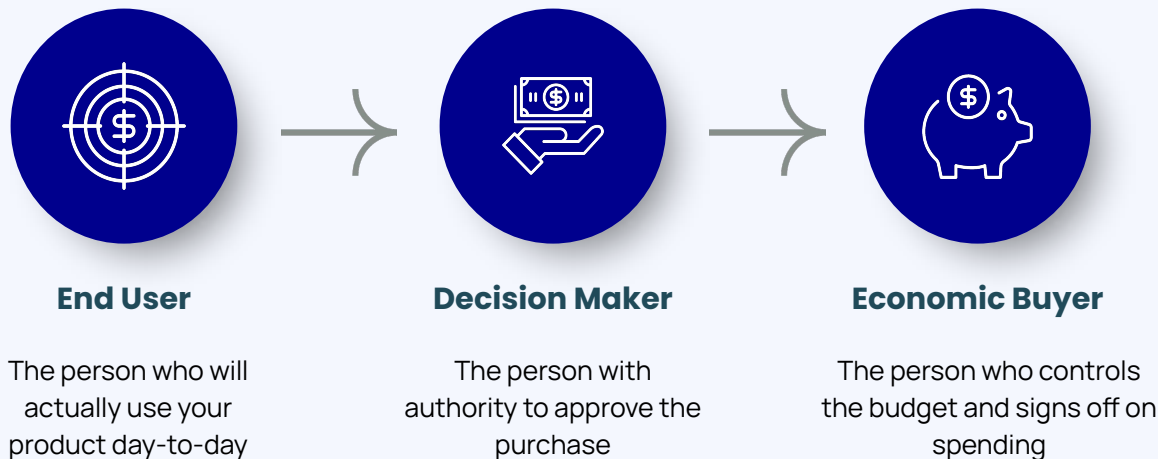
B -Top Tips:

✅Understanding who you're selling to is crucial for defining your sales motion.

✅Different buyer types require different approaches.

✅Consider which growth motion best matches your target audience:

Growth Motions: SLG vs. PLG, Top-down vs. bottom-up

- Sales-led for complex, high-touch products;
- Product-led for self-service offerings;
- Content-led for education-driven purchases.
- Test different pricing and positioning strategies, and use tools like Flowla to track interactions with your sales collateral.

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6. Outbound - Find Message-Market Fit

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Why Outbound Works

- Feedback
- Clarity
- Predictability

Why so hard?

- Attention span
- Tool overcrowd
- Without inbound fails

Tool Stack

- LinkedIn + Sales Navigator, prospecting tools
- Signal based & smart: Clay, Relevance AI, Honeysales
- Salesforge for warm-up and automation

💡 **Tactical Implementation:**

- Start small with linkedin, networking, what resonates
- Use how your audience describes, not feature heavy
- Once resonates, than outbound: Test-iterate-improve
- Always iterate, never do more than 2-300 at a time

Executing Outreach: Find Message-market fit & then scale

1. Inbound to outbound strategy
2. Effective outbound strategies
3. Outbound strategy framework
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No Fluff Toolstack for Start-ups

11 Essential Tools I Used to Build My Startup
⭐ With Bonus tips, pricing hacks & pro-use cases.

CAN'T LIVE WITHOUT - BASICS | PRODUCT BUILDING | OUTBOUND, SALES AUTOMATION
ADVANCED GTM & INBOUND AUT. | CRM, CUSTOMER SUPPORT

✔ +12 bonus tools for AI-powered & Advanced GTM to up your Start-up Game

Clay

Linked in SALES NAVIGATOR

Salesforge

Apollo.io

Dripify

honeysales

PhantomBuster

Relevance AI

TexAu

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7. Scale Trust & Credibility

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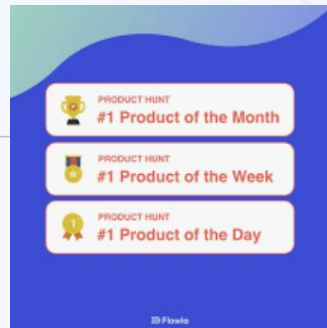
"Flowla provides a one-stop-shop for all pieces of our sales process. Our customers consistently cite it as differentiator that sets us apart from competitors."

Kelly McIntosh, Head of Revenue Operations

tilt

💡 **Tactical Implementation:**

- Once you land 5–10 clients, scaling = trust.
- This month, focus on: 70% Authority, 20% Credibility, 10% Relatability.
- Use tools like Easygen/XGenerate for content, Fathom for call-based testimonials, and Riverside + Luma to launch founder podcasts or webinars.

luma

Gamma

tally*

RIVERSIDE

XGEN AI

15
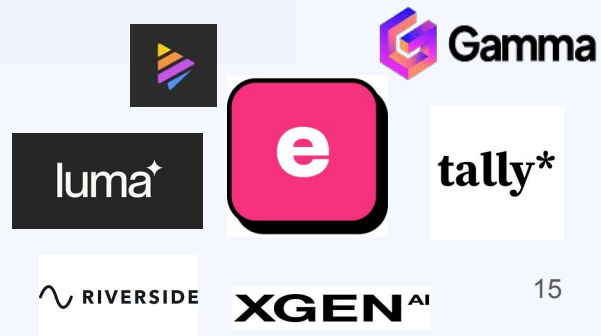
8. Inbound to Outbound

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:**

- Authority, Expertise, Credibility & Relatability →
- Founder Story (personal connection), Problem/Solution Posts (credibility), Customer Quotes (social proof), and SEO Pages (search capture)
- **Exercise:** Brainstorm 10 trust-building content ideas. Use Ahrefs for keywords and LinkedIn comments to spot what resonates.

Flowla

Expert round-up
Year in Review: 2024 Sales and CS Trends

Selling in 2023: Key Challenges and Trends Shaping the Future | Flowla

Visit ›

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⭐ Here's an example to get you started: 📑 15 Revenue Experts Share the Tactics to Enable Buyers and Cl…

How to Close More Deals in 2024
Expert Round-up
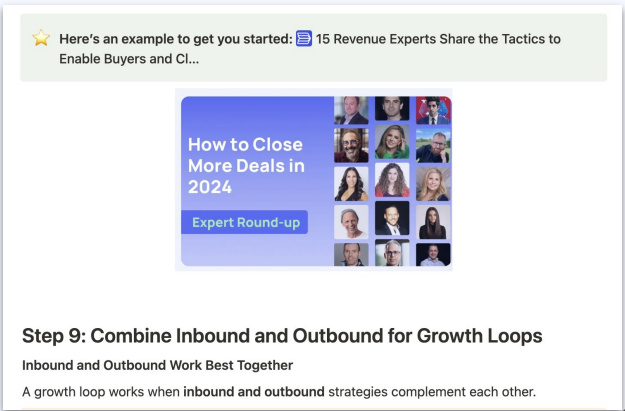
Step 9: Combine Inbound and Outbound for Growth Loops

Inbound and Outbound Work Best Together

A growth loop works when **inbound and outbound** strategies complement each other.

9.Build Your Founder Brand First

1,000+
Leads Generated

From founder-only content strategy

3X

Engagement Rate

Compared to companycontent

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.

Luma AI

Sales Therapy by Flowla
Flowla
★ 5.0 (2) · BUSINESS · UPDATED WEEKLY

All successful revenue leaders faced major career challenges, rose to the occasion, and became the experts we admire today.
...
MORE

▶ Latest Episode

Episodes ›

17/07/2024
From Hospitality to Customer Success with Madelyn DePrey
Madelyn DePrey and Alper Yurder discussed the exciting world of customer success in tech. Madelyn shares her journey from hospitality to becoming a leader at Aircall, offering valuable insights on building strong customer relationships. They discuss balancing technology with the human touch, working effectively across teams, and keeping...

19/06/2024
Mastering GTM Strategies and Personal Branding with Hannah Ajikawo
Hannah Ajikawo and Alper Yurder discussed the challenges faced by sales teams, the importance of personal branding, and the need for continuous learning and improvement. Hannah shares her journey in sales and highlights the key areas where companies often struggle, including incoherent focus, incompatible sales processes, and inconsist...

FORTE

10. Your AI Growth Stack

What	Tool(s)	Why
Landing Pages / MVPs	MANUS Typeform	Launch fast, test demand
Decks & Presentations	Gamma Tome	Beautiful slides, fast storytelling
Messaging / Copywriting	copy.ai Jasper	Fast iterations, outbound/email cop
Lead Enrichment	Clay Apollo	ICP targeting, triggers, automation
Call Recording	Fathom Otter.ai	Post-call learnings, transcripts

For personalized recommendations on GTM automation workflows or templates that might benefit your specific situation, feel free to reach out directly.

Forte "No-fluff" How to Guides:

I've built multiple go-to-market playbooks — from *0 to $1M* and *$1M to $3M* — breaking growth down into 20 actionable steps.

These cover everything from:

- Building a GTM strategy that gets funded
- Founder-led sales
- Early traction to first 100 customers
- Positioning & Message-Market Fit
- Scaling trust & credibility
- Building inbound & outbound
- Scalable & non-scalable growth channels
- KPI tracking & growth loops
- And scaling what works into repeatable systems

Your prospects will always check:
- Your LinkedIn profile, Your company website, Your content presence, Any visible social proof
If they don't find anything that builds trust or shows credibility, they won't respond.
ALSO!
Inbound marketing is a **long-term growth engine**. It's not just about traffic—it's about building **authority**, increasing **organic visibility**, and attracting your **ideal customers**.

👏 **Let's make it happen!**
- Build a **content hub** with SEO-driven blog posts that answer your **ICP's questions**.
- Create content across the full funnel:
  - Top of Funnel (Awareness): Blog posts, LinkedIn content, podcasts.
  - Middle of Funnel (Consideration): Case studies, webinars, success stories.
  - Bottom of Funnel (Conversion): Demos, free trials, consultation offers.
- At Flowia, we launched an **expert round-up blog** featuring industry leaders. It got us organic backlinks and media coverage, which drove consistent traffic.

Alper Yurder
Follow for more GTM tips!   company/growforte   fortegrowth.co
in/alper-yurder

Continue reading on the next page!

You and 606 others   2,221 comments · 9 reposts

Import prospects who have **reacted** or **commented**

Reactions

👍 Like   💬 Comment   🔁 Repost   ➤ Send

150,769 impressions   View analytics

The Growth Engine Playbook: A Tactical Guide for Scaling 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 challe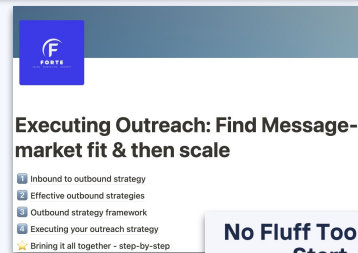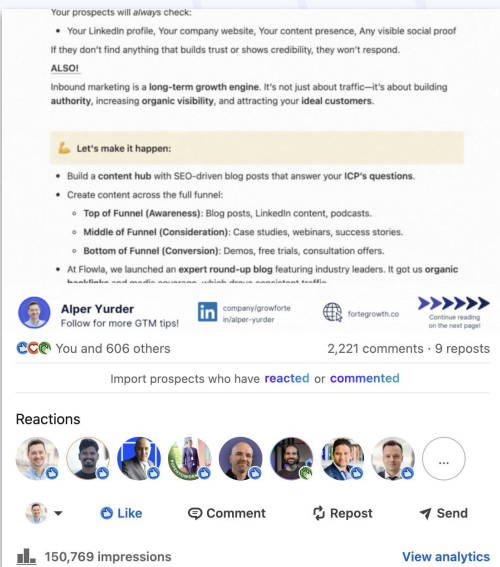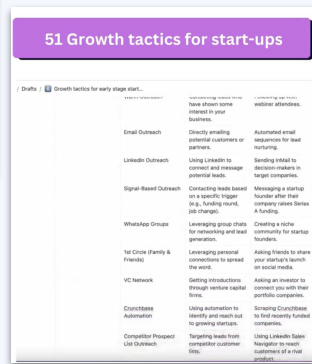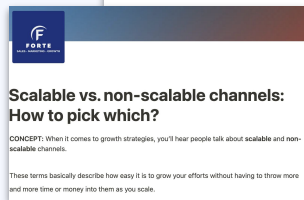nge is creating demand—making people feel like they **need it urgently**. This playbook takes you from zero to one million by building **real traction**, **creating credibility**, and **scaling your product**.

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 & CRO.

Scalable vs. non-scalable channels: How to pick which?

CONCEPT: When it comes to growth strategies, you'll hear people talk about **scalable** and **non-scalable** channels.

These terms basically describe how easy it is to grow your efforts without having to throw more and more time or money into them as you scale.

51 Growth tactics for start-ups

Executing Outreach: Find Message-market fit & then scale

1 Inbound to outbound strategy
2 Effective outbound strategies
3 Outbound strategy framework
4 Executing your outreach strategy
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CAN'T LIVE WITHOUT - BASICS   PRODUCT BUILDING   OUTBOUND, SALES AUTOMATION

ADVANCED GTM & INBOUND AUT.   CRM, CUSTOMER SUPPORT

🚀 +12 bonus tools for AI-powered & Advanced GTM to up your Start-up Game

We did it for Atria team - on the flight - towards their pre-seed Round

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
- 5️⃣ 20.11.24 - Post workshop summary
- 5️⃣ 20.11.24 - Post workshop summary (1)
- 4️⃣ 20.11.24 - Workshop G2M Alper Answers
- 4️⃣ 20.11.24 - Workshop G2M Alper Answers (1)
- 3️⃣ Workshop prep: Questions to reflect on
- 3️⃣ 20.11.24 - Workshop prep. Questions to reflect on (1)
- 2️⃣ 12.11.24- AtriaAI - Pre Kick-off - Original
- 2️⃣ 12.11.24- AtriaAI - Pre Kick-off - Original (1)
- 1️⃣ 31.10-7.11-AtriaAI - Discovery notes

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.

Tenity   Google for Startups

**Founders
Fundamentals
& Social**

May 22 | 18:00 - 22:00
Google, Tottenham Court Road,
London

Alper Yurder
GTM Expert
Forte

Ready to Build Your GTM Engine?

How can I help you to grow your startup from 0 to 1 or from 1 to 10?

1

If you found this useful

✅Share it with a founder who's figuring out their go-to-market

✅Let me know your feedback or biggest takeaway on LinkedIn

2

Want help applying this to your business?

I work with early-stage founders as:
→ Fractional GTM Partner
→ Sales & Growth Advisor
→ Hands-on consultant to build your playbook & drive traction

✅Book a free strategy call → fortegrowth.co

✅Or check out my one-pager on how I work

3

Subscribe to my newsletter

📥Want more GTM tips like this?

Join 10000+ readers → Subscribe here

Forte for Founders - detailed - playbooks & deliverables 👇

Your GTM Partner

Alper Yurder

Our Founder & CEO

In the media

If you're in London — join our monthly *Founder Therapy* drinks 🍷

See you around — and good luck building something people *can't ignore.*
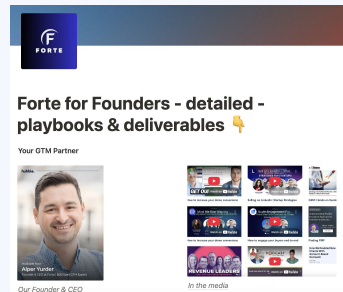
How I work with Startups & Founders

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

1 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**

2 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**

3 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
- **Lead strategy, ops, and team**
- Drive execution across marketing, content, outbound, and sales
- **Align your team and goals**
- Work as your interim GTM lead or right-hand

👉 **Best if you want someone experienced to co-own GTM with you until you figure things out and hire full time**

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