

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

Alper Yurder, May 2025



FORTÉ

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

Early stage and fundraising feels like building mid-air—pitching, hiring, selling, and raising all at once. It's chaotic, but doable. Done documented



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 & CRO

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...



How to Close

Alper Yurder
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Reactions



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Hi, allow me to introduce myself

I'm Alper. I'm a former founder & a B2B Sales expert with +10 years of experience building and scaling GTM – and today I work with early stage founders as a GTM Partner in 3 ways:

1

Gtm Advisor

- Build GTM Strategy & Roadmap
- Help you iterate product & GTM
- **Support fundraising**
- Enhance your marketing effort



2

Sales & marketing consultant

- Tackle a specific problem for a defined period & deliverables
- **Consult on projects** – building playbooks, audits, and strategies for your team to run.



3

Fractional Revenue Leader

- Working side-by-side with you like an operator.
- **GTM engine from ICP to funnel**
- Content & outbound loops
- **Founder-led sales** into repeatable process
- Own early sales & weekly iterations
- **Co-founder as Service**



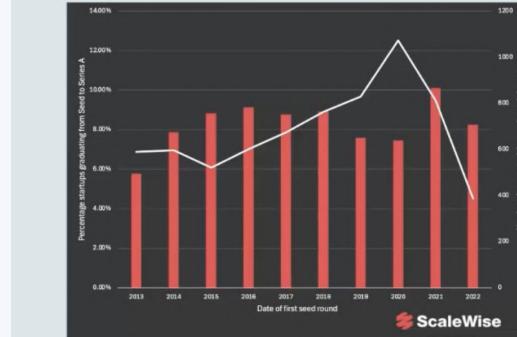
The B2B Startup Landscape Today

Slowing graduation levels from Pre-seed to Series-A

US Graduation Rates Declining



UK Graduation Rates: Seed to Series A



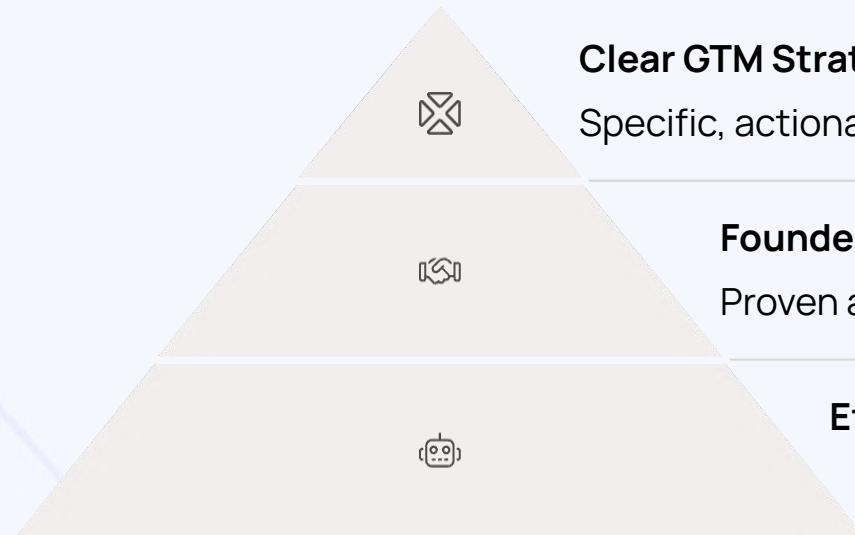
Market dynamics: Reduced VC funding, slowing graduation levels from pre-seed to Series-A



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

Proven ability to close deals yourself

Efficient customer acquisition at scale

AI-powered demand gen: do more with less

Forte "No-fluff" How to Guides:

I've built multiple go-to-market playbooks
- from it's **STAND & SELL** - breaking
growth down into 10 actionable steps.

These cover everything from:

- Building a CTA strategy that gets funding
- Founder-led sales
- Generating 100+ customers
- Positioning & Message-Market Fit
- Scaling trust & credibility
- Building a sales funnel
- Scale & Sustain non-linear growth
- CRM
- KPI tracking & growth hacks
- And scaling your business into repeatable systems



See next page

GTM Strategy for Seed Stage Start-up

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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 Personas:

- ICP:
 - High-growth startups and scale-ups, segmented as follows:
 - 0-10 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

Executing Outreach: Find Message-market fit & then scale

- Inbound to outbound strategy
- Effective outbound strategies
- Outbound strategy framework
- 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

Clarity over GTM strategy & roadmap:

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

Founder-led sales

Crack how to sell
before you pour
resources into it

crack founder-led sales before hiring:

- no one can sell before you can
- helps you build the right product
- keeps you from wasting resources

Your growth loops

Build trust & scale
credibility fast with AI
to generate demand

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 efforts.



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



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.

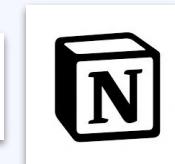
Check out these real examples for inspiration:



- GTM Strategy for Seed Stage Startup



- GTM Roadmap for LegalTech Startup



3. Build your 1-year GTM Roadmap



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.



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

4. Choosing Acquisition Channels

How will you acquire new leads?

1. Scalable Channels	2. Non-Scalable Tactics	3. Decision Criteria
<ul style="list-style-type: none">• Direct Sales• Referral Programs	<ul style="list-style-type: none">• Industry Events• Personal Invitations• Affiliate Marketing	<ul style="list-style-type: none">• Target audience size• Typical sales cycle length• Buyer behavior patterns
<p><input checked="" type="checkbox"/> These channels can grow with your business and provide consistent results</p>	<p><input checked="" type="checkbox"/> These tactics may not scale indefinitely but can provide valuable growth opportunities</p>	<p><input checked="" type="checkbox"/> Base your channel selection on these key factors to ensure alignment with your business model</p>

- **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.



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.

6. Outbound - Find Message-Market Fit

Why Outbound Works

- Feedback
- Clarity
- Predictability

Why so hard?

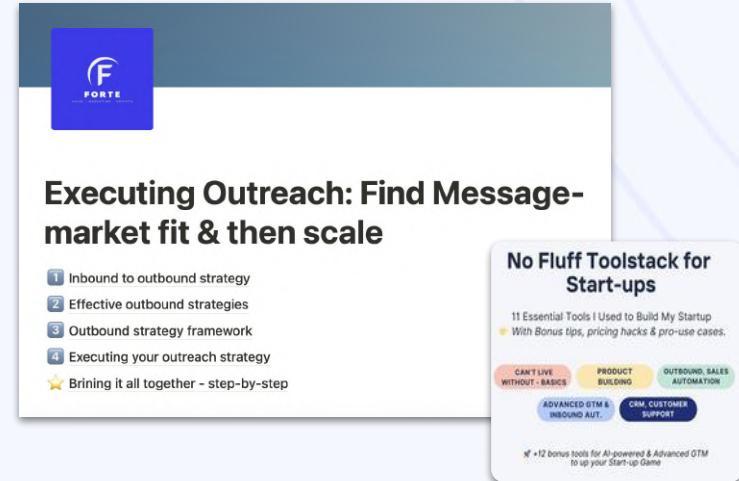
- Attention span
- Tool overcrowd
- Without inbound fails

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, then outbound: Test-iterate-improve
- Always iterate, never do more than 2-300 at a time



Salesforge

Apollo.io



7. Scale Trust & Credibility

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 a 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.



tally*



8. 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 inbound strategy needs four pillars:

- 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.



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.

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 Ajikawa
Hannah Ajikawa 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 inconsistent focus, incompatible sales processes, and inconsistent...

9. Inbound Without Trust = Fail



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

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Visit >

Here's an example to get you started: 15 Revenue Experts Share the Tactics to Enable Buyers and C...

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.

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.

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- 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:
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The Growth Engine Playbook: A Tactical Guide for Scaling Early-Stage Startups

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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
- ▣ 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



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.

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 2000+ readers → Subscribe here](#)

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

See you around — and good luck building something people *can't ignore*.



Forte for Founders - detailed -
playbooks & deliverables 

Your GTM Partner



Our Founder & CEO

In the media

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

Alper Yurder, May 2025



FORTÉ

Few things you might want to consider

Product Evolution

Still iterating toward product-market fit

Fuzzy ICP

Ideal customer profile needs refinement

Half-Baked Messaging

Value proposition lacks clarity

No Sales Motion

Haven't established repeatable process

And still—you need to raise.

Check out these real examples for inspiration:

- GTM Strategy for Seed Stage Startup
- GTM Roadmap for LegalTech Startup

Develop a **sales playbook**:

- Map out your sales process from **follow-ups**, and **closing**.
- **Refine** the process regularly. **At least 30%** by focusing on more sales.
- We also tested with free sign-ups and hand-over

HubSpot aircall

Free Sales Plan Template

Outline your company's sales strategy in one simple, coherent plan by HubSpot and Aircall.



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Starting Point

1

Mid-raise with product, pitch, and GTM all "in the air"

Our Approach

2

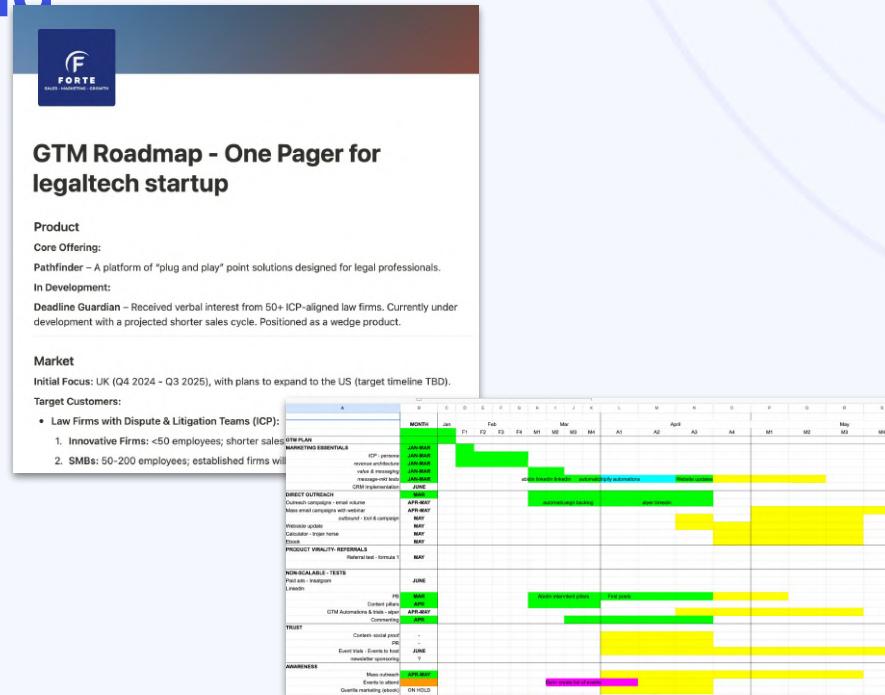
- ICP and positioning workshops
- Structured outbound campaigns
- Pitch deck refinement

Results

3

€700K raised

Ongoing mentor relationship



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1. GTM Roadmap

A clear GTM strategy & roadmap

Why does it matter?

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:

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



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[GTM Roadmap / One-Pager Questions](#)



1. GTM Roadmap

A clear GTM strategy & roadmap

Best Practice

Core Sections:

1. **Context & Focus** – What's the goal, recent funding, next milestones.
2. **ICP & Personas** – Who are we selling to? Pain points, buyer vs user, why now.
3. **GTM Motion** – Sales-led, product-led, bottom-up, top-down? What's the approach?
4. **Acquisition Channels** – Scalable vs non-scalable channels. What happens this quarter vs later.
5. **Execution Plan** – Next 180 days roadmap. Owners. KPIs. Weekly cycles for testing & learning.

✓ Do's:

- Be specific
- Prioritize
- Show how you'll learn fast
- Keep it short (1-2 pages)

Growth Motion Strategy

Fine-Tuned Growth Motion:

- Dual Approach (Bottom-up and Top-down) for Startups and Scale-ups:
 - Bottom-up: Target early-stage users and decision-makers
 - User-driven championing: AE experiences positive results → Advocates to decision-maker
 - Top-down: Initiate at leadership level

User Acquisition Strategy

Phased Go-To-Market Approach for User Acquisition:

1. **Scalable Channels** (initial focus in Q4):
 - Outbound Sales:
 - Focused LinkedIn outreach via 1st and 2nd-degree network connections
 - Warm introductions and referrals aligned with ICP
 - Cold Outbound:
 - Structured campaigns to reach broader user base
 - Built-in Virality:
 - Leveraging existing sign-up momentum through network effects
2. **Non-Scalable Channels** (Q4 parallel efforts):
 - Content Marketing:
 - LinkedIn-centric content: Targeted for high engagement with core personas
 - Multi-channel blog content and SEO-optimized website posts for enhanced discoverability
 - Word-of-Mouth (WOM):
 - Community engagement (e.g., RevGenius)
 - Specialized event participation (e.g., SaaStr, webinars, Product Hunt)
 - Public relations and social media presence to amplify brand visibility

Founder-led sales:

is not about hustling harder – it's about learning, recording, iterating: to build a repeatable, structured process early.

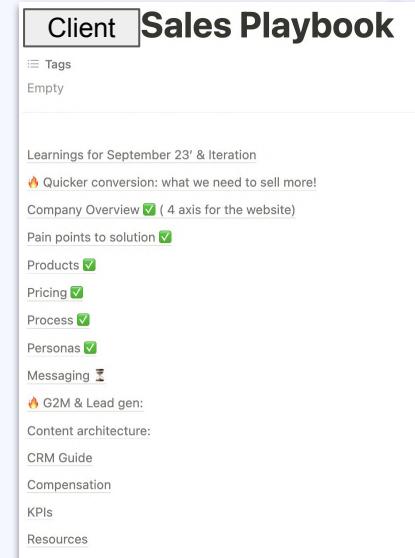
Why it Matters:

- ✗ Most founders delay building a sales process until they hire a team
- ✓ Documenting your sales motion early shortens sales cycles, and prepares you to scale faster.

What To Do:

- 1. Build Your Sales Playbook:** Document your end-to-end sales process:
- 2. Refine Weekly:** Treat sales like product development. Test, learn, iterate every week. Optimize follow-ups, qualification, pricing, hand-offs between Sales & CS.
- 3. Codify Everything:** Create a simple internal wiki or Notion page capturing:
 - Messaging, objections, scripts
 - Sales processes & steps
 - Playbooks for outreach, demos, closing tactics

2. Founder-led sales



The image shows a screenshot of a Sales Playbook document in Notion. The title 'Client Sales Playbook' is at the top. Below it, there's a 'Tags' section with 'Empty'. The main content area starts with 'Learnings for September 23' & Iteration' and a 'Quicker conversion: what we need to sell more!' note. It then lists various sections: 'Company Overview' (4 axis for the website), 'Pain points to solution', 'Products', 'Pricing', 'Process', 'Personas', 'Messaging' (with a note 'G2M & Lead gen:'), 'Content architecture', 'CRM Guide', 'Compensation', 'KPIs', and 'Resources'.

3. Demand generation

From early traction to sustainable demand

Inbound & outbound work together to build **TRUST, AUTHORITY, CREDIBILITY**

Challenges:

Scaling beyond your network is tough.

Outbound channels are saturated, and inbound credibility is a must.

Sales cycles stretch past 6 months without pre-call education.

Building an inbound engine is resource-heavy, with costly scalable channels and tough guerilla marketing.

✗ Lack of expertise and experience means making errors, losing time, friction in team!

What does a founder need to do?

- ✓ **Build authority through** thought leadership and community engagement.
- ✓ **Amplify a clear message**, build social proof, and create trust and FOMO.
- ✓ **Bring more leads to awareness stage** and push them through to conversion.
- ✓ **Cultivate true fans**.
- ✓ **Test scalable and non-scalable growth channels at the same time**. Test-iterate-improve!
- ✓ **Prepare the way for scalability** and hiring/onboarding

Bringing it all together (1/ 4)

Scaling from Unknown to \$3M ARR

Steps 1-6 – Build The Foundation

1. Audit & Self-Review Your GTM

→ Use my 1-pager template to align co-founders, define 90/180/360 day plans.

2. Validate Problem & Message-Market Fit

→ Talk to customers early, get real feedback, use their language.

3. Define Your ICP & Personas

→ Focus on your best-fit customers. Avoid selling to everyone.

4. Build 100 True Fans

→ Find early believers who love your product and tell others.

5. Outbound to Test Messaging

→ Use outbound for feedback loops – test positioning, iterate fast.

6. Map the Buyer Journey & Moments of Trust

→ Understand your customers' decision path. Create content for each touchpoint.

Takeaways:

- Start with clear positioning & messaging.
- Focus on the customer's world, not your product.
- Build trust at every interaction point.



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
- ★ Brining it all together - step-by-step

Bringing it all together (2/ 4)

Scaling from Unknown to \$3M ARR

Steps 7-14 – Build Your Growth Engine

7. Build Inbound Engine

→ Create content that ranks, educates, and converts.

8. Expert Roundups for Credibility

→ Feature others – gain authority and backlinks.

9. Inbound + Outbound Loops

→ Make outbound touchpoints drive inbound traffic.

10. Founder-led Sales & Playbook

→ Turn your process into a system – repeat what works.

11. Scalable & Non-scalable Channels

→ Mix long-term bets (SEO, paid) with scrappy hacks.

12. Founder Brand & Content Leverage

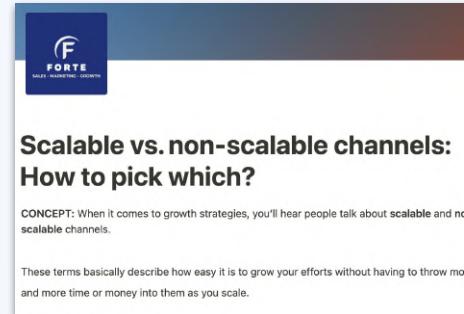
→ People buy from people – show up on LinkedIn.

13. Non-scalable Experiments

→ Test fast: events, partnerships, communities.

14. Growth Tactics Deep-Dive

→ Run scrappy growth plays to unlock channels



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.



6 Get to revenue faster: Founder-led sales execution

Where are you in your GTM journey? Let's get you more leads and improve win rates

STEP 1: Foundations & Strategy to reach Message-mkt fit	STEP 2: Building & Testing Pipeline for Demand Generation	STEP 3: Closing Deals: Sales-mkt fit	STEP 4: Optimizing and Scaling: Sales Playbook (→ hiring)
1. Understanding the Market and Customer (ICP - persona) 2. Crafting Your Value Proposition 3. Designing Your Sales Process (pg vs. slg, sales-assisted) 4. Setting Up Tools and Infrastructure	5. Lead Generation Tactics 6. Outreach Sequences 7. Improving conversion 8. Testing & recording test results	9. Building Authority, Trust & Social proof (Inbound foundations) 10. Sales pitch & collaterals 11. Discovery-demo upskilling 12. Closing and Onboarding (CS handover or self-onboarding)	13. CRM essentials 14. Scaling demand generation 15. Establishing Partnerships 16. Sales playbook & onboarding
- More replies - Before website update - Before outreach	- More meetings - More winnable deals - Qualified leads	- Trust, authority - Inbound deals - Improved closing	- Repeatable process - Increase volume - Hiring

Bi-weekly sprints: testing - iterating - improving conversion

Bringing it all together (3/ 4)

Scaling from Unknown to \$3M ARR

Step 14 – Growth plays you can test each quarter

Balance scalable & non-scalable growth tactics

Step-14 : Test Multiple Growth Channels and See what works

Growth hacks deep-dive:

14.1 Build Partnerships and Leverage Affiliate Marketing

Use Partnerships and Affiliates to Scale Faster

While paid ads and inbound marketing can work, non-scalable tactics like **partnerships** and **affiliate marketing** can give you a big boost in the early stages.

Let's make it happen:

- Find complementary brands or businesses that share your ICP and create **co-marketing** partnerships.
- Affiliate programs: Offer incentives (commissions, rewards) to individuals or businesses who refer paying customers to you.
- At Flowla, we grew through **strategic partnerships** with sales-related influencers and product demo platforms that aligned with our target audience. We also offered **affiliate commissions** for new customers brought in by our network.

Why It Matters: Partnerships and affiliate programs bring **trusted traffic** to your product, accelerating growth with minimal upfront investment. They're non-scalable but provide **immediate traction** and brand credibility.

Category	Tactics Example
Partnerships	Affiliate Program / Co-marketing
Community & Events	Event Sponsorship / Niche Slack Groups
Guerrilla Marketing	Viral Campaign / Founder Story Videos
Product Launch	Product Hunt / Webinars
Social Proof	G2 / Capterra / Media Features
Lead Gen Content	Webinars / Lead Magnets / Templates

Bringing it all together (4/ 4)

Scaling from Unknown to \$3M ARR

Steps 15-20 – Scale What Works

15. SEO & Organic Traffic

→ Win long-term with evergreen content & backlinks.

16. Paid Ads (Post-PMF)

→ Scale acquisition when you know it converts.

17. Scalable Sales Process

→ Create a machine for lead → customer conversion.

18. Quarterly Review & Iterate

→ Review experiments, cut what's not working.

19. Document Playbooks & SOPs

→ Capture processes for faster hiring & scaling.

20. Build Growth Loops Across Teams

→ Align sales, marketing, and product for compounding growth.

Takeaways:

- Double down on what's working.
- Build systems, not random tactics.
- Growth loops create compounding momentum.

Step 15: Build SEO to Grow Organic Traffic Over Time

SEO Is a Long-Term Play, But It Pays Off

SEO is a slow burn, but it provides consistent and cost-effective traffic over time.

Let's make it happen:

- Start with long-tail keywords that align with your ICP's pain points. For example, "how to streamline sales workflows in SaaS" or "best tools for SaaS sales teams."
- Write valuable content that answers these questions and optimize for SEO.
- Tip: At Flowla, we grew from a mere thousand visits a month to over 10,000 visits a day in a year by consistently writing SEO-optimized content and building backlinks.

Why It Matters: SEO may take time, but once you rank for relevant keywords, the traffic becomes predictable and scalable.

Step 16: Paid Ads: Test and Scale Once You've Found Fit

Focus on Paid Ads Only After Validating Your Product-Market Fit

Paid ads can accelerate growth once you know your messaging works and you have a customer base to target.

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 2000+ readers → Subscribe here](#)

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

See you around — and good luck building something people *can't ignore*.

One size fits noone

But here's a framework on how to make it happen in 20 steps:

Phase	Key Message	Steps
1. Strategy & Foundation	Strategy before Tactics. Validate, Focus, Align.	<ul style="list-style-type: none">- Audit & Self-Review GTM (align co-founders, 90/180/360 day plans)- Validate Problem & Message-Market Fit (talk to customers, use their language)- Define ICP & Personas (focus on best-fit customers)- Map Buyer Journey & Moments of Trust (create content for each touchpoint)
2. Early Traction & Demand Creation	Early traction is about focus, learning, iteration.	<ul style="list-style-type: none">- Build a Tribe of 100 True Fans (over-deliver for early adopters)- Test Outbound for Message Validation (small, focused campaigns)- Build an Inbound Engine (content, SEO, social proof)- Run Expert Roundups & Collaborations (leverage others' authority)
3. Execution Systems	Systems > Hustle. Process beats luck.	<ul style="list-style-type: none">- Build a Simple, Lean Toolstack (start scrappy)- Create a Founder-led Sales Process (document, refine weekly)- Combine Inbound & Outbound into Growth Loops (outbound creates leads, inbound builds trust)
4. Scale Growth Channels	Balance Scalable & Non-Scalable Tactics.	<ul style="list-style-type: none">- Refine Acquisition Channels (Paid Ads, SEO, Partnerships, Affiliates, Events)- Build a Founder Brand (be visible, share lessons)- Test Non-Scalable Growth Tactics Quarterly (guerrilla marketing, product launches, community events)

One size fits noone

But here's a framework on how to make it happen in 20 steps:

Phase	Key Message	Steps
5. Scale Execution & Teams	Codify What Works, Build a Growth Culture.	<ul style="list-style-type: none">- Document Your Playbook (messaging, ICP, processes)- Create Internal Growth Loops (marketing → sales → product → community)- Prepare to Hire & Scale (build SOPs, hire for growth roles)
6. Optimize & Iterate	Test, Analyze, Scale Smart.	<ul style="list-style-type: none">- Measure KPIs quarterly (conversion, CAC, LTV)- Optimize best-performing channels- Test 1 new growth experiment per quarter
7. Capture & Systematize	Build Your Growth Playbook.	<ul style="list-style-type: none">- Document messaging, ICP, processes, content- Build SOPs for onboarding & scaling- Create Notion/Google Docs Wiki
8. Build Growth Loops	Create Compounding Growth Across Teams.	<ul style="list-style-type: none">- Align Marketing → Sales → Product- Weekly content & growth syncs- Turn customers into content & advocacy

No-fluff GTM Execution towards \$1M and beyond

Step 1: Validate the Problem and Find Message-Market Fit

Step 2: Define Your ICP & Buyer Personas with Precision

Step 3: Build a Tribe of 100 True Fans

Step 4: Create an Outbound Strategy to Test Messaging

Step 5: Spend 1-2 days mapping the buyer journey & focus on building "Moments of Trust"

Step 6: Build a Simple, Effective Toolstack

Step 7: Build an Inbound Engine

Step 8: Use Expert Roundups to Build Credibility

Step 9: Combine Inbound and Outbound for Growth Loops

Real-World Example:

Step 10: Cracking Founder-led Sales & Creating a structured sales process

Step 11: Refine Acquisition Channels: Combine Scalable and Non-Scalable Channels for Sustainable Gro...

Step 12: Create Founder Brand

Step 13: Test and Optimize Non-Scalable Growth Channels

Step-14 : Test Multiple Growth Channels and See what works

Growth hacks deep-dive:

14.1 Build Partnerships and Leverage Affiliate Marketing

14.2 Sponsor Industry Events and Join Communities

14.3 Guerrilla Marketing: Create Buzz with Low-Cost, High-Impact Tactics

14.4 Use Product Launches to Create Buzz and Drive Demand

14.5 Get Featured on Review Sites and Industry Publications

14.6 Create Webinars and Lead Magnets to Capture Leads

Step 15: Build SEO to Grow Organic Traffic Over Time

Step 16: Paid Ads: Test and Scale Once You've Found Fit

Step 17: Build a Scalable Sales Process and see where you can improve win rates

Step 18: Measure, Optimize, and Iterate Every Quarter

Step 19: Capture Everything in a Central Playbook and Prepare to Hire

Step 20: Create Growth Loops Across Sales, Marketing, and Product

HOW TO GET YOUR FIRST FIVE CUSTOMERS

Mastering Message-Market Fit	Refine & Validate Your Message
Talk to 100s of potential prospects to nail Message-Market fit  Note how they describe your product, use it as your website copy  Create your Ideal Customer Profile and be extremely specific about who you're selling to.	 Go to events, network and test your MESSAGE with real people
Invest in Customer Success from day 1	Run a structured demo & discovery process
 Create first VIDEO DEMO and showcase on Website, LinkedIn and sales calls.	Ask the right questions, understand pain points without pitching directly. A SIMPLE PROCESS:  Discovery  Follow up workshop  Decision  Trial period
Build a feedback loop	Track every interaction
  Record all your calls with a recorder like Fathom	   Create a Slack channel with product and marketing to share the recordings
	Use a Google Sheet or Notion, use Intercom or start with free Hubspot or Pipedrive from get to.

Phase 1: Laying the Foundations (0–5 Customers)

- 1 **Talk to 100s of potential prospects to nail Message-Market fit** – Validate the problem and understand how they describe it in their own words.
- 2 **Nail your ICP & Persona to a T** – Be extremely specific about who you're selling to. Niche, niche, niche
- 3 **Create a simple, compelling positioning statement** – Nail your "What do you do?" answer in one sentence.
- 4 **Build a feedback loop** – Collect insights from early conversations and feed them back into product & messaging – use tools like @fathom to capture every convo
- 5 **Make an offer people can't refuse** – Early customers need incentives (discounts, exclusivity, hands-on support), stellar customer service, 24/7 on slack
- 6 **Create a simple sales process** – Even if it's just a Notion page, define how you qualify, pitch, and close leads. Iterate this bi-weekly
- 7 **Run a structured demo & discovery process** – Gain the confidence to ask the right questions, understand pain points, don't pitch too early.
- 8 **Track every interaction** – Use a Google Sheet or Notion, or start with free Hubspot or Pipedrive from get to.



Alper Yurder
Follow for more GTM tips!

HOW TO GET YOUR FIRST TWENTY CUSTOMERS

Scale Outbound	Test and Iterate Growth Channels
<p>Increase the outbound effort</p>  <p>grow from a niche audience to test different ICP</p>  <p>hire 2 SDRs to run this with you</p>	 <p>Set aside \$3,000 each month to test growth channels</p>
Refine Sales Playbook	Social Proof
<p>Record objections</p>  <p>Create a LEAD QUALIFICATION system</p>  <p>Choose a growth model PLG vs. SLG</p>	<p>Have your customers shoot quick videos for you and use them as testimonials</p> 
Content and Community Marketing	Influencer Marketing
<ul style="list-style-type: none"> TOFU content like LinkedIn insights and shorts MOFU content like guides & case studies BOFU content like testimonials and demos 	 <p>Get 5-10 industry influencers and collaborate, to get them mentioning your product. Offering them to be advisors or featuring them in expert round-ups.</p>

Phase 2: Getting First 20 Customers & Proving Repeatability

- 9 **Start outbound outreach with a niche audience** – Personal, thoughtful emails , even better [linkedin](#) messages > mass automated sequences.
- 10 **Leverage your network & communities** – Get introductions, ask for feedback, and join relevant Slack/LinkedIn groups. Don't be afraid to ask for favors.
- 11- **Document learnings & refine sales playbook** – Which objections come up? Which emails convert best? Iterate.
- 12- **Create early case studies & testimonials** – Proof = trust. Use happy customers to attract more. Don't be shy about asking for video testimonials.
- 13- **Start creating useful, shareable content** – LinkedIn posts, short videos, or guides—[instagram](#), [youtube](#), whatever works.
- 14- **Get 5-10 industry influencers talking about you** – Reach out, offer value, or collaborate to get them mentioning your product. We got most of our collaborators by offering them to be advisors or featuring them in expert round-ups.



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HOW TO GET YOUR FIRST 100 CUSTOMERS

<h3>Build a Media Hub</h3> <p>Start a blog ↓ create checklists, templates, ↓ and whitepapers to establish authority</p>	<h3>Expert Driven Content Strategy</h3> <p>Do expert roundups, invite guests for video interviews, and repurpose content</p>
<h3>Run a Podcast or be a Guest on One</h3> <p>Talk to industry leaders ↓ use this as a wedge to get in front of your buyer, and their network ↓ when they share it with their network</p>	<h3>Performance Marketing</h3> <p>LinkedIn Ads SEO Ads Retargeting</p>
<h3>Guerilla Marketing</h3> <ol style="list-style-type: none"> 1 Do your PH launch 2 Send perks to influencers and ask to share 3 Create a quarterly almanac to feature your buyers (as experts) 	<h3>Scale Outreach</h3> <p>Automate what works Hire sales help Start layering in PLG tactics if applicable.</p>

Phase 3: Scaling to 100 Customers (Demand Generation & Market Credibility)

15. **Build a media hub** – Start a blog, create checklists, templates, and whitepapers to establish authority.
16. **Launch an expert-driven content strategy** – Do expert roundups, invite guests for video interviews, and repurpose content.
17. **Run a podcast (or guest on existing ones)** – Talk to industry leaders and potential customers, make your brand “cool.”
18. **Use paid & organic demand gen tactics** – LinkedIn ads, SEO-driven blogs, and retargeting (only after nailing messaging).
19. **Optimize your conversion funnel** – Make it easy to book a demo, show social proof, and test different CTAs.
20. **Systematize and scale outreach** – Automate what works, hire sales help, and start layering in PLG (product-led growth) tactics if applicable.

One size fits noone

But here's a framework on how you can build this for yourself

STEP-1: Foundations & Strategy to reach Message-mkt fit	STEP-2: Building & Testing Pipeline for Demand Generation	STEP 3: Closing Deals: Sales-mkt fit	STEP 4: Optimizing and Scaling: Sales Playbook (--> hiring)
1. Understanding the Market and Customer (ICP- persona) 2. Crafting Your Value Proposition 3. Designing Your Sales Process (plg vs. slg, sales-assisted) 4. Setting Up Tools and Infrastructure	5. Lead Generation Tactics 6. Outreach Sequences 7. Improving conversion 8. Testing & recording test results	9. Building Authority, Trust & Social proof (inbound foundations) 10. Sales pitch & collaterals 11. Discovery-demo upskilling 12. Closing and Onboarding (CS handover or self-onboarding)	13. CRM essentials 14. Scaling demand generation 15. Establishing Partnerships 16. Sales playbook & onboarding
<ul style="list-style-type: none">- More replies- Before website update- Before outreach	<ul style="list-style-type: none">- More meetings- More winnable deals- Qualified leads	<ul style="list-style-type: none">- Trust, authority- Inbound deals- Improved closing	<ul style="list-style-type: none">- Repeatable process- Increase volume- Hiring

Bi-weekly sprints: testing - iterating - improving conversion

Proven methodology, flexible approach

One size fits no one - working with Forte

Once we identify your need, we will decide on our ways of working and its cost to your business.



Strategist & Coach

After initial sales audit, align on goals and objectives.
Work 3-4 hours per week together to achieve goals based on your stage.
Usually a 12-16 - week programme before reaching next stage



Hands on Implementation

More hands on than coach.
Document, iterate and improve processes.
Manage or co-manage sales and marketing resources
1-2 days a week



Fractional CRO

Typically 3-6 months engagement. Prepare foundations before the arrival of your sales leader - head of or CRO.
2-3 days a week.

Different founders - Different needs

Does any of that resonate?

1

From 0 to 1

2

Learning to sell before I hire

3

Scaling Sales from Seed 2 Series-A

- Need to build traction
- Need to raise funding
- What's a GTM strategy, how can I create one?
- So many priorities, where do I focus?
- Aligning timelines of product-sales-marketing
- Division of labor btw. co-founders

- We have a working product
- We raised some money and building MRR
- BUT
- Why are my reply rates so low?
- Why am I ghosted after a demo?
- Why does it take so long to close a deal?
- How can I generate more demand?
- Why am I losing to competition?

- We got so far but revenue stalled
- or we're growing but not in a sustainable way
- How do I build a Founder Brand to help our growth?
- Need to improve onboarding, activation, customer support
- Is my playbook right? Why are people not implementing it?
- Hiring/ Firing problems

“Raising pre-seed, going beyond first traction”

“Maybe 10K MRR, raised \$1-2M, cracking founder-led sales”

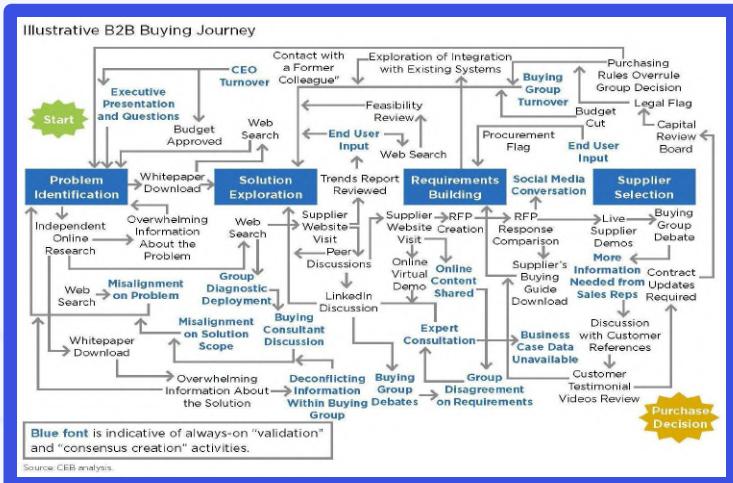
“I thought we figured all this before, but some things keep coming back”

The B2B Startup Landscape Today

Add to that: buyers overwhelmed, and less eager to try new products than ever

77% of buyers thought their last purchase was too complex or difficult.

82% reported doing **their own research** before purchasing.



More choice, more scrutiny, longer sales cycles, less enthusiasm to try new products

Have your sales cycles gotten longer in 2024?

You can see how people vote. [Learn more](#)

Yes, much longer

58%

About same 

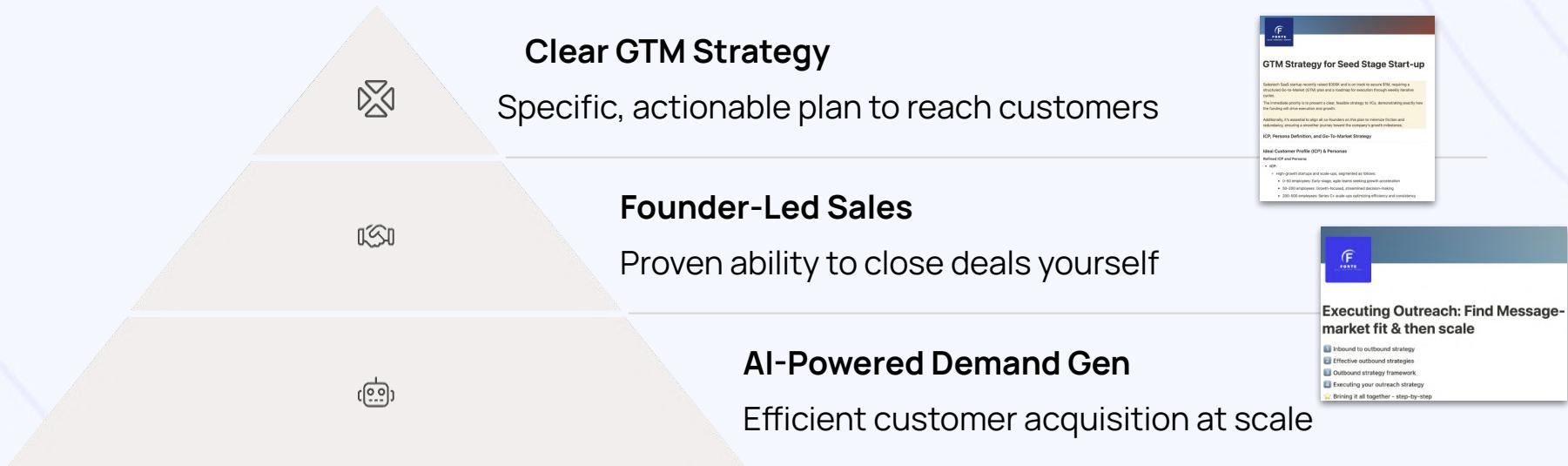
35%

Shorter than last year

7%

Clear path to Growth: The VC expectation

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



See next page

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



AI-Powered Demand Gen

Efficient customer acquisition at scale

Forte "No-fluff" How-to Guides:

- I've built multiple go-to-market playbooks – from *0 to \$100k* to *0 to \$2M+ breaking into new markets* to *30+ consecutive deals*.
These cover everything from:
 - Building a GTM strategy that gets funded
 - Scaling to 100+ headcount
 - Early traction to 100+ customers
 - Scaling from 10 to 1000
 - Scaling from 1000 to 10,000
 - Building inbound & outbound sales & marketing growth channels
 - Identifying & prioritizing growth levers
 - And creating what works into repeatable systems

See next page

The Growth Engine Playbook: A Technical Guide for Building Early-Stage Revenue

This Product is for the Techies

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

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

This Product is for the Techies

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

No Fluff Handbook for Scaling Your Product & Creating Demand

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

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

GTM Strategy for Seed Stage Startups

Establishing initial strategy, usually around \$100k and an aim to generate \$1M, requiring a detailed Go-to-Market (GTM) plan and a checklist for execution through GTM.

The immediate priority is to answer a clear, feasible strategy to VC, demonstrated through a Go-to-Market (GTM) plan.

Additionally, it's important to plan out on how to use the Go-to-Market and reducing, refining, and scaling a product or service to the company's growth milestones.

IFTI: Personas Definition, and Go-to-Market Strategy

Ideal Customer Profile (ICP) & Personas

ICP =

- High-growth startup and scale-up, segmented as follows:
 - 10-100 headcount, revenue > \$100k
 - 100-200+ employees, growth-focused, revenue > \$100k
 - 200-500+ employees, Series C+ market-leading efficiency and consistency

Executing Outreach: Find Message-market fit & then scale

Inbound to outbound strategy

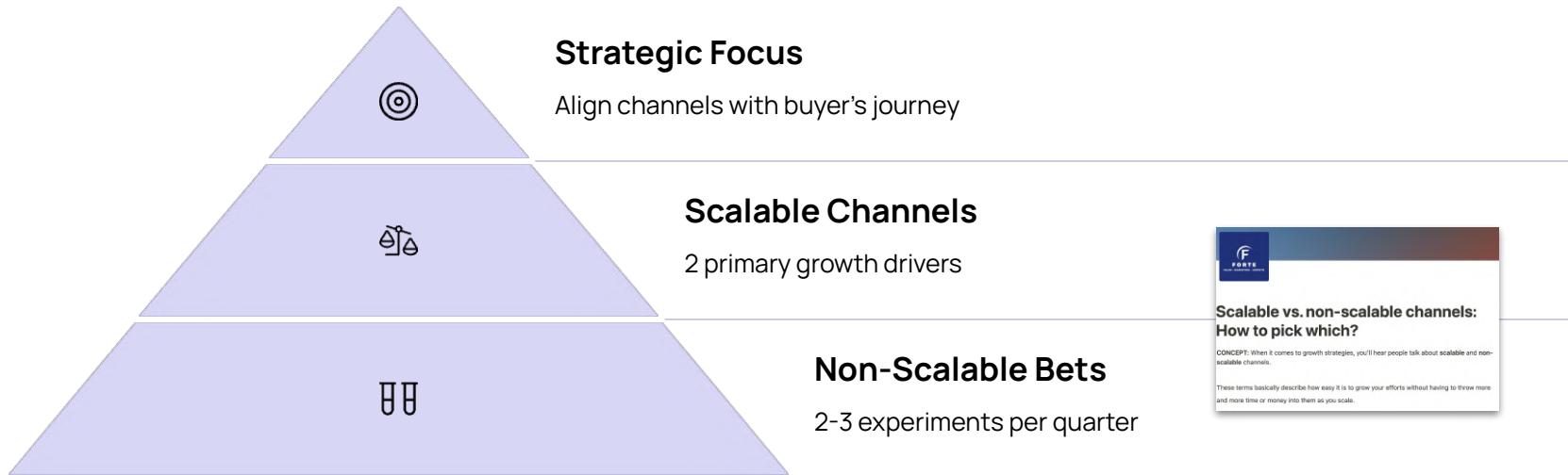
Effective outbound strategies

Outbound strategy framework

Executing your outreach strategy

Bringing it all together – step-by-step

Build Your 1-Year GTM Plan



- Every startup needs a balanced growth plan: 2 scalable channels (like sales or referrals) + quarterly tests with non-scalable tactics (like events or affiliates).
- Check out our playbooks: *How to Pick Channels* and the *50 Growth Channel Cheatsheet* to find your mix.

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

Alper Yurder, May 2025



The Startup Trio

the GTM Hustler to your Product & Tech Hipster-Hacker: Be the Hustler or Find the Hustler

HUSTLER

Sell the product



HACKER

Build the product

HIPSTER

Pimp the product

London startup founded by Turkish cousins raises \$1.3M for its B2B deal closing software, Flowla



BY ABHINAYA PRABHU · MARCH 28, 2023 · 3 MINUTE READ



3 (Cont'd): Choosing Acquisition Channels

How will you acquire new leads?



SCALABLE CHANNELS

- Direct Sales
- Referral
- SEO

✓ These channels can grow with your business and provide consistent results as you scale.



NON-SCALABLE BETS

- Industry Events
- Personal Introductions
- Affiliate Marketing

✓ These channels can grow with your business and provide consistent results as you scale.



DECISION CRITERIA

- Average ticket size
- Typical sales cycle length
- Buyer behavior patterns

✓ Base your channel selection on these key factors to ensure alignment with your business model.



For tactical implementation, follow this flow:

- 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.



5. Map Your Sales Process



Discovery

Initial qualification and needs assessment

Demo

Product showcase and value demonstration

Follow-up

Address questions and overcome objections

Close

Secure agreement and finalize details

Onboarding

Ensure successful implementation

💡 Be aware of common leaks in your sales funnel: weak follow-up processes, dependency on a single champion within the organization, and unclear value propositions can all derail deals.

These issues become more pronounced as you scale.

Let's make it happen:

Develop a sales playbook:

- Map out your sales process from lead generation to discovery calls, product demos, follow-ups, and closing.
- Refine the process regularly. After refining Flowla's sales process, we reduced sales cycles by 30% by focusing on more structured follow-ups and qualifying leads better.
 - We also tested with free sign-ups. vs book a demo, different pricing strategies, Sales-CS hand-over

A graphic for a 'Free Sales Plan Template' from HubSpot and aircall. It features a colorful design with orange, red, and blue shapes. The text reads: 'HubSpot aircall Free Sales Plan Template Outline your company's sales strategy in one simple, coherent plan by HubSpot and aircall.' Below the text is a small icon of a bar chart and a megaphone.

Why It Matters: A documented sales process allows you to optimize every step of your sales cycle and scale effectively.

Here's the Hubspot example [Hubspot playbook](#)

10. Scale Systems, Not Chaos

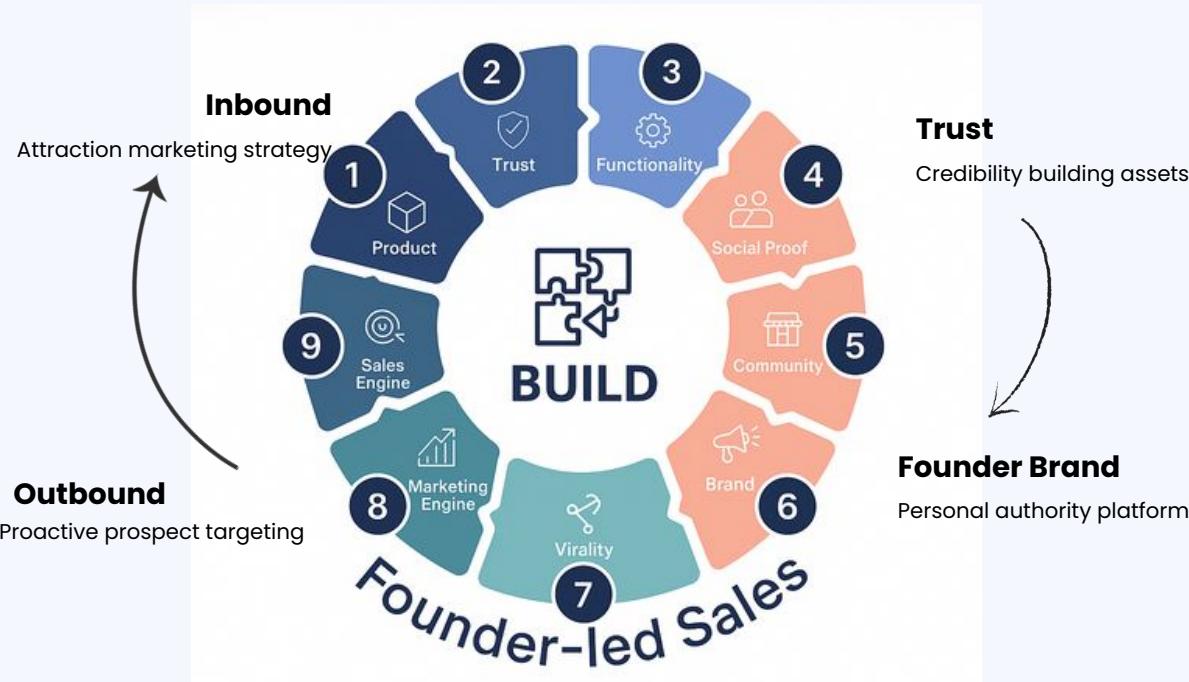


A complete GTM strategy integrates all four components: outbound prospecting, inbound marketing, trust-building assets, and founder brand development. To implement effectively, create a 90-day roadmap with specific milestones, establish weekly GTM rituals to maintain momentum, and develop a targeted strategy for acquiring your next five clients.

For additional accountability and support, consider joining our Accountability Cohort where you can connect with other founders on similar journeys.



 Alper Yurder
Follow for more GTM tips!



Outbound - Find Message-Market Fit



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

★ Brining it all together - step-by-step



Why Outbound Works

- Provides fast feedback on messaging
- Forces clarity in your value proposition
- Drives predictable revenue generation

Best Practices

- Prioritize relevance over volume
- Use personalization instead of templates
- Focus on trigger-based outreach rather than mass blasts

Tool Stack

- LinkedIn + Sales Navigator for prospecting
- Clay, Relevance AI, Honeysales for targeting
- Salesforage for warm-up and automation

Effective outbound strategy isn't about volume—it's about relevance and timing. By focusing on quality over quantity and leveraging trigger-based outreach, you can significantly improve your conversion rates and accelerate your path to message-market fit.

The B2B Startup Landscape Today

Money is scarce, competition much tougher

According to an outlook published by Wellington Management, distributions from VC funds [dropped a staggering 84%](#) from 2021 to 2023, further growing dry powder inventory and extending the allocation drought. Competition for fundraising will continue to be a trending theme among emerging companies in 2024.

