



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

How to go from 0 to \$3M ARR with zero marketing spend with  
**founder brand & guerilla tactics**



# 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

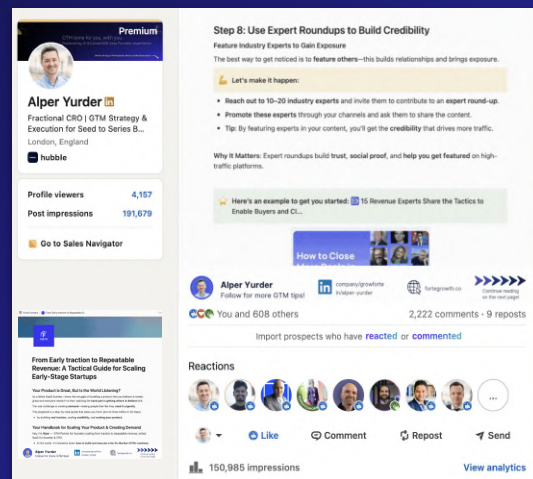
## From Zero to One Million: Actionable Guide for Early Stage Startups

**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 2: Use Expert Roundups to Build Credibility**  
Feature Industry Experts to Gain Exposure

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

Let's make it happen:

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

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

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

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

Profile viewers 4,157  
Post impressions 191,079

Go to Sales Navigator

**How to Close**

**Alper Yurder**  
Follow for more GTM tips!  
LinkedIn: alper-yurder | Integravox.co

You and 608 others  
2,222 comments · 9 reposts

Import prospects who have reacted or commented

**Reactions**

Like Comment Repost Send

150,985 impressions  
View analytics

Zero to 1 Playbook



# Hi 🙋 Allow me to introduce myself



I'm Alper. I'm a former founder & a GTM Sales expert with 15 years of experience building and scaling sales & marketing teams.

## Consulting Career & Working with 20 Sales teams

Led GTM projects for Fortune 500s (Pepsi, Mondelēz) - CCO, CEO  
**Impacted 10,000+ salespeople globally**  
20 GTM projects across retail, CS, tech, GS



## Start-up-1: From IC to Sales Leader & Scale Sales Teams +10

Joined as IC, closed \$50K-\$2M Edtech deals from 0-to-1.  
**Hired & led sales, CS, and product marketing teams (10+).**  
Owned outbound, closing, retention – drove \$5M+ in sales.  
**MG later IPO-ed on secondary market.**



## Scale-up 2: EU Enterprise Sales @ Series-D, Closing +\$20M

Led EU enterprise sales in in new verticals - \$10M+ in Edtech/HRtech.  
**Partnerships & Affiliates +\$10M**  
Built outbound systems, trained sales team. **Team scaled → GA acquired by Adecco.**



## Start-up-3: From Seed to Series-A, GTM system to \$1M ARR

First hire outside HQ, opened UK/US/ Benelux.  
**Built GTM playbook: outbound, brand, product marketing, revops.**  
Ran events, webinars, PR – full-stack growth - extension of founder.  
**Helped scale to ~+\$1M ARR post-Series A.**  
**Decided to build our own.**



## No-4: Flowla: Co-founded raised & Scaled GTM with Zero Paid ads

Raised \$1.5M VC , generated first \$500K via founder brand + content engine  
**Podcast, founder brand, +10M views with mktg, SEO 10X, content engine...**



# How I work with Startups

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

## Revenue Accelerator

- Weekly calls to improve a specific area and/or growth hacking
- Focus on a specific area using my “Founder Build” framework
- Or follow my step-by-step “Founder-Led Sales” playbook
- Includes 1–2 client/persona calls + reviews for quick wins

👉 Best for early-stage founders or those who need an expert to sound-board strategy & execution



## Coach + Execution = GTM Sprints

- Hands-On Execution (Weekly Sprints)
- Coaching + execution (6-8 hrs/ week)
- Focused on 1 key outcome, fast:
  - Outbound system setup
  - More meetings from LinkedIn
  - Launch founder brand & content

👉 Best for founders who want someone to build systems to get more leads, close more deals, but not full-time



## Fractional GTM Leader/ Co-founder as a service

- Need a Scalable GTM System?
- Fractional CMO/CRO (1.5–2 days/week)
- I embed to:
  - Own GTM & sales end-to-end
  - Lead strategy, ops & team
  - Drive content, outbound & marketing
  - Align goals and execution as your GTM lead

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

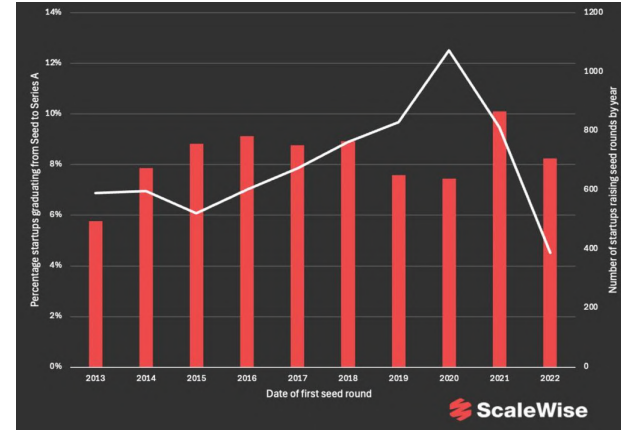
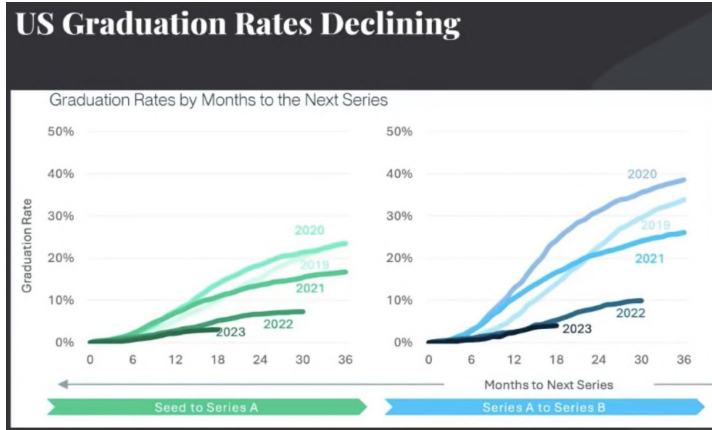


Alper Yurder, June 2025

\*Please DM me to discuss a possible discount on the full price for founder-led sales coaching sessions if you're pre-traction, depending on availability

# The B2B Startup Landscape Today

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

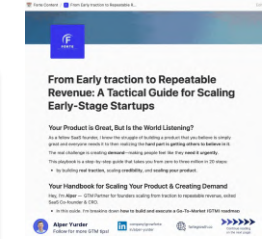
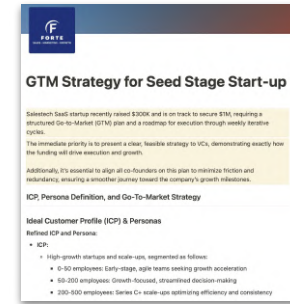


**Market dynamics:** Reduced VC funding, slowing graduation levels from pre-seed to Series-A

💡 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?



# Learnings from Scaling GTM

Lessons that save founders time, money, & mental health

## Founder-led sales

- No one can sell your product as authentically
- Learn to sell, get coached if needed before hire

## Building GTM, like building tech

- Test-iterate-improve every week
- Like you build tech, build GTM in sprints

## Can't outsource "problems"

- As a founder, you crack then hire
- Outsource outreach to agency before msg-mkt fit, waste money, time

## Can't run before you walk

- Nail message-mkt fit, ICP essentials. Not fluff!
- If not you waste time, money, burn resources

## Hockey Stick is real

- Content, brand, SEO scale over time.
- Stick to the plan, show up- to get to 10-20 meetings

## Process before scale

- As you "do", record all in a GTM hub
- Helps with org knowledge, onboarding, track results

# Building GTM Systems in 2025

How to scale GTM & Sales in 2025 without spending millions?

**Message-Market Fit > PMF** Before you scale, get the message right. We run LinkedIn tests and persona calls to find what makes people say “I need this now.” No fluff. It saves you \$20K+ on wasted outbound.

**Outbound Alone Isn't GTM** 10,000 cold messages mean nothing without trust. Pair outbound with content, brand, and social proof. Test, iterate, and earn attention - don't spray and pray.

**You Don't Need Paid Ads to Scale** My first \$500K came from content, social proof, and founder brand. Trust + FOMO = faster sales, more demand. **You Don't Need 10 Hires** A sharp generalist + AI + part-time help beats a bloated team. The right tools drive speed and focus.

**Sales Cycle = Success** Shorten it. Win faster. Handle objections live. Use content to educate before the first call.

**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 best!

**Why so hard?**

- Abandon spam
- Test/revised
- Without inbound trials

**Tactical implementation:**

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

**No Full Funnel for Start-up**

Partners: HubSpot, Drifify, Apollo.io, Salesforge, Relevancy AI, LinkedIn, Hubsuite, clay, hoinoyesales, TexAu

Alper Yurder, June 2025

**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:**

- Authority = Trust
- Use founder story, problem/solution posts, customer quotes, SEO pages
- Exercise: List 10 trust-building ideas
- Check Alerts + LinkedIn comments for signals

Alper Yurder, June 2025

**Sustainable scalable systems: ~~X~~ Paid ads**  
Building trust at scale **FOR "FREE"**

**METRO**

Alper Yurder, June 2025



# 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.



# 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

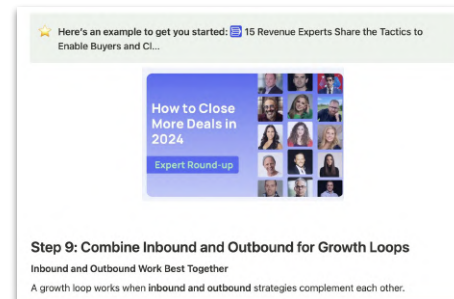
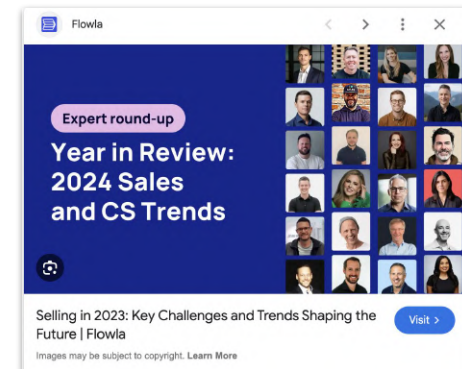


## BOFU: Bottom of Funnel

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.



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

## Case Studies

Detailed success stories from satisfied clients

## Testimonials

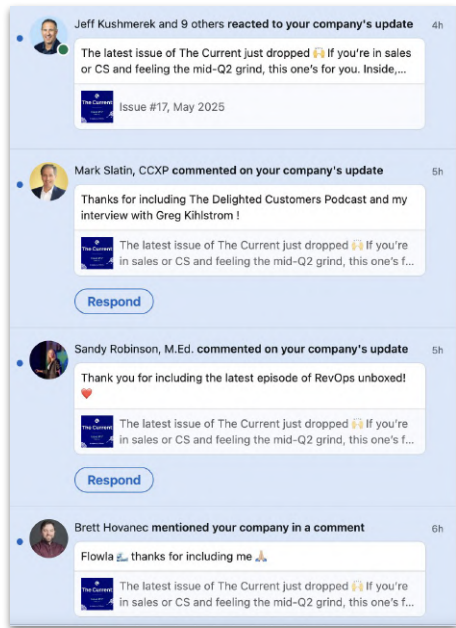
Use Senja or similar for Love Walls

## Events & Awards

PR events, launches like PH launch are great

### 💡 Tactical implementation:

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



# Build your founder brand first

# 1,000+

Leads generated

From founder-only content strategy

# 3x

Engagement rate

Compared to company content

# 52

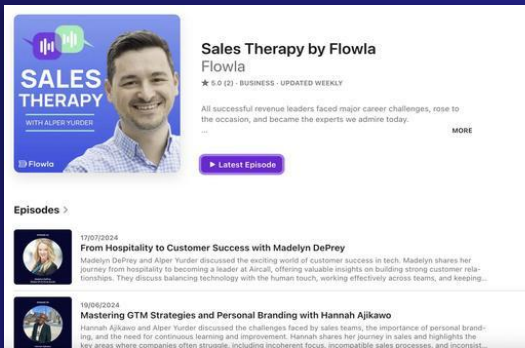
Weekly posts

Consistent sharing builds audience

## 💡 Your unfair advantage: Founder-Brand

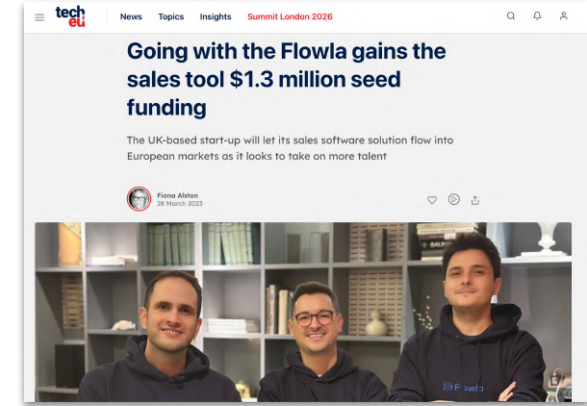
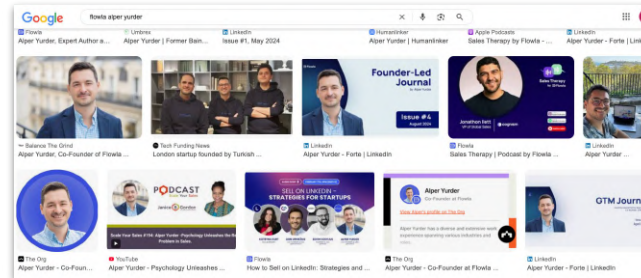
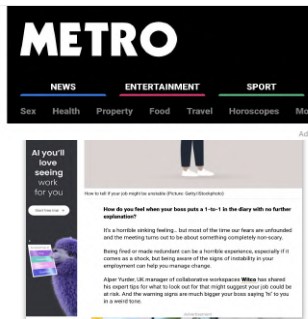
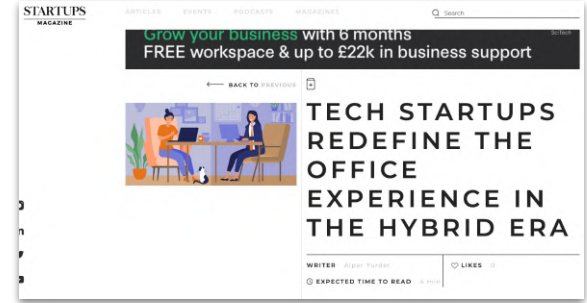
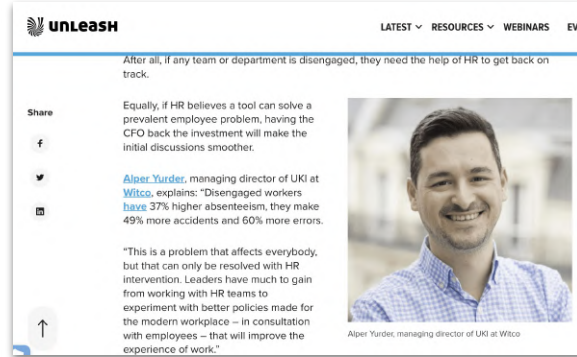
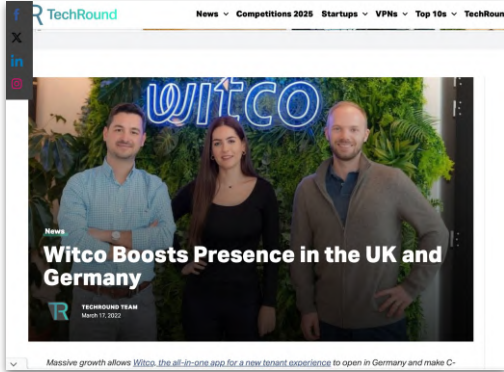
- People buy you before your product.
- A founder's personal brand builds trust faster than company posts.
- Share wins, failures, and behind-the-scenes weekly to stay human and relatable.

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



# Sustainable scalable systems: ~~X~~ Paid ads

Building trust at scale  For "FREE"



# Doing marketing with limited sources

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

## 1M views

On influencer almanac

From guerilla marketing - 52 influencers share for free

## 10x

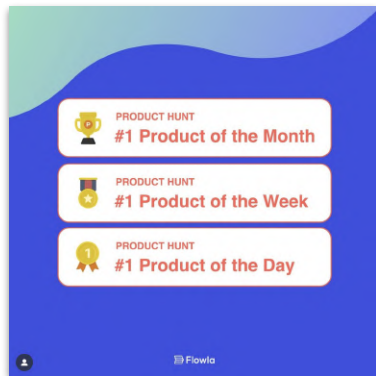
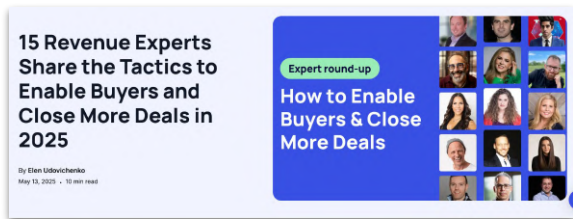
SEO

Compound over a year in blog views

## 5K downloads

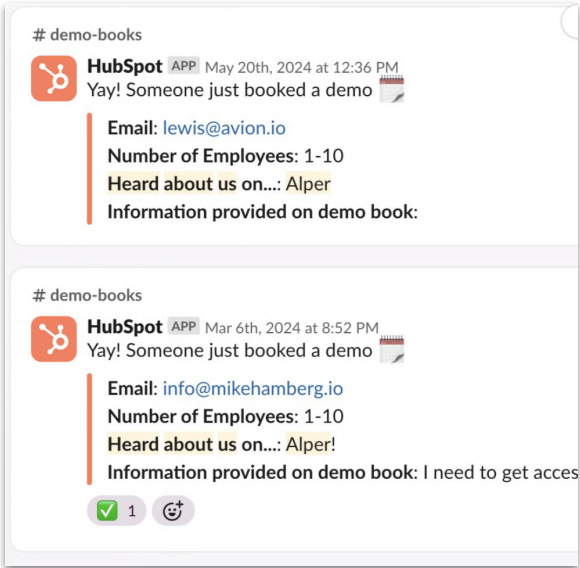
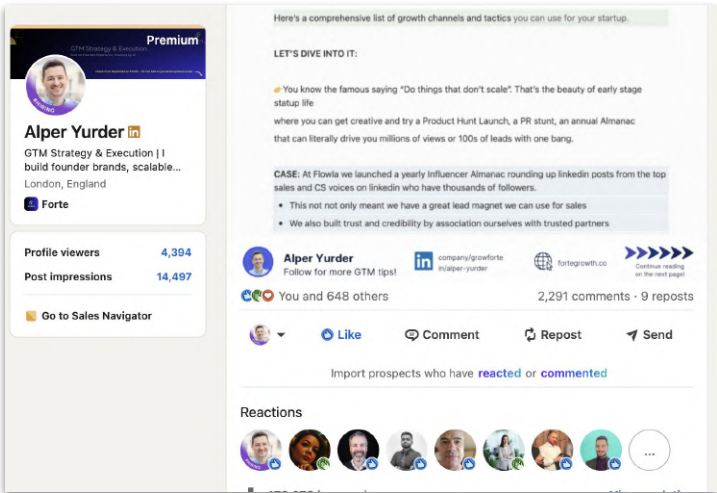
Expert roundups & Lead magnets

Weekly visits to the website



# Founder brand & LinkedIn

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



# Case study: Investment-ready GTM Strategy & Sales Execution for Atria AI



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

### Challenge:

Atria had early momentum but no defined GTM strategy. The team needed clarity, a sharp plan, and support to raise their round.

### What We Did: Hands-on Coach + Execution → GTM Strategy, Fundraising & Sales sprint

- Delivered deep GTM audit (ICP, positioning, funnel review)
- Built out acquisition strategy: when and how to use outbound, content, founder brand
- Defined messaging, pricing triggers, and sales playbook
- Helped shape the narrative and investor deck for the raise

### Result:

- Clear GTM roadmap to show traction and scale
- Strategic GTM plan integrated into investor story
- Raised £700K shortly after



# Case study: +\$100K Additional revenue for Wealt in M2, building GTM system & hiring

## From 2K to 6K

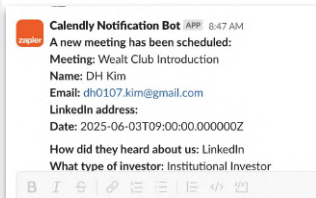
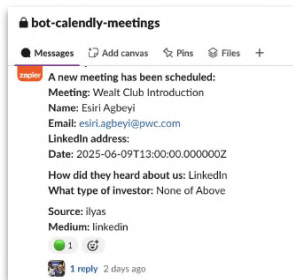
Followers

## \$100K

Sales in one month

## 5 meetings/week

In month 4



### Challenge:

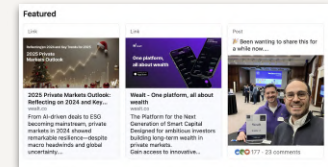
Wealt was building a private markets platform but had no repeatable GTM system, pipeline, or brand presence. Abidin needed a trusted partner to build traction while building a GTM system from scratch.

### What We Did: Fractional CRO/ CMO - Co-founder as a Service

- Built Abidin's founder brand with credibility-focused LinkedIn content
- Set up outbound engine using Emler, Honeysales, and LinkedIn workflows
- Combined smart commenting, DM retargeting, and warm intros
- Supported demo flow, objection handling, and deal coaching
- Hired and onboarded an SDR to scale execution

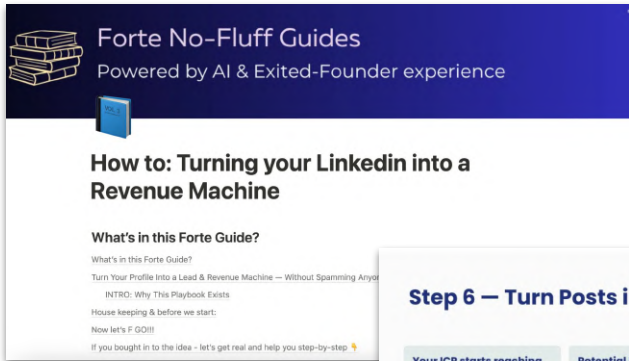
### Result:

- \$100K+ warm pipeline by Month 2
- 5-10 qualified meetings/week by Month 4
- Repeatable founder-led GTM system in place
- On track to fundraising with clear traction, credibility, and growth engine



# +100K from LinkedIn in 3 mts.

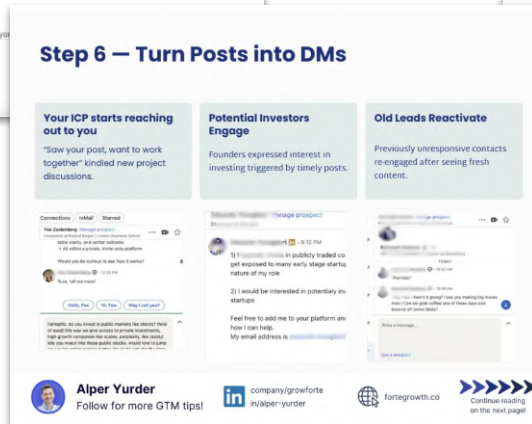
With the right methodology & tactics



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

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

**What's in this Forte Guide?**  
What's in this Forte Guide?  
Turn Your Profile Into a Lead & Revenue Machine — Without Spamming Anyone  
INTRO: Why This Playbook Exists  
House Keeping & before we start:  
Now let's F GO!!!  
If you bought in to the idea - let's get real and help you step-by-step 🏆



### Step 6 — Turn Posts into DMs

- Your ICP starts reaching out to you**  
"Saw your post, want to work together" kindled new project discussions.
- Potential Investors Engage**  
Founders expressed interest in investing triggered by timely posts.
- Old Leads Reactivate**  
Previously unresponsive contacts re-engaged after seeing fresh content.

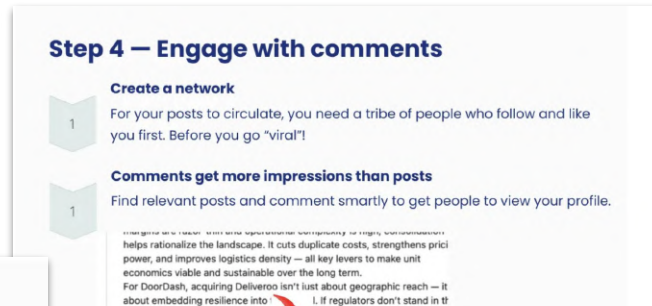
Connections: 10M | Shared

**Free Bookkeeping** (Image alt: Bookkeeping icon) | 10 views | 10 likes | 10 comments | 10 shares

Profile: Alper Yurder | 10 views | 10 likes | 10 comments | 10 shares

DM Conversation Snippet:  
1) I recently raised in publicly traded co get exposed to many early stage startups nature of my role  
2) I would be interested in potentially im-startups  
Feel free to add me to your platform and I can start help. My email address is [redacted]

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

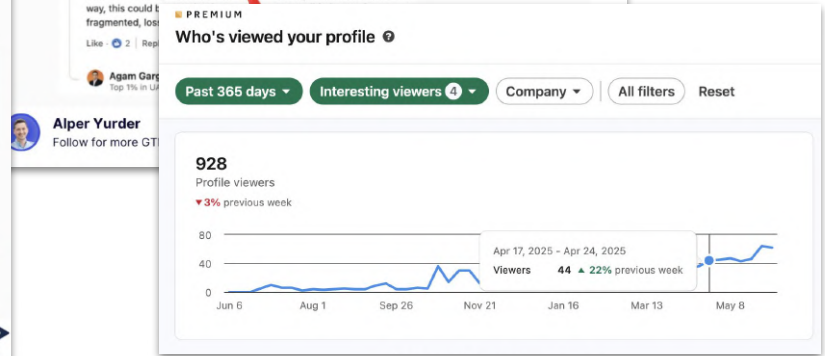


### Step 4 — Engage with comments

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

**Comments get more impressions than posts**  
Find relevant posts and comment smartly to get people to view your profile.

**Who's viewed your profile**



Alper Yurder | Follow for more GTM tips!

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

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

Viewers 44 ▲ 22% previous week

Apr 17, 2025 - Apr 24, 2025

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



# Growing to 100 Customers

## HOW TO GET YOUR FIRST 100 CUSTOMERS

<b>Build a Media Hub</b>  Start a blog ↓ create checklists, templates, ↓ and whitepapers to establish authority	<b>Expert Driven Content Strategy</b>    Do expert roundups, invite guests for video interviews, and repurpose content
<b>Run a Podcast or be a Guest on One</b>  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	<b>Performance Marketing</b>   LinkedIn Ads    SEO Ads    Retargeting
<b>Guerrilla Marketing</b>  <b>1</b> Do your PH launch  <b>2</b> Send perks to influencers and ask to share  <b>3</b> Create a quarterly almanac to feature your buyers (as experts)	<b>Scale Outreach</b>    Automate what works Hire sales help Start layering in PLG tactics if applicable.

## 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.

# A few key takeaways for later in your journey

1

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

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

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

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

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

2

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

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

3

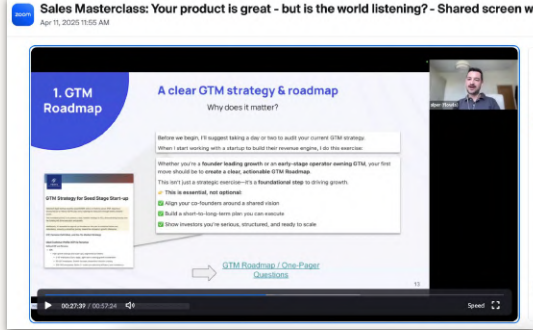
## Product-market fit *isn't* a moment – it's a moving target.

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



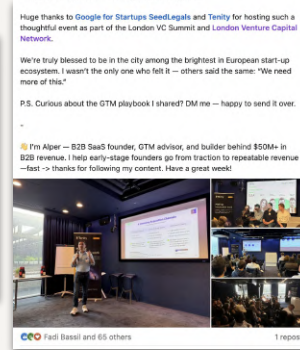
# Resources & In the Media

## Listen to a webinar



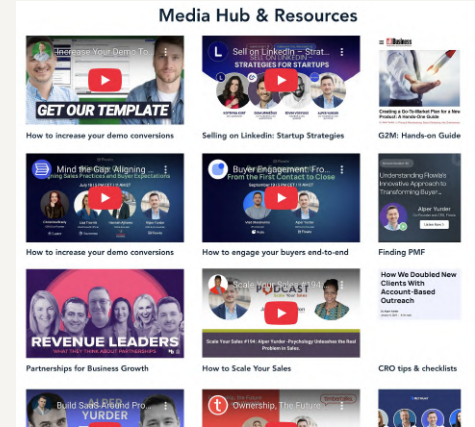
[Your product is great, but is the world listening?](#) A Sales Masterclass hosted with Scribe & SeedLegals

## Join a workshop



[Founder-led Sales & AI with Tenity and Google for Startups](#) - DM me for upcoming workshops

## In the media



New website launching soon, first check out podcasts & resources on [www.fortegrowth.co](http://www.fortegrowth.co)

# Resources: Forte No-Fluff GTM 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

**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 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 & SaaS Co-founder & CRO.

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 Forte, we launched an expert round-up blog featuring industry leaders. It got us organic leads and really resonated with our audience.

Alper Yurder  
Follow for more GTM tips

You and 606 others  
2,221 comments · 9 reposts

150,769 impressions

**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 your Start-up Game

**51 Growth tactics for start-ups**

Growth tactics for early stage start-ups...

Email Outreach	Directly emailing potential customers or partners.	Automated email sequences for lead nurturing.
LinkedIn Outreach	Using LinkedIn to connect and message potential leads.	Sending InMail to specific leads in target companies.
Signal-Based Outreach	Contacting leads based on a specific trigger (e.g., funding round, job change).	Reaching a startup founder after their company raises Series A funding.
WhatsApp Outreach	Leveraging group chats for networking and lead generation.	Creating a niche community for startup founders.
1st Circle (Family & Friends)	Leveraging personal connections to spread the word.	Asking friends to share your startup's launch on social media.
VC Network	Getting introductions through venture capital firms.	Connecting you with their portfolio companies.
Database Automation	Using automation to identify and reach out to potential leads.	Scraping Crunchbase to find recently funded companies.
Competitor Prospect List Outreach	Targeting leads from competitor customer lists.	Using LinkedIn Sales Navigator to reach out to leads of a rival product.

**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

**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.



# 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
- **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





# From zero to GTM engine with founder-led sales & AI

How to go from 0 to \$3M ARR with zero marketing spend with  
**founder brand & guerilla tactics**

