



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



Alper Yurder, June 2025

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

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



Forte No-Fluff Guides

Powered by AI & Exited-Founder experience



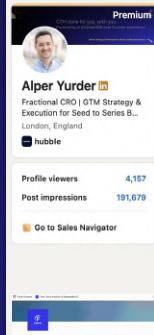
From Zero to One Million: Actionable Guide for Early Stage Startups

Your Product is Great, But Is the World Listening?

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

Your Handbook for Scaling Your Product & Creating Demand

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



Step 8: Use Expert Roundups to Build Credibility

Feature Industry Experts to Gain Exposure

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

Let's make it happen:

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

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

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



How to Close

Alper Yurder Follow for more GTM tips! 15 revenue experts share the tactics to enable buyers and C... 2,222 comments · 9 reposts

You and 608 others

Import prospects who have reacted or commented

Reactions

150,985 impressions

View analytics

Zero to 1 Playbook



Alper Yurder, June 2025

Hi Allow me to introduce myself

I'm Alper. I'm a former founder & a 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 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

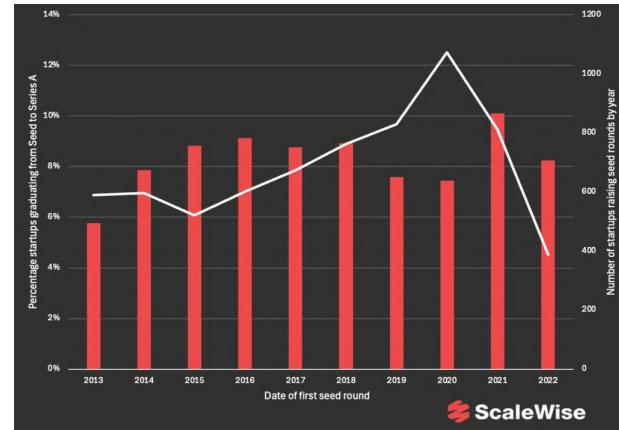
- Need a Scalable GTM System?
- Fractional CMO/CRO (1.5-2 days/week)
- Embed to:
 - Own GTM & sales end-to-end
 - Lead strategy, ops & team
 - Drive content, outbound & marketing
 - Align goals and execution as your GTM lead

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



The B2B Startup Landscape Today

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



UK Graduation Rates: Seed to Series A

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



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

Clear path to growth: The VC expectation

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



Clear GTM strategy

Specific, actionable plan to reach customers

Founder-led sales & marketing

Proven ability to close deals yourself

Efficient customer acquisition at scale

AI-powered demand gen: do more with less



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

Can't run before you walk

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

Building GTM, like building tech

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

Hockey Stick is real

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

Can't outsource “problems”

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

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凤们想

Why so hard?

- Attention-grab
- Tool overused
- Without inbound fails

Tactical implementation:

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

Alper Yurder, June 2025

Inbound & Outbound Together
LinkedIn - Founder - Brand - Content - Community

TOFU: Top of Funnel
Value posts, links, and attention-grabbing content to attract initial interest

MOPU: 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
- User journey: problem/solution points, customer quotes, SEO pages
- Exercise: List 10 trust-building ideas
- Check Alerts + LinkedIn comments for signals

Alper Yurder, June 2025

Sustainable scalable systems: ✗ Paid ads
Building trust at scale ✅ For "FREE"

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.



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



Salesforge

Relevance AI

honeysales

LinkedIn
SALES NAVIGATOR

TexAu

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



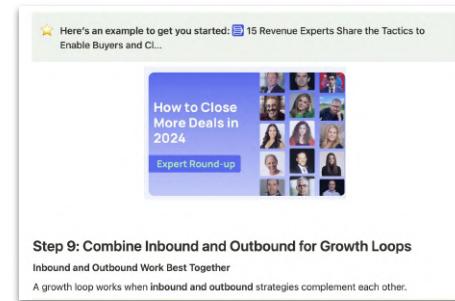
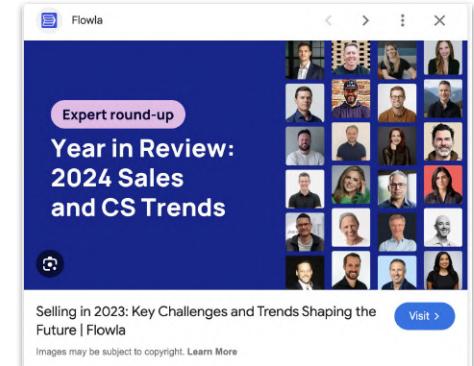
BOFU: Bottom of Funnel

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

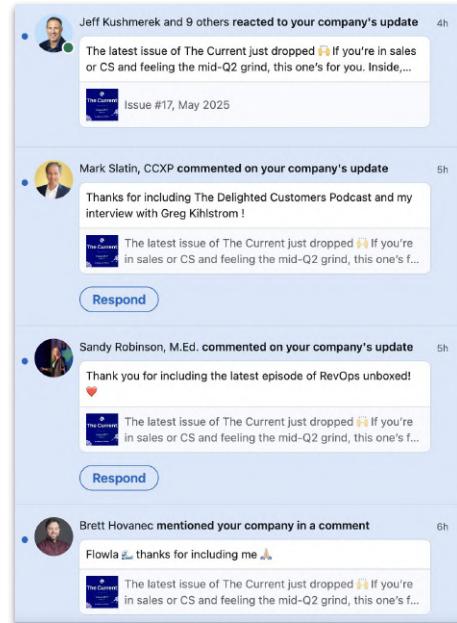
Use Senja or similar for Love Walls

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.



"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



luma⁺



XGEN^{AI}

RIVERSIDE

Build your founder brand first

1,000+
Leads generated

From founder-only content strategy

3X
Engagement rate

Compared to company content

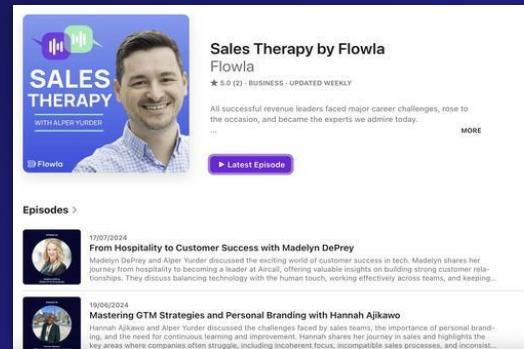
52
Weekly posts

Consistent sharing builds audience

💡 Your unfair advantage: Founder-Brand

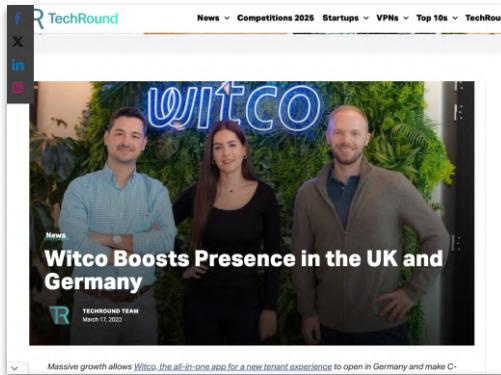
- People buy you before your product.
- A founder's personal brand builds trust faster than company posts.
- Share wins, failures, and behind-the-scenes weekly to stay human and relatable.

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



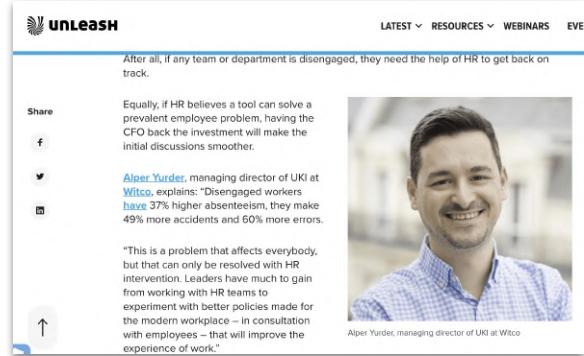
Sustainable scalable systems: **✗ Paid ads**

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



Witco Boosts Presence in the UK and Germany

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



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

Equally, if HR believes a tool can solve a prevalent employee problem, having the CFO back the investment will make the initial discussions smoother.

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

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

Alper Yurder, managing director of UKI at Witco



Grow your business with 6 months FREE workspace & up to £22k in business support

TECH STARTUPS REDEFINE THE OFFICE EXPERIENCE IN THE HYBRID ERA

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



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

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

Fiona Alston | 28 March 2023



METRO

NEWS ENTERTAINMENT SPORT

Sex Health Property Food Travel Horoscopes

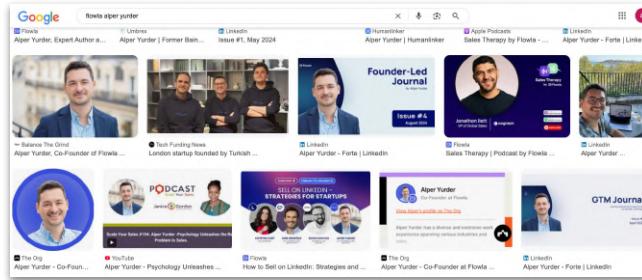
Al you'll love seeing work for you

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

It's a horrible feeling, but most of the time our fears are unfounded and the meeting turns out to be about something completely non-**non-**non-

Being told or made to feel that can be a horrible experience, especially if it comes from someone you respect. Here are some tips on how your employer can help you manage change.

Alper Yurder, UKI Co-Founder and CEO of Flowla, has shared his perspective on what to do for that might suggest your job could be at risk. And the warning signs are much bigger your boss seems to you at a risk time.



Google search results for "Alper Yurder" showing various links and images related to his work at Flowla, including articles, podcasts, and LinkedIn profiles.

Doing marketing with limited sources

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

1M views

On influencer almanac

From guerilla marketing - 52 influencers share for free

10x

SEO

Compound over a year in blog views

5K downloads

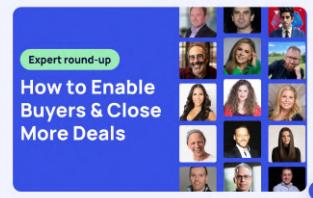
Expert roundups & Lead magnets

Weekly visits to the website



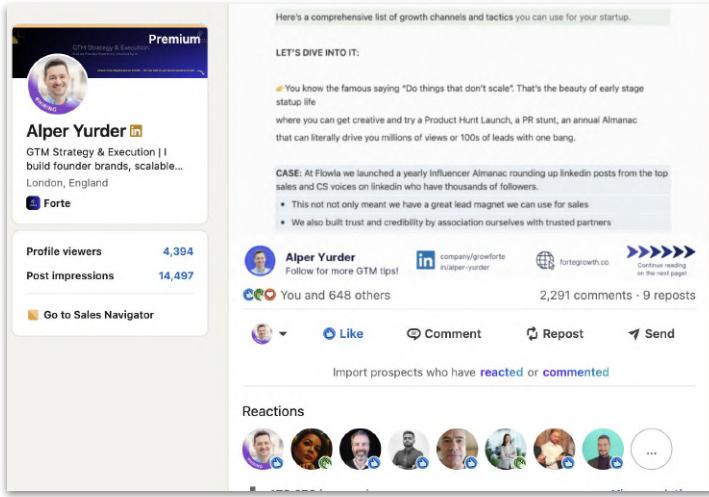
15 Revenue Experts
Share the Tactics to
Enable Buyers and
Close More Deals in
2025

By Elen Usovichenko
May 13, 2025 • 10 min read

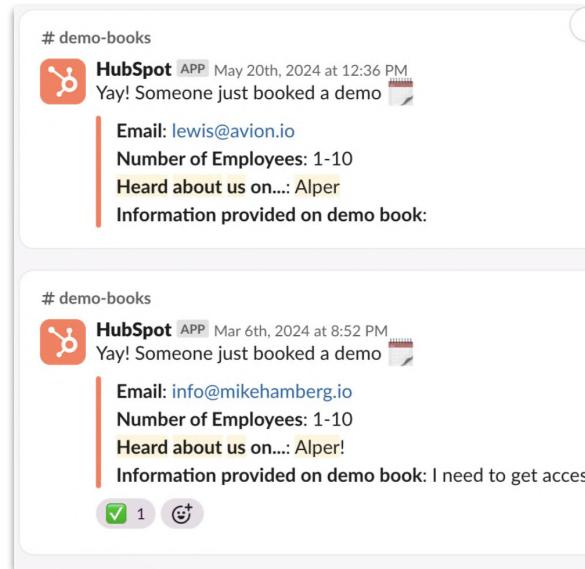


Founder brand & LinkedIn

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



LinkedIn profile of Alper Yurder (GTM Strategy & Execution | build founder brands, scalable... London, England | Forte). The profile shows 4,394 profile viewers and 14,497 post impressions. A post by Alper Yurder discusses growth channels and tactics, mentioning Product Hunt Launch and an annual Almanac. The post has 2,291 comments and 9 reposts. A large orange arrow points from this post to the lead capture card on the right.



Lead capture card from HubSpot. The first entry is for a demo booking on May 20th, 2024 at 12:36 PM, with the email lewis@avion.io. The second entry is for a demo booking on Mar 6th, 2024 at 8:52 PM, with the email info@mikehamberg.io. Both entries include the number of employees (1-10), the source (Heard about us on...: Alper), and information provided on the demo book. A small orange arrow points from the lead capture card back to the LinkedIn post on the left.

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

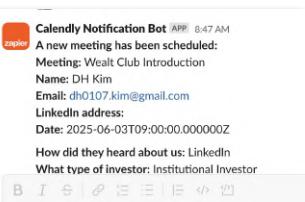
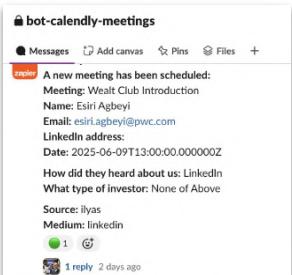
Followers

\$100K

Sales in one month

5 meetings/week

In month 4



Challenge:

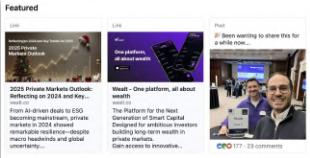
Wealt was building a private markets platform but had no repeatable GTM system, pipeline, or brand presence. Abidin needed a trusted partner to build traction while building a GTM system from scratch.

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 Empler, 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.

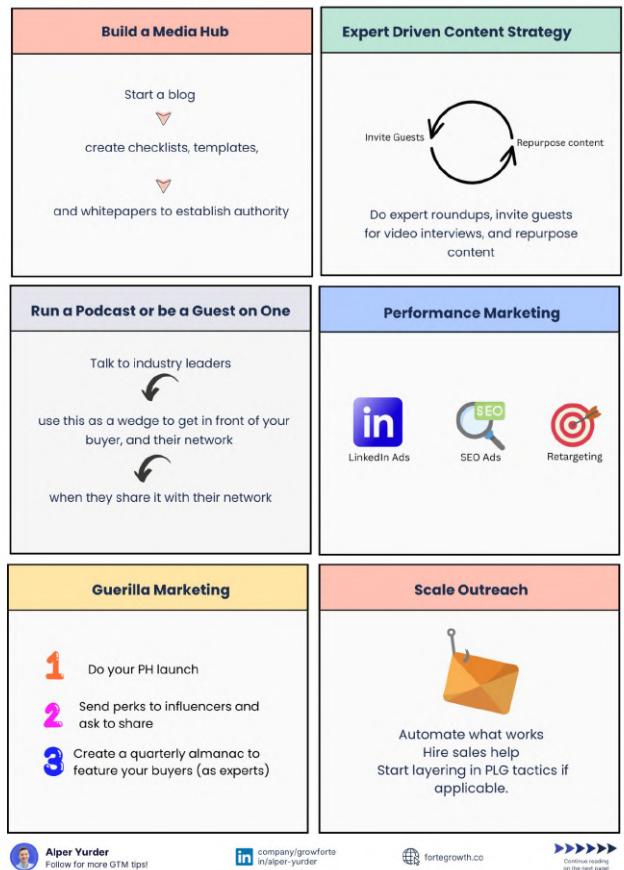
With the right methodology & tactics

The collage includes:

- A screenshot of the LinkedIn profile of Alper Yurder, showing 928 profile viewers over the past 365 days, with a 22% increase from the previous week. The dashboard shows a line graph of viewer count from June 6 to May 8, 2025.
- A screenshot of a LinkedIn post titled "Step 4 — Engage with comments" with the sub-section "Create a network". It discusses the importance of a tribe of followers for viral posts.
- A screenshot of a LinkedIn post titled "Step 6 — Turn Posts into DMs" with the sub-section "Potential Investors Engage". It shows examples of messages from potential investors.
- A screenshot of the LinkedIn profile of Alper Yurder, featuring a bio about turning LinkedIn into a revenue machine, powered by AI and Exited-Founder experience.

Growing to 100 Customers

HOW TO GET YOUR FIRST 100 CUSTOMERS



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

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



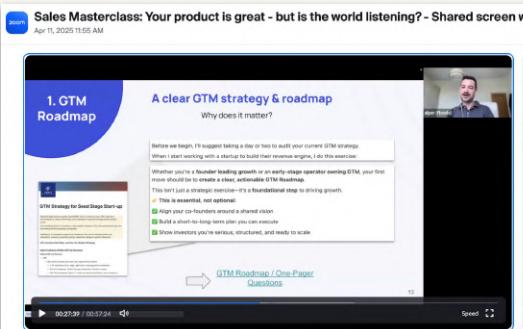
Product-market fit isn't a moment – it's a moving target.

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.

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

Huge thanks to Google for Startups SeedLegals and Tenity for hosting such a thoughtful event as part of the London VC Summit and London Venture Capital Network.

We're truly blessed to be in the city among the brightest in European start-up ecosystem. I wasn't the only one who felt it — others said the same: 'We need more of this.'

P.S. Curious about the GTM playbook I shared? DM me — happy to send it over.

I'm Alper — B2B SaaS founder, GTM advisor, and builder behind \$50M+ in B2B revenue. I help early-stage founders go from traction to repeatable revenue — fast — thanks for following my content. Have a great week!

Fadi Bassil and 65 others

Founder-led Sales & AI with Tenity and Google for Startups - DM me for upcoming workshops

In the media

Media Hub & Resources

How to increase your demo conversions

Sell on LinkedIn — Strategies for Startups

G2M: Hands-on Guide

How to engage your buyers end-to-end

Partnerships for Business Growth

How to Scale Your Sales

CRO tips & checklists

New website launching soon, for now check out podcasts & resources on 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

No Fluff Toolstack for Start-ups

11 Essential Tools I Used to Build My Startup

With Bonus tips, pricing hacks & pro-use cases.



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

51 Growth tactics for start-ups	
/ Drafts	Growth tactics for early stage start...
Small Outreach	Directly reaching out to your ideal customers or partners to generate interest in your business.
LinkedIn Outreach	Using LinkedIn to connect and message potential customers or partners.
Signal-Based Outreach	Conducting outreach on a specific trigger (e.g. a user's birthday, a job change).
WhatsApp Groups	Leveraging group chats to engage with your audience and build community.
1st Circle (Family & Friends)	Leveraging personal networks to spread the word about your startup.
VC Networks	Getting introduced to angel investors and venture capital firms.
Constituute Automation	Using automation to identify and engage with your startup's target audience.
Competitor Prospect List	Targeting leads from your competitors to increase your market share.
Out-Of-Reach	Reaching out to potential customers who are not currently on your customer list.
	<small>Want to learn more about these growth tactics? Check out our Growth tactics for early stage start-ups article.</small>

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 Finte, we launched an expert round-up blog featuring industry leaders. It got us organic traffic and media coverage, which drove additional traffic.

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

 [company/growthforce](#)
 [@growthforce](#)

 [Facebook](#)
 [Twitter](#)
 [YouTube](#)

 [View post](#)
 [View comments](#)

 **You** and 606 others

2,221 comments • 9 reposts

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

Reactions

                              <img alt="Profile picture of user 340" data-bbox

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

