

FORTE PLAYBOOK

The 90-Day GTM Clarity Tracker

One document. Every decision. Thirty-one components, mapped from 30 to 180 days. Fill it in before you build anything.

Forte Growth · fortegrowth.co



A Forte playbook

If a row is blank, that is your priority.

Thirty-one components. For each one, write your answer, then what has to be true at 30, 60, 90 and 180 days. Revisit every thirty days.

Column	What goes in it
The component	What it is. Defined for you in this document
Your answer	Be specific, not aspirational. This is the column that matters
30 days	What is true in thirty days if you execute
60 / 90 / 180 days	The same, further out. Where the compounding shows up

THE WHOLE POINT

If you cannot fill in your answer clearly, you do not have clarity yet. That is not a failure of the document. That is the diagnosis.

Most founders can fill in about eleven of the thirty-one on the first pass. The gaps cluster, and the cluster tells you which part of the engine has never been built.



Foundations

#	Component	What it is	By 90 days
1	Mission	One sentence. Why the company exists for the customer. Not the vision statement, the thing that drives daily decisions	Locked. On the website and in every deck
2	Revenue goal	Twelve-month target as a formula: price times clients times duration. If you cannot write the formula, the pricing is not clear enough	On track for the quarterly target, unit economics validated
3	Product	What you sell, packaged into tiers people can buy. Not the feature list, the packaged offers with an entry point	A clear winner in packaging. Kill what does not sell
4	ICP	Industry, size, stage, geography, and the trigger that makes them ready now. SMBs is not an ICP	Confirmed by closed revenue. Secondary ICP identified
5	Persona	The human who buys, and the human who uses, if they differ. Title, daily pain, what makes them say yes	Persona-specific decks and sequences live

ON THE ICP ROW

A real one reads like: Series A companies in one country, twenty to fifty people, who just hired their first salesperson. If yours has no trigger event in it, it is a description, not a target.



Motion

#	Component	What it is	By 90 days
6	GTM motion	How customers find you and buy. Two or three channels, ranked. Be honest about what is founder-led and what is scalable	Clear data on which channel converts. Double down
7	Loop	How one customer leads to the next without starting from zero. The compounding motion. Without one you are always cold	Referral producing 20% or more of pipeline
8	Message and positioning	How you describe what you do differently from everyone else. Statement, differentiator, proof. If you sound like competitors you have lost	Messaging locked. Website, decks and sequences aligned
9	90-day focus	Your top three priorities. Not twelve. Three. Everything else is noise	All three hit, or clear learnings on what to change

THE LOOP IS THE ROW PEOPLE LEAVE BLANK

It is also the one that decides whether year two is easier than year one. Deliver for one portfolio company, the investor sees it, the next introduction arrives. Or a champion moves company and brings you with them. Name yours.



Channels and the maths underneath

#	Component	What it is	By 90 days
10	Scalable channels	The channels that grow without proportional effort. Outbound sequences, paid, search, partnerships, product-led. Things that can double output without doubling your time	Producing predictable pipeline
11	Non-scalable channels	The things that do not scale but build trust. Events, podcasts, dinners, speaking, one-to-one outreach. Essential early, and you need to know when to shift	Creating the content and proof that feeds the scalable ones
12	Revenue architecture	Your quarterly model. How many deals, at what value, from which channel, producing what total. The maths that tells you whether the plan works	Validated by closed deals

ROW 12 IS THE HONESTY CHECK

Write the quarters out. One warm deal plus one outbound deal in Q1. Add a referral in Q2. If the numbers do not reach your row 2 target, the plan is wrong now, not in nine months.

Content and trust

#	Component	What it is	By 90 days
13	Thought leadership	How you build authority so buyers trust you before they speak to you. Your content thesis, your point of view, your platform	Recognised in your niche. Invited to speak or contribute
14	Lead magnets	Free resources that attract your ICP and earn their attention. Playbooks, templates, checklists, reports	Producing qualified conversations
15	Content	Your engine as a system: what you produce, where it goes, how it feeds pipeline. Not we should post more	Running without the founder writing every word
16	LinkedIn calendar	The weekly rhythm. Which days, which content types, which pillars. Systematic, not random	Best-performing formats identified. Double down

A CALENDAR THAT WORKS

Monday authority. Tuesday something tactical. Wednesday social proof. Thursday a playbook or framework. Friday a personal story or something built to travel. Five slots, five jobs, no blank page.



Proof, network and visibility

#	Component	What it is	By 90 days
17	Credibility	The proof stack that makes strangers trust you. Testimonials, case studies, video, press, partnerships, logos	Strong enough to close without a demo
18	Authority	Where you show up and what you are known for. Speaking, writing, teaching, advising	Known in your niche. Invited without pitching
19	Relations and true fans	The ten to twenty people who refer you, share your work, open doors and vouch for you. Not your network. Your active allies	Producing warm introductions monthly
20	Visibility	Where your ICP sees you beyond your own feed. Podcasts, communities, publications, events	Multi-platform presence established
21	Proactive / reactive	The split between outbound and inbound. Early stage should be 80/20 proactive. Later you flip it	60/40. Inbound becoming reliable



The three mission-critical rows

22

Outbound and pipeline

The priority that, if it fails, makes everything else irrelevant. Usually: get the outbound engine running and producing qualified meetings. By 90 days it produces predictable pipeline and is ready to hand over.

23

Focus

The discipline to say no. One product, one ICP, one problem. Every time you add scope you dilute execution. By 90 days focus is validated by results and you can expand on purpose.

24

Consistency

The system that keeps everything running weekly. Content, outbound, follow-up, CRM. The unglamorous discipline that compounds. By 90 days it runs on rhythm, not motivation.

CHECK ROW 23 AGAIN AT DAY 60

This is the row that quietly fails. You will have added three things without noticing. Ask the question out loud: is it still one product, one ICP, one motion?

Goals that prove it is working

#	Component	What it is	By 90 days
25	Product goal	The one milestone that unlocks GTM progress. Not the roadmap. The thing that has to ship to make selling easier	Validated by retention and expansion
26	Sales goal	Deals closed, pipeline generated, meetings booked. The numbers that prove the GTM works	Sales process documented and repeatable
27	Marketing goal	The milestone that supports sales. Not vanity metrics, the leading indicators that demand is building	Producing qualified pipeline
28	Website	Your conversion tool, not a design project. Clear messaging, clear ICP, clear call to action, case studies, findable	Producing organic traffic and conversions

ON ROW 28

A buyer is not looking to be impressed by your website. They are working out quickly whether you are worth a call. Every element that does not help them decide is costing you.



Process and the boring essentials

#	Component	What it is	By 90 days
29	Sales process	Every step from lead arrives to deal closes, documented. If it is in your head it is not a process	Repeatable. Someone else could run it
30	Outbound priorities	Who you reach, through which channel, with what message. Prioritised, not scattered. Warm first, then niche, then cold	Producing 50% or more of pipeline
31	Admin and finance	Invoicing, cash flow, legal, accounting, team operations. Boring, and fatal if ignored	Clean books. Investor-ready reporting

ROW 30, IN ORDER

Tier one is your warm network and referrals. Tier two is targeted outreach to your ICP. Tier three is cold, to a validated list. Each rung teaches the message for the rung below it. A list being technically ready is not a reason to send it.



All thirty-one, at a glance

#	Component	In one line
1	Mission	Why you exist for your customer
2	Revenue goal	Your 12-month target as a formula
3	Product	What you sell, packaged to be bought
4	ICP	The company profile that buys
5	Persona	The human who buys and the human who uses
6	GTM motion	Your 2 to 3 channels, ranked
7	Loop	How one customer leads to the next
8	Message and positioning	How you are different, in two sentences
9	90-day focus	Three priorities. Not twelve
10	Scalable channels	Growth without proportional effort
11	Non-scalable channels	Trust-building that does not scale but matters



QUICK REFERENCE

#	Component	In one line
12	Revenue architecture	Quarterly deal model by channel
13	Thought leadership	Your content thesis and platform
14	Lead magnets	Free resources that attract your ICP
15	Content	Your content engine as a system
16	LinkedIn calendar	Weekly posting rhythm by day and type
17	Credibility	Testimonials, cases, logos, press
18	Authority	Where you show up and what for
19	Relations and true fans	The 20 allies who refer and amplify
20	Visibility	Where your ICP sees you off your own feed
21	Proactive / reactive	Your outbound to inbound ratio



QUICK REFERENCE

#	Component	In one line
22	Mission critical 1	Usually the outbound engine
23	Mission critical 2	Focus: one product, one ICP, one problem
24	Mission critical 3	Consistency: the weekly system
25	Product goal	The milestone that unlocks GTM
26	Sales goal	Deals, pipeline, meetings
27	Marketing goal	Leading indicators of demand
28	Website	A conversion tool, not a design project
29	Sales process	Lead to close, documented
30	Outbound priorities	Who you reach, how, in what order
31	Admin and finance	Ops, invoicing, cash flow, runway

HOW TO SCORE YOURSELF

Count the rows you can fill in specifically, today, without inventing anything. Under fifteen means the gaps are structural, not tactical. More effort on outbound will not fix them.



Fill this in before you build anything.

Forte is a marketing build team. We become your marketing department, build the whole function, run it, then hand it to your team or keep running it fractionally.

Most of the engagements we take on start exactly here, with a founder who can fill in eleven of these thirty-one rows and has been trying to fix the wrong one.

fortegrowth.co

