



From Service to Product: How to Make the Market Find You

PitchHub x Forte Growth : Workshop for the Service Business Innovation Accelerator



Alper Yurder, January 2026

You've Built the Product. Now What?

How service businesses take a digital product to market : without becoming salespeople overnight.

Alper Yurder | Founder, Forte Growth

Why this might be relevant:



I've taken 5 products from unknown to known. Twice as employee #1, once as co-founder, \$60M closed, now I help others do it.

I've made the leap you're making : from service (Accenture, Bain consulting) to product (Flowla, a SaaS I co-founded).

I grew Flowla to \$1M ARR with zero paid ads, just founder hustle. Now I help others do the same through Forte Growth.

Service Background

Accenture, Bain consulting



Today

Helping others scale through Forte Growth



1

2

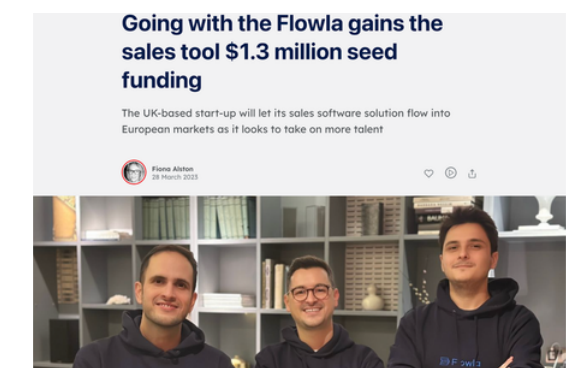
3



Product Journey



5x startups (1 Exit, 1 IPO) & Co-founded Flowla SaaS



You've spent years building expertise as a service business. You know your craft.

But now you've built something new : a digital product : and the rules may have changed:

Your existing clients
might not be the right
buyers for this

You can't rely on
referrals and word of
mouth alone

You're competing with
people who've been
doing digital for years

You don't know where
to start : LinkedIn?
Ads? Cold email?
Partnerships?

And you still have
your service business
to run

Sound familiar?

There are 50+ channels in B2B sales & marketing, most founders try 20+

How to reach your audience?

Core **Experiment**

The average SaaS company has 5 core GTM channels & 5.5 experiments!

GTM Channel	Core	Experiment
LinkedIn	66%	21%
SEO	53%	24%
Warm outbound	48%	37%
Large conferences	47%	43%
Intimate in person events	43%	28%
Paid ads	43%	26%
Founder brand	37%	33%
Intent based outbound	33%	49%
AI discovery (AEO)	28%	47%
Ecosystem partners	27%	28%
Big product launches	25%	27%
Podcast	14%	38%
PR	14%	32%
B2B influencers	13%	42%
AI SDR	11%	38%
Instagram	6%	19%
Reddit	5%	41%
TikTok	2%	15%

GTM is more than sending 1000 emails, it's much more complex

- Outbound, inbound, content, partnerships, ads, communities, events, PLG, etc.

Each channel needs:

- ICP clarity
- Messaging
- Timing
- Execution muscle



Founders are expected to discover this alone!

The Good News : You Have An Unfair Advantage

Most tech founders build a product and *then* try to find customers.

You already have:

Deep Domain Expertise

You've lived the problem

Existing Clients

Who trust you

Industry Network

Built over years

Hard-Earned Credibility

That took years to build

You're not starting from zero. You're starting from trust.

The question isn't "how do I become a tech company." It's "how do I make my existing credibility work for a new product."

Build your founder brand

1,000+

Leads generated

From founder-only content strategy

3x

Engagement rate

Compared to company content

52

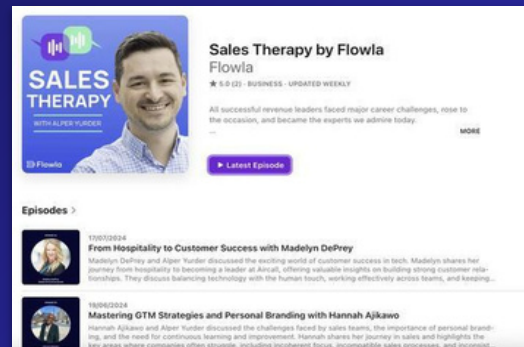
Weekly posts

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.



What Is Go-To-Market, Actually?

GTM is not marketing. It's not sales. It's not sending 1000 messages and hoping for a reply.

GTM = the system that answers 4 questions:

1

WHO is this for?

Not "everyone" :
specifically who

2

WHY should they
care?

What problem does it
solve, in their words

3

WHERE do you
find them?

Which channels,
which communities

4

HOW do they buy?

What's the journey
from stranger to
customer

Get these 4 right, and the product sells itself. Get them wrong, and no amount of marketing spend will save you.

The Virtuous Loop

Forte Growth System: Inbound-led outbound growth loops that compound



2. On-going lead generation, while booking meetings, improve learnings and sales process

1. **GTM Clarity**: Messaging, ICP & GTM Clarity ensures weekly execution

3. Trust building with founder brand, content, posting, events + shorten sales cycle

4. CRM, track, nurture, close: capture all leads, convert what can now, nurture the rest

5. Growth hacks: As you scale, non-scalable experiments such as webinars, launches, events bring more leads

Key Learnings in GTM



Inbound is the best outbound

You can't depend on reaching out to people without giving them a reason to find you, trust you.

You can't outsource sales and content and happy days



No hire will own sales the way you do. No agency will crack your message-market fit alone. I tried to outsource content for a year and eventually had to own it.



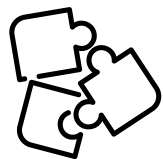
Founder-first, then handover

Build the core system yourself. Document with simple tools like fathom, slack, notion, miro. Then tell people what you expect.

Systems and tactics run in parallel



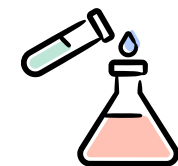
Strategy and quick wins are not an either or. You test, learn, capture, scale. Quick wins come in month 2 when month 1 is direction & essentials.



Build GTM like you build tech

Test-iterate-improve every week. Build in sprints. The hockey stick is real if you stick to the plan.

Pick 1 scalable and 2 non-scalable channels and test



Post on linkedin. DM 200 people. See what converts. Capture in notion. Track on CRM. Scale with email and so on.

Let's give you a simple framework you can implement tomorrow so you can get:

1

Message-Market Fit

Explain your product's value in one sentence : to someone who's never heard of you

2

Your First Buyers

The 5 people most likely to buy this fastest. Start there. Not with "the market."

3

Your First Channel

Pick ONE way to reach them. Master it. Then add another.

4

Your Playbook

Document what works. So you can repeat it without starting from scratch every time.

Step 1 : Message-Market Fit

The test: can a stranger understand what you do in 10 seconds?

Not what the product DOES. What it DOES FOR THEM.

Bad Example

"We built an AI-powered assessment tool that leverages our proprietary methodology."

Good Example

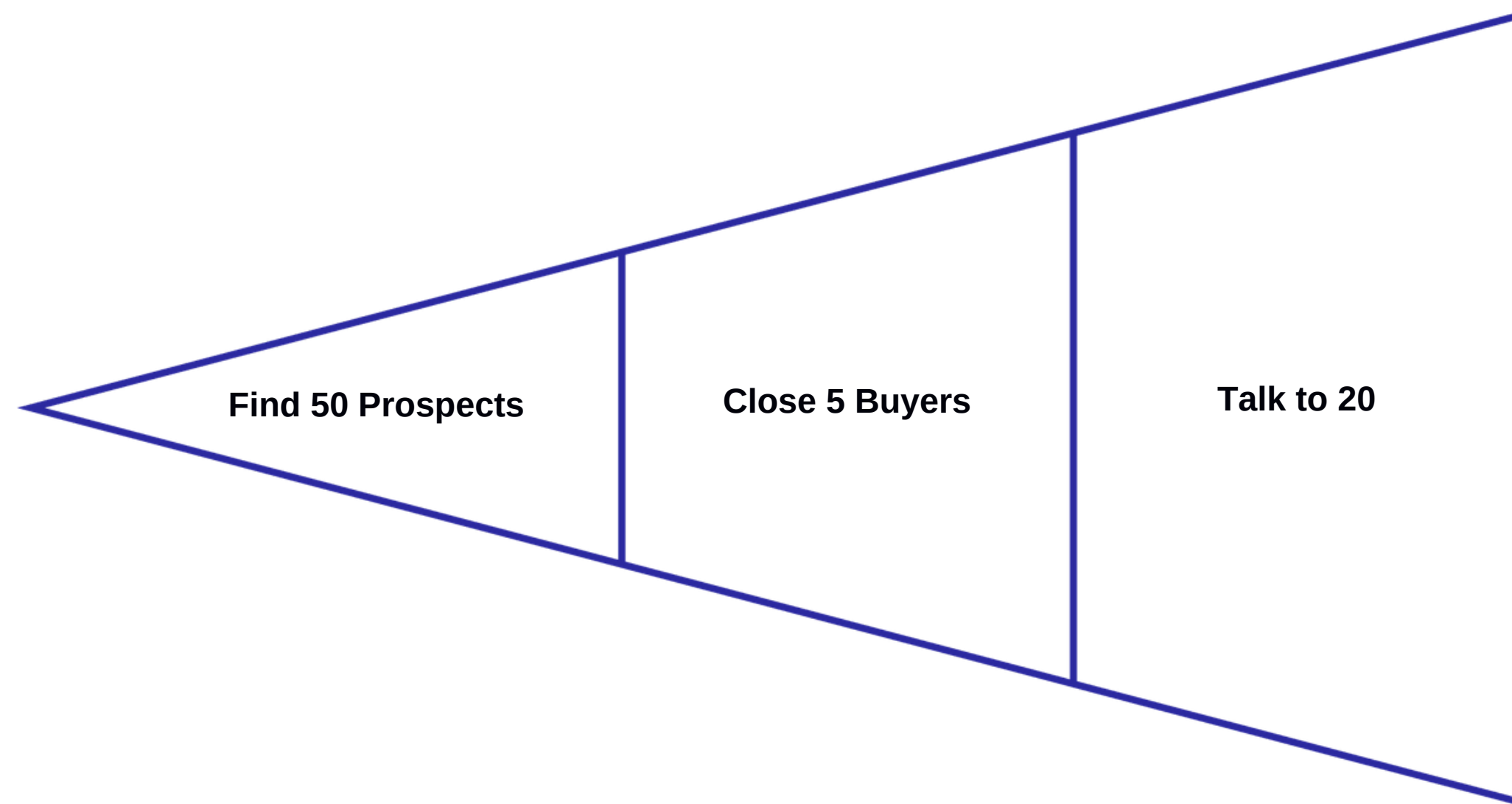
"HR managers waste 3 weeks on performance reviews. Our tool cuts it to 3 days."

Exercise for the room:

- What problem does your product solve?
- Who has that problem most painfully?
- What do THEY call the problem? (not what you call it)

Step 2 : Your First 5 Customers

You don't need 1000 leads. You need 5 buyers who trust you.



Your Unfair Advantage

You already know people in your industry. Your first 50 aren't strangers. They're contacts, clients, ex-colleagues, event connections.

Start with who you already know.

Step 3 : Pick ONE Channel And Go Deep

The mistake: trying LinkedIn AND email AND events AND ads AND partnerships AND SEO all at once.

Start Here (Non-Scalable)

- Your existing network (warm intros)
- Industry events you already attend
- LinkedIn (you're already credible)
- Partnerships with complementary businesses

Layer On Later (Scalable)

- Content marketing / SEO
- Paid ads
- Email automation
- Product-led growth

 **Rule:** don't invest in scalable channels until you've closed your first 5 customers manually.

LinkedIn : The Fastest Free Channel For B2B

Why LinkedIn Works For You

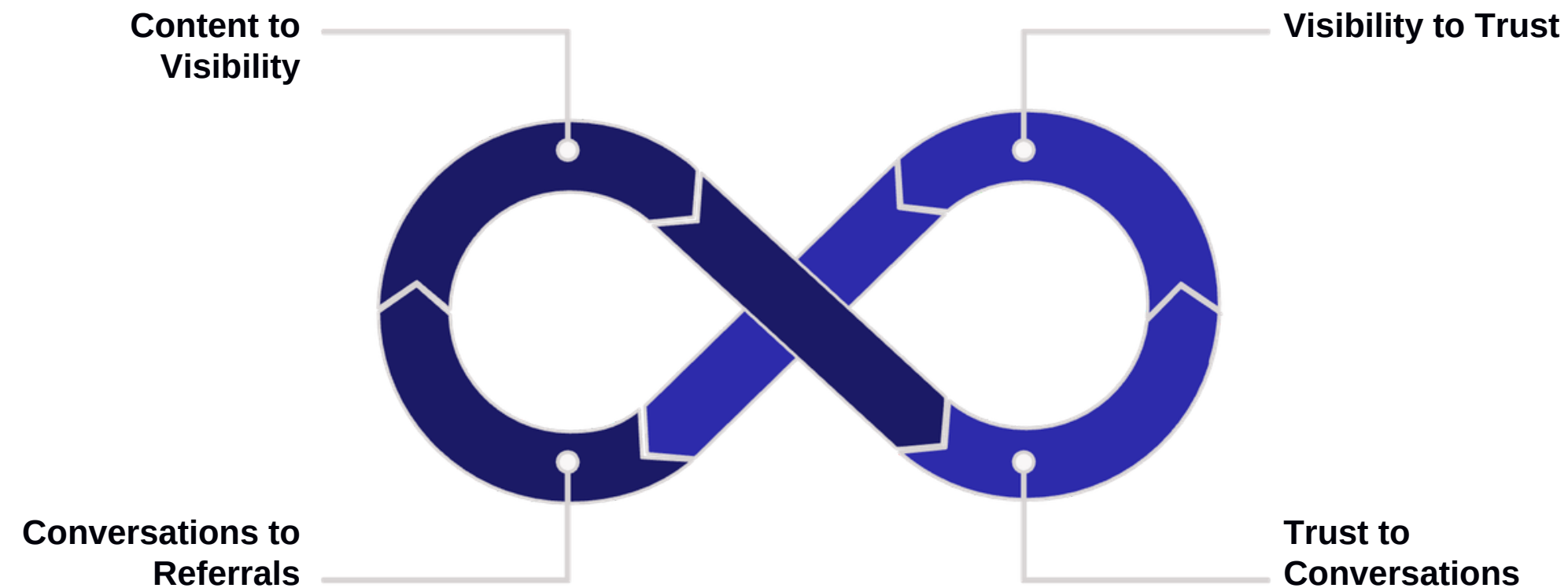
- You already have a network
- Your industry knowledge IS your content
- It's free
- Your buyers are there

The Basics (10 Minutes a Day)

1. Fix your headline: [WHO you help] + [WHAT result]
2. Post 2-3x per week: share what you're building, learning, solving
3. Comment on 5 posts from people in your target market daily
4. When someone engages, start a conversation (not a pitch)

Your expertise as a service business IS the content. You don't need to become a "content creator." Just share what you already know.

The Trust Loop



This isn't random activity. It's a system that compounds.

Every post is a visibility event. Every comment is a warm introduction. Every conversation is a potential referral.

You're already trusted in your field as a service provider. Now you're extending that trust to a new product. The loop is the same : just applied to a new offer.

Step 4 : Document Everything

If it's not written down, it doesn't exist.

After your first 5 customers, you should be able to answer:



How did I find each one?

Which channel, which approach



**What message made them say
yes?**



What objections came up?



How long did it take?

From first conversation to payment



What would I do differently?

This becomes your playbook. And a playbook means you can repeat it without reinventing the wheel, someone else could follow it, and you can show investors exactly how you acquire customers.

The 3 Mistakes I See Every Time

1. Building In Silence

Spending months perfecting the product before talking to a single potential buyer. Your product doesn't need to be perfect. It needs to be in front of people.

2. Trying Everything At Once

LinkedIn AND cold email AND SEO AND ads AND events. Pick one. Get good at it. Then add another.

3. Selling Features Instead of Outcomes

Nobody cares about your AI model or your methodology framework. They care about: will this save me time? Money? Headaches?

What We Help You Build: The Forte Growth System

The GTM Engine that brings results in 2-4 months, while building a system that scales

1. GTM Strategy

- Which channels you will use
- How you find more buyers
- How you convert them



We've set achievable GTM strategies and generated lead pipelines for 20 startups usually between month 2-4

2. Distribution & Sales Execution

- Which GTM channels to choose?
- How to work on LinkedIn, email, events, webinars, etc.
- How to build your brand and your founder brand.
- How to DM people, get them to meetings, convert to sales.
- How to choose the right tools, set up processes
- How to make outbound-inbound actually work

Executing Outreach: Find Message-market fit & then scale

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

3. The Commercial System

- How to track leads in a CRM
- How to nurture via newsletters, events, webinars
- How to build sales collateral
- Lead magnets that capture demand
- Pitch decks that convert
- Creator marketing & social proof videos



Our Influencer Almanac for Flowla generated +10M views on linkedin with zero paid ads.

4. A System That Scales

- Hiring, firing, onboarding
- SDRs and related roles
- Scalable commercial operations



We've scaled startups from pre-seed to Series A multiple times

We only work with founders whose products we can scale, cause right activity brings results

Step 1

The Foundation

GTM Clarity, One pager, Targets, 90 day plan

The Problem

Random activities that don't connect to revenue. No clear system.

What We Do

- GTM audit
- Build revenue mathematics - 3 segments, 3 ICP, 3 strategies: how to reach \$100K in 6 months
- Clear GTM Strategy: channels and activities to run

We validate:

GTM One-Pager

Revenue
Architecture

90-day priorities



The image shows a Google Sheet titled "250620_Genifea_revenue plan_architecture". The sheet has columns A, B, C, and D. The data is as follows:

	Segment	example / definition	Average deal size
9	20-45, independent	Seg 1	350
10	20-45, independent	Seg 2	700
11	Network of agents	Seg 3	25,000

Step 2

First Campaigns

Who’s your buyer, how to identify and convert them

The Problem

You've tried outbound but get low reply rates and no clear system.

What We Do

- Refine ICP with buying signals
- Write 3 message versions
- Set up tracking systems
- Send first test messages

We validate

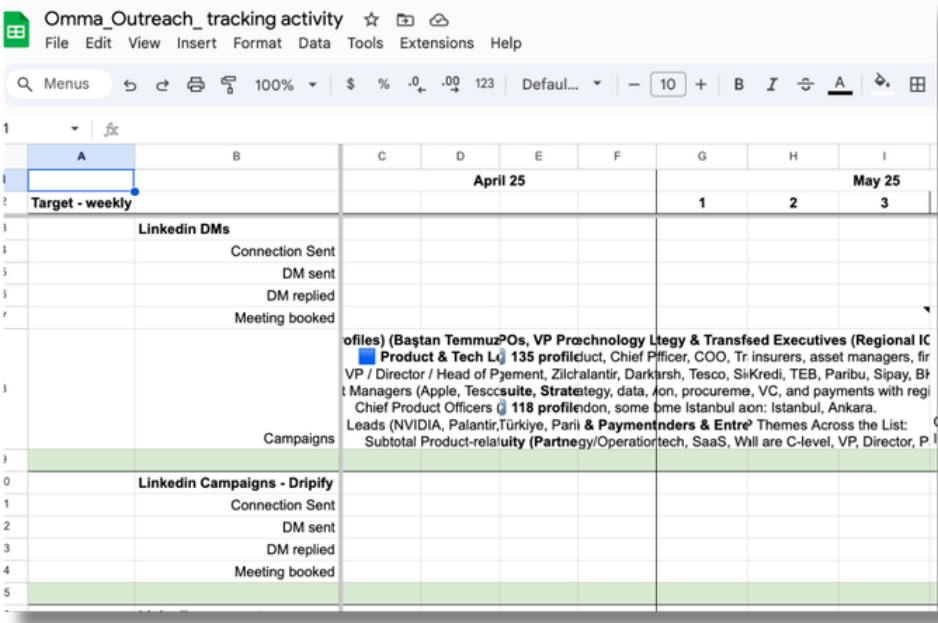
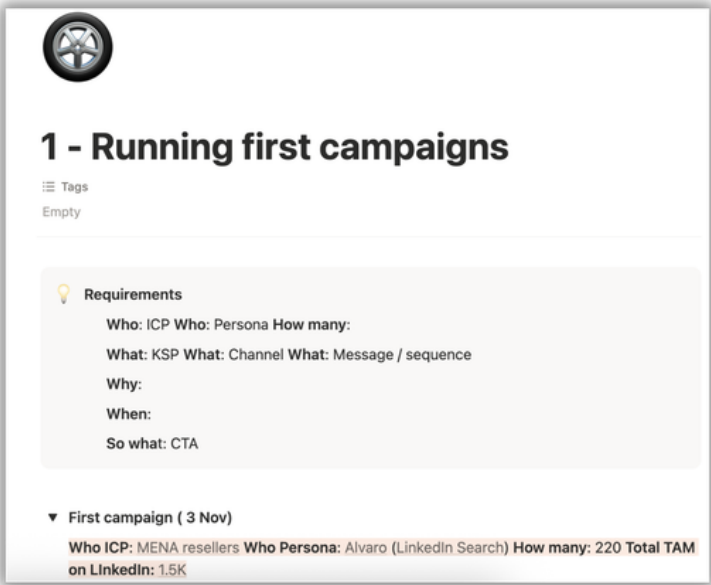
ICP One-Pager

3 messaging versions

First campaign live

Tracking running

Office hours: Review campaign copies, do’s & don’ts



Step 3

Trust Layer

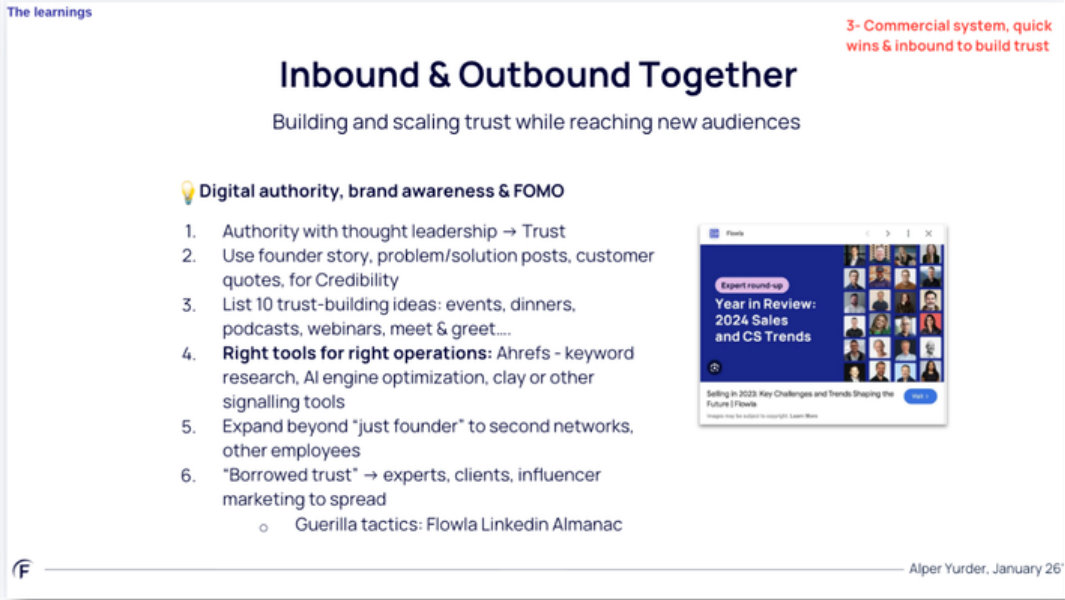
Founder Brand + LinkedIn

The Problem

No LinkedIn presence means no replies. People check before responding.

What We Do

- Optimise your profile
- Write your manifesto
- Create and publish first posts
- Build allies list
- Establish engagement routine
- Set up profile viewer tracking



We Review

01

LinkedIn profile live and optimised

02

Manifesto posted

03

Posts published

04

Allies identified

05

Engagement routine running

Office hours: Review posts and get peer feedback

Step 4

Convert Conversations

Sales Process + Collaterals

The Problem

Conversations start but go nowhere. No clear process to close.

What We Do

- Map your sales process
- Set up CRM or simple notion tracker
- Create sales one-pager
- Build objection bank
- Collect first testimonials

 **Omma interim tracking CRM**

Click the Open button in the first column to expand and add notes.

Click Table to toggle between views.

156	 Salem Asban	linkedin.com/in/...6a309/	Founder & CEO @ CineTech Aut	December 29, 2025	January 5, 2026	Contacted	CURRENTLY 1ST MSG
161	 Eng. Mohanad Al Khadar Al Baghdadi	linkedin.com/in/...17157/	Projects Management at Delta Ir	December 29, 2025	January 5, 2026	Contacted	CURRENTLY 1ST MSG
169	 SUHAIB USMANI	linkedin.com/in/...6a11a/	Co-Founder at Hessa Abdullah	December 29, 2025	January 5, 2026	Contacted	CURRENTLY 1ST MSG
170	 Rabail Raza	linkedin.com/in/...b8121/	Executive Director Middle East	December 29, 2025	January 5, 2026	Contacted	CURRENTLY 1ST MSG
171	 Junaid I.	linkedin.com/in/...b7631/	General Manager at Green TSI			Contacted	
3	 Jubeesh T Kurian	linkedin.com/in/...91b22/	General Manager - Sales & Oper	January 13, 2026		Interested	SEND RESOURCE
8	 Ausaf Usmani	linkedin.com/in/ausaf/	Executive Manager	January 13, 2026		Interested	
9	 Maroon Khalil	linkedin.com/in/...%3D%3D	Chief Business Officer	December 16, 2025	December 5, 2025	Interested	
14	 Yaseen Jajja KH3N	linkedin.com/in/...-kh3n/	Managing Director			Interested	
34	 Parag Vadodaria	linkedin.com/in/...67356/	Founder and CEO at Panacor Te	December 24, 2025		Interested	SEND RESOURCE HERE
38	 Sanjeev Singh	linkedin.com/in/...a2b25/	Managing Director - AVISS LLC	December 29, 2025		Interested	SEND RESOURCE HERE
45	 Ahmed H.	linkedin.com/in/...hegab/	General Manager at Modern Ara	December 29, 2025		Interested	SEND RESOURCE HERE
46	 Hossam Mousa	linkedin.com/in/...0a312/	Executive Manager at AMCO Te	January 13, 2026		Interested	SEND RESOURCE HERE
56	 Salmanul Faris	linkedin.com/in/...41959/	Managing Director at trivv digita	December 29, 2025		Interested	SEND RESOURCE HERE
57	 Hamed S.	linkedin.com/in/...25879/	Business owner at Enicas Sounc	December 29, 2025		Interested	SEND RESOURCE HERE
79	 Mohamed Nagib	linkedin.com/in/...938a8/	Founder & CEO at Milestones fo	December 29, 2025	January 5, 2026	Interested	
121	 Mohamed Hussein	linkedin.com/in/...einy/	Product Manager at Jadwaa	January 8, 2026	December 8, 2025	Interested	
16	 Sarfaraz Kamal	linkedin.com/in/...kamal/	Business Development Manager			Not Interested	
48	 Pavel Shemiakin	linkedin.com/in/...yakin/	Managing Partner, Business Dev			Not Interested	
65	 Simone Eliantonio	linkedin.com/in/...%3D%3D	Commercial Director at Horizon			Not Interested	
36	 Anson Peter	linkedin.com/in/...peter/	General Manager/Business Man	December 29, 2025	December 5, 2025	In Discussion	
5	 Karim ElSaid	linkedin.com/in/...lsaid/	Co-Founder & Managing Partne			Booked Call	
23	 Eric P.	linkedin.com/in/...trone/	Managing Director at Architech			Booked Call	
25	 John M. Simento	linkedin.com/in/...mento/	Managing Partner at ALMOE Gr			Booked Call	
41	 Maneesh Gulati	linkedin.com/in/...neesh/	Executive Director - Channel En			Booked Call	
162	 Girish Nair	linkedin.com/in/...4701b/	General Manager at Sonic Electr	January 18, 2026		Booked Call	did not join the call

Pick Your Channels

Growth Channels

The Problem

Too many options, no clarity on where to focus your limited time.

What We Do

- Channel reviiw
- Select 1-2 channels to focus on
- Design first experiment
- Build 30-day action plan

The learnings

Scale marketing with limited sources

Podcasts, webinars, event series, influencer marketing, guerilla marketing
Don't rely on paid ads to do **your marketing towards Series B**

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

3- Commercial system, quick wins & inbound to build trust

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

How to Enable Buyers & Close More Deals

Mind the Gap:
Aligning Sales Practices and Buyer Expectations
July 16th 11AM EST - 11 AM ET

1st Product of the Month
1st Product of the Week
1st Product of the Day

Alper Yurder, January 26'

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

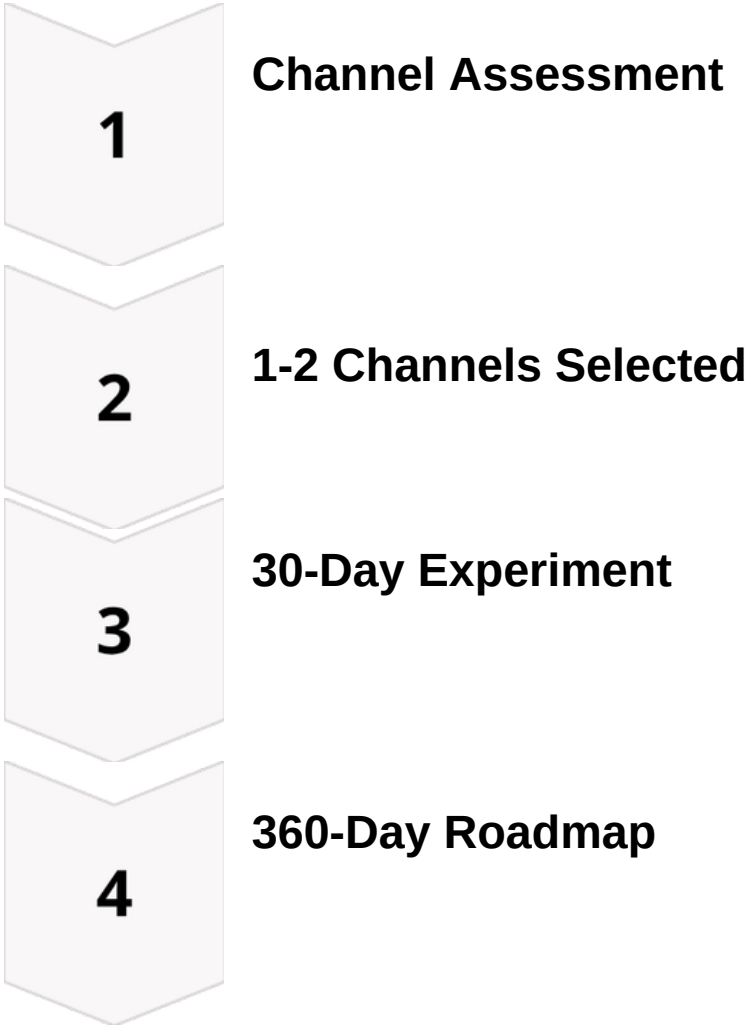
Your unfair advantage: Founder-Brand
People buy you before your product.
A founder's personal brand builds trust faster than company posts.
Share wins, failures, and behind-the-scenes weekly to stay human and relatable.

Efficient Acquisition

Sales Training by Florida
SALES VOCABULARY

Alper Yurder, June 2025

We review



Office hours: Pick channels together based on your strengths

Build the Machine

Systems + Handover

The Problem

Everything lives in your head. Can't scale, can't delegate, can't step away.

What You Do

- Document your playbook
- Create onboarding documentation
- Set up AI workflows
- Finalise 90-day and 1-year plans

You Leave With



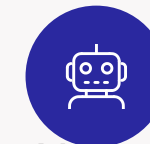
GTM Hub



Playbook documented



Onboarding doc



AI workflows



Plans ready



Office hours: Review system and plan next steps

Key Takeaways

- 1** You're not starting from zero : your expertise and network are your unfair advantage
- 2** GTM is a system, not a list of tactics : WHO, WHY, WHERE, HOW
- 3** Start with 5 customers, not 5000 leads
- 4** Pick one channel, go deep, then expand
- 5** Document everything : your playbook is your most valuable asset
- 6** The product is 20% of the work : making people find and trust it is the other 80%

If You Want To Keep Going

This session was awareness : here's what GTM is and why it matters.

If you want to actually BUILD your go-to-market with guidance, here's how we can work together:

Option 1: Founder-Led Revenue Sprint (Cohort)

6 weeks. Small group. We build your GTM together.

Week 1: Your GTM one-pager | Week 2: Outbound essentials | Week 3: Founder brand & content | Week 4: Sales conversations & closing | Week 5: Systems & automation basics | Week 6: Your playbook

Includes weekly group sessions + office hours between. Starting mid-March. 2 spots left.

Best for: founders who want structure, accountability, and a proven framework.

Option 2: 1-to-1 Guidance

A focused session where we diagnose exactly where you're stuck and map out your next steps together.

Best for: founders who need clarity and a specific action plan for their situation.

Option 3: Revenue Sprint

I work alongside you for 12-16 weeks. We build the full system : messaging, outbound, content, sales process : together.

Best for: businesses at £200K+ revenue ready to invest in a complete GTM engine.

If You Want To Keep Going

This session was awareness : here's what GTM is and why it matters.

If you want to actually BUILD your go-to-market with guidance, here's how we can work together:

Option 1 Founder Revenue Cohort

Work alongside other founders solving the same problems. Monthly cohort sessions, peer feedback, and structured GTM work. Best for founders who learn by doing alongside others.

6 weeks - Group of 5 founders

Option 2 1-to-1 GTM Coaching

Direct access to a Forte Growth founder. Weekly sessions focused on your specific GTM challenges, positioning, and sales motion. Best for founders who need focused, personalised guidance.

3 months - You execute, I guide

Option 3 GTM Sprint

Intensive four-week sprint to build and test your GTM motion. Daily collaboration, rapid iteration, and measurable output. Best for founders ready to move fast and validate assumptions in real time.

3 months - Phased investment

Option 4 Fractional GTM

You've built real revenue through hustle. Now you need the system to scale it. We embed as your GTM leader, build and operate across channels, and transfer playbooks so you can hire or keep us running the engine.

6 & 12 months - Your GTM leader, without the full-time hire

Founder Cohort: Forte Revenue Sprint

5 Founders | 6 Weeks | GTM Execution



Forte Revenue Sprint

5+1 week GTM accelerator for early-stage B2B founders

You've built a great product. Now let's make the world know it, trust it, buy it.

Is this for you?

For you if:

- Pre-seed or early-stage
- Doing sales yourself
- Early traction but no system
- No GTM co-founder

Not for you if:

- Still at idea stage
- Want it done for you
- Can't commit 3-4 hours per week

[Book Your Coaching Slot](#)

The Forte Revenue Sprint

5+1 weeks to build your GTM system

- Week 1: GTM System + Revenue Architecture
- Week 2: Outbound Essentials
- Week 3: Founder Brand + LinkedIn
- Week 4: Sales Process + Collaterals
- Week 5: Growth Channels
- Week +1: Systems + Handover

How it works

- Weekly live sessions (60 min)
- Office hours every other week (30 min)
- Slack support throughout
- Maximum 5 founders per cohort
- 3-4 hours per week commitment



0-5 Customers

- 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.

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

Delivery

- Final
- Google Docs Atria GTM draft - with Alper ideas
- Drift sales plan
- Simple sales plan
- CRM Strategy One pager Example
- CRM Strategy One pager
- 20.11.24 - Post workshop summary
- 20.11.24 - Post workshop summary (1)
- 20.11.24 - Workshop CRM Alper Answers
- 20.11.24 - Workshop CRM Alper Answers (2)
- Workshop prep: Questions to reflect on
- 20.11.24 - Workshop prep: Questions to reflect on (1)
- 20.11.24 - Atria - Pre Kick off - Original
- 20.11.24 - Atria - Pre Kick off - Original (1)
- 20.10.24 - Atria - 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

📄 **Best for: Early-stage founders and/or bootstrapped, want to learn the system and execute together.**

How I work with Startups

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

Option 2

Done with you: Growth Architect & Sales Coach

- 1-2-1 coaching
- Focus on a specific area using the Forte Growth System
- Weekly catch-up to go over a 4-12 week programme
- Review work in between, 24 hour slack response

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



Option 3

Done for you: Focus on GTM Sprints

- Audit - review, re-write
- Set strategy fast then execute weekly tests to get more SQLs
- Find a repeatable meeting that replicate
 - Outbound system
 - Message-market fit
 - Linkedin & content for trust

👉 Best for founders who want to get more meetings and SQLs fast, from 1-2 channels. Figure out what scales and then build a system that compounds.



Option 4

Fractional GTM Leader/ Co-founder as a service

- Build a Scalable GTM System
- Fractional CMO/CRO
- I embed to:
 - Own GTM & sales end-to-end
 - Lead strategy, ops & team
 - Drive content, outbound & marketing

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



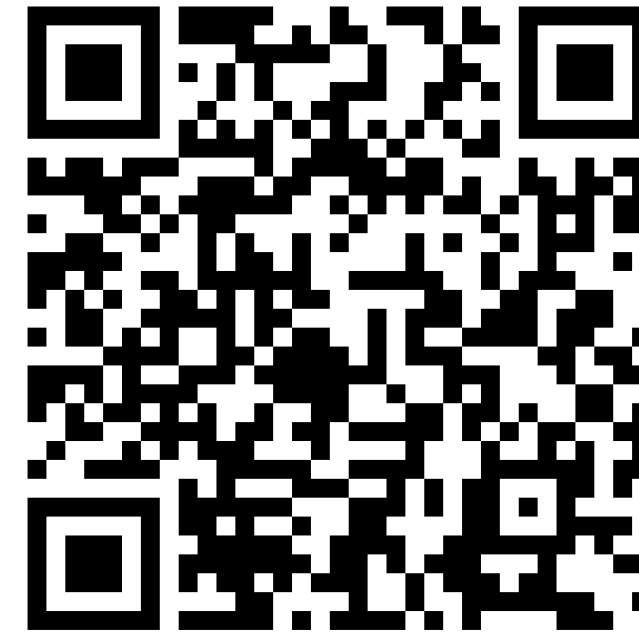
Let's Stay Connected

Alper Yurder Founder, Forte Growth

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fortegrowth.co

"You've already built something valuable. Let's make sure the right people find it."

Leave a comment if you liked this advice.



 Connect your testimonial with Google

Got value from our chat, playbook, or growth work? Share some love ❤️

I share free playbooks, jump on calls, and help founders with GTM, sales, outbound, fundraising, and content strategy.

If I helped you — with clarity, results, or momentum — I'd love a short testimonial.

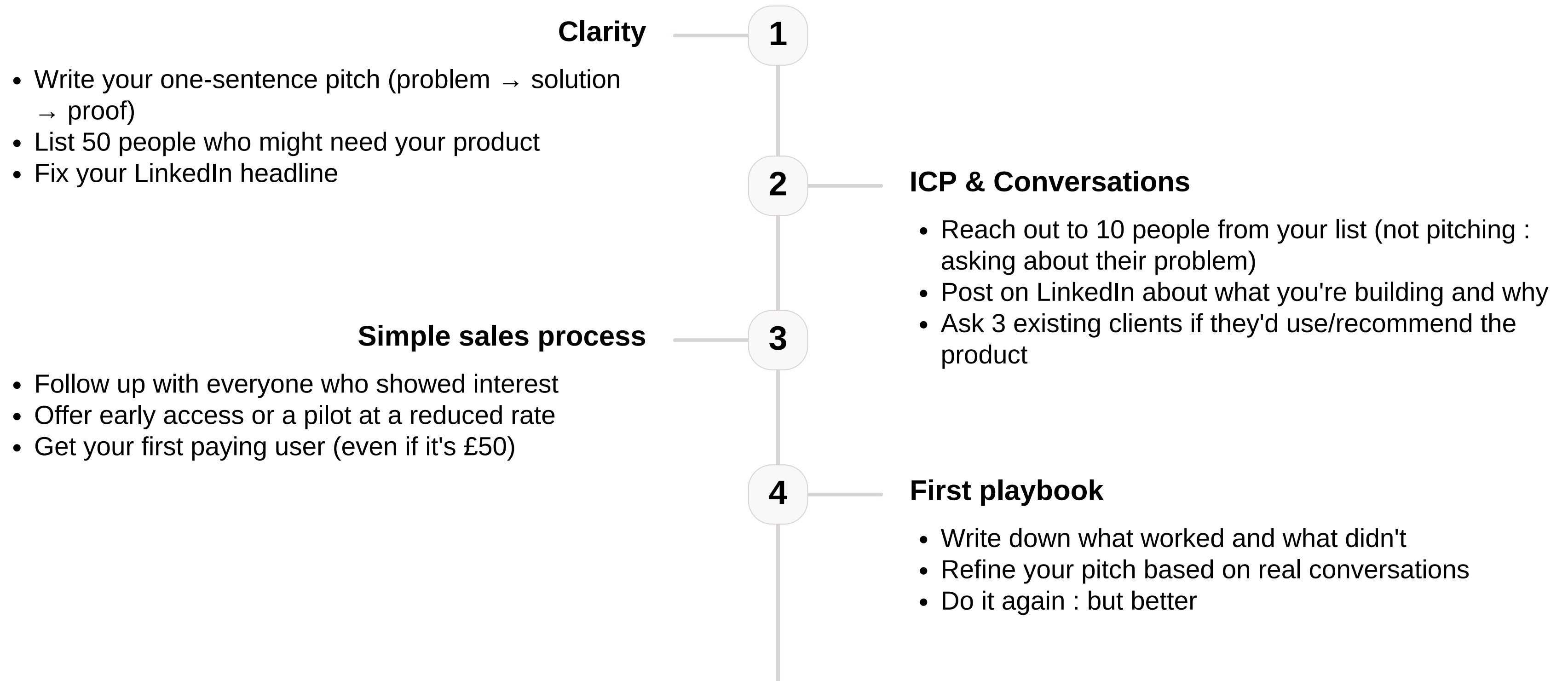
✅ A sentence or two is perfect 🗨️ Or record a quick video
Let's build together -

Thanks! — Alper

☐ Record a video

Write a testimonial

How to get started: 60' Audit of your GTM & Your 30 Day action plan



Growing to 100 clients and beyond

✗ You don't need millions to burn. You need to scale **TRUST!**

✓ **Start with outbound to test signals and traction. Not spam!**

It's hard

- Attention span short
- Tool overcrowd
- Without inbound, just outbound fails

Message-mkt fit before PMF

- Start small with an audience
- Look for signals that close deals fast: Shorter sales cycle is your goal
- Determine objections and how to tackle them at scale

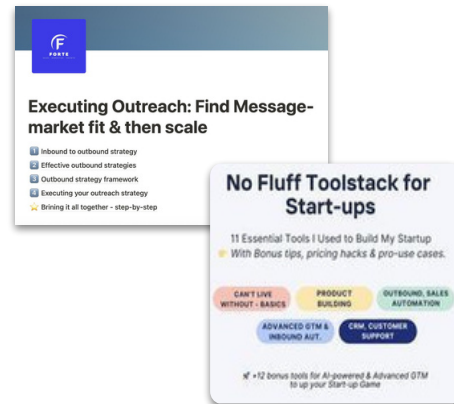
Growing to 100 customers and beyond

Outbound best practices

💡 Tactical implementation:

- Begin with LinkedIn & convos.
- Use audience language, not features.
- Once it clicks → outbound: test, tweak, repeat.
- Max 200–300 per batch.
- Clay, relevance AI, honeysales and other AI tools to target better, prospect well

Start with 5 SQLs a month then 20 and so on



Inbound & Outbound Together

Building and scaling trust while reaching new audiences

💡 Digital authority, brand awareness & FOMO

1. Authority with thought leadership → Trust
2. Use founder story, problem/solution posts, customer quotes, for Credibility
3. List 10 trust-building ideas: events, dinners, podcasts, webinars, meet & greet....
4. **Right tools for right operations:** Ahrefs - keyword research, AI engine optimization, clay or other signalling tools
5. Expand beyond “just founder” to second networks, other employees
6. “Borrowed trust” → experts, clients, influencer marketing to spread
 - Guerilla tactics: Flowla LinkedIn Almanac



Inbound & Outbound Together

Social Proof the hell out of every opportunity

Case Studies

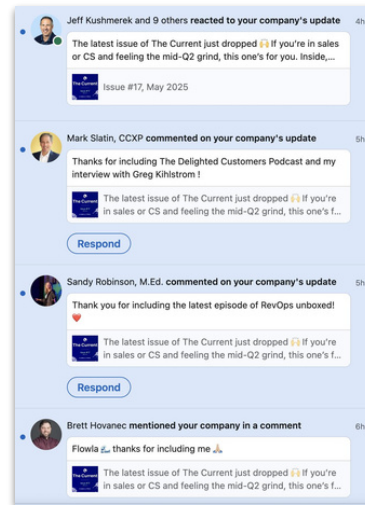
Detailed success stories from satisfied clients

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

Build your founder brand first

1,000+

Leads generated

From founder-only content strategy

3x

Engagement rate

Compared to company content

52

Weekly posts

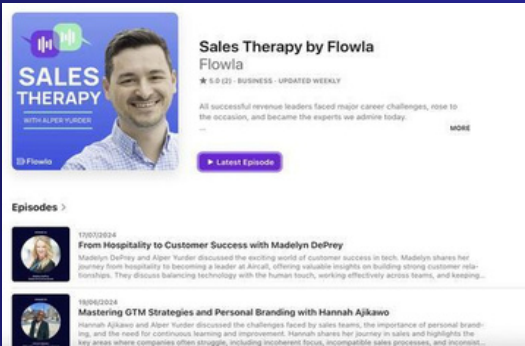
Consistent sharing builds audience



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.



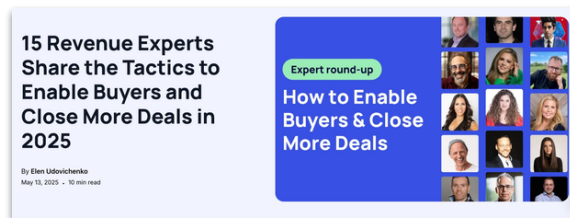
Scale marketing with limited sources

Podcasts, webinars, event series, influencer marketing, guerilla marketing
Don't rely on paid ads to do **your marketing towards Series B**

1M views

On influencer almanac

From guerilla marketing - 52 influencers share for free



10x

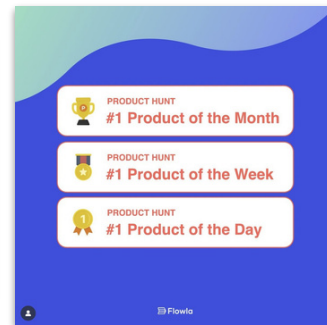
SEO

Compound over a year in blog views

5K downloads

Expert roundups & Lead magnets

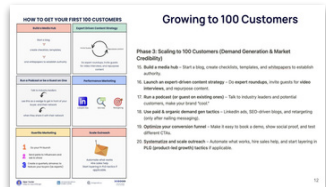
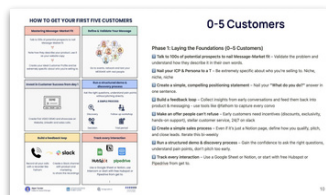
Weekly visits to the website



Learnings from Scaling GTM

Document every step and record processes before hiring

1) Where you are:

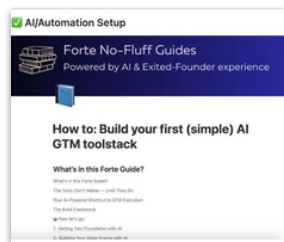


2) Weekly sprints timeline & scope

? What's included in the weekly work?

Depending on the package:

- Founder-brand content
- Outbound strategy + copy
- LinkedIn + email messaging
- Sales call support and coaching
- Funnel and CRM setup
- Lead scoring + experiments
- Feedback and iteration loops
- Weekly GTM planning and reporting



3) Test-iterate-improve

✓ GTM & Sales Strategy



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

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

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

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

Ideal Customer Profile (ICP) & Personas

Refined ICP and Personas

✓ Sales Playbook + Coaching + Tools

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

Growing beyond your first customers and warm leads - searching for repeatability in the cold lead

A repeatable, scalable sales process is the key to predictable revenue.

For many founders this might be an afterthought, something to think about when the team scales to 10-15 sales people or so.

It shouldn't be!

Having a playbook to iterate at the end of every week can increase your rate drastically.

Every time I run a founder-led sales accelerator, founders ask for one thing: a sales playbook tailored to their business. I can help build one for you - or you can take inspiration from the one I use. Here's a breakdown of steps to run founder-led sales and then create your own playbook.

Here's a snapshot of the Founder-led Sales Accelerator that boosts your lead gen, and closing deals in a matter of 12 weeks.

4) Deliver results

