



GTM strategy & execution for early stage B2B founders



agenda of today

- intro
- your stage & quick tips
- gtm mistakes & learnings
- practical tips on sales, marketing, outbound, brand, trust and client acquisition



About me: 15 years in GTM | Scaled 5 startups from CRO to GM (1 IPO, 1 Exit) | Co-founded Flowla | Founded Forte Growth



- Co-founded Flowla → scaled to \$1M ARR, zero paid ads, founder brand & content engine
- Done the 0 to 1 GTM and market entry 5X (1 IPO, 1 Exit) - \$60M+ closed across 5 startups as CRO & Head of Sales
- 15+ years across Bain, Accenture, MindGym (employee #20 → IPO), General Assembly UK Market entry (Series D → acquisition)
- 5 Fractional & 20 Coaching engagements in 2025 for technical founders between \$500K-5M ARR, VC & Accelerator Portfolio Advisor
- Built the Forte Growth System, implemented across 20 startups generating +\$15M pipeline in 2025-26: Leads in Month 2, ROI by M4



B2B Sales & GTM is complex

How to reach your audience?

Core **Experiment**

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%

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

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!

Scattered tactics don't compound and waste time and money

Random execution → predictable failure

- Start with outbound because it feels "actionable"
- No message-market fit | No inbound or trust layer
- No signal feedback loop
- **Result: low conversion, waste time, money on wrong hires, agencies, paid ads**

And the cost of getting it wrong is high:

74%

of B2B SaaS companies stall
between £500K-£5M ARR

This is the danger zone

1.5 years

average time founders
stay stuck at this stage

Time you don't want to lose

12 months

Average Tenure of a
CRO/ CMO at this stage

Imperfect ownership

6-12

Momentum you'll never get
back whilst competitors
capture market share

Months Lost

£30-120K

Burnt on wrong hires,
ineffective tools, and
agencies that don't deliver

Capital Wasted

Which is why my personal goal is to help as many startups as possible to get to revenue faster and with less trial-error.

Most startups get to the \$0.5-1M range through hustle, and then they need to start telling their story & build a system around it

You've built and scaled to a level but:

- You've built a great product with amazing clients
- You need to scale from 20-50 customers to hundreds
- You've hired SDRs, content people, CROs, they don't stick
- You've tried agencies, they don't own it like you would
- One market works, now you want to expand to the next
- You're trying too many channels and it's become chaos

What you might be missing:

- Time and headspace to focus on product, not GTM
- A system, right now you're doing everything and you need things to compound
- Clarity on what best practice actually looks like
- Ownership from someone who'll execute weekly, test-iterate-improve
- A repeatable engine so growth doesn't depend on you alone
- You don't want to figure LinkedIn, outbound, tools, content, SEO, paid while building the product and raising

❏ I've been in your shoes, I'm an exited cofounder and worked with 20 startups generating over +\$200M in pipeline and \$60M closed sales.

In fact I've been on a similar path

I became the GTM Hustler to my Tech (Hacker) & Product (Hipster) co-founders



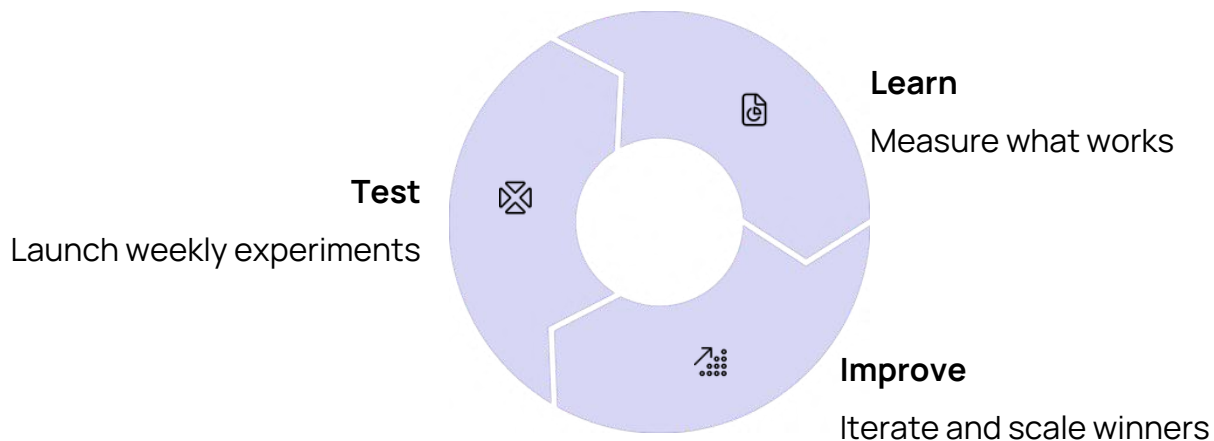
London startup founded by Turkish cousins raises \$1.3M for its B2B deal closing software, Flowla

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



Learnings from Scaling GTM

Treat GTM like you treat building your product



❌ Avoid test cycles that are too short
(insufficient data)

😬 or too long (missed opportunities).

Why We're building Forte now?

GTM Yin to Product Yang: After working with 20+ startups, great products deserve a systematic approach and **co-founder level ownership for GTM execution**

The Technical Founder

You built a great product. Customers love it. But you're still the only one who can sell it.

"I closed our first 50 deals. I can't close the next 500."

Need: A system that brings quick results while building a GTM engine that scales.

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.

The Scaling Founder

You've hit £1-2M ARR on hustle. Now you're stuck. Hiring hasn't worked. Agencies haven't worked.

"We're doing £2M but I'm still in every deal. That's the ceiling."

Need: The marketing engine and GTM execution that takes you to next level.



The Expanding Founder

You've proven it in one market. Now you need to expand — new geo, new segment, new vertical.

"We cracked our own market. But UK/Europe is a blank slate."

Need: GTM architecture for a market where no one knows you yet



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

Build your GTM in weeks, not 18 months

At Forte Growth, we work with early stage founders to build their GTM system in weeks not months.

GTM Clarity | Repeatable Meetings | Outbound - inbound Loops | Content that scales

Forte Growth GTM System

Strategy & Essentials

Set strategy, Lead channels & GTM Essentials

- Work backwards from revenue goal
- GTM Essentials: Channel, ICP, Persona
- Messaging & Positioning that converts from awareness to consideration to closing.

Quick wins

- #### First campaigns
- Learnings
 - Book quick meetings
 - Tactical + Strategic

Outbound

Linkedin

(DM + commenting engine)
Better for booking meetings

Email

Better for awareness building, website traffic invitations and scale the top of the funnel

Inbound

Linkedin & SEO/ AIO

- Thought leadership
- Social Proof
- Echo chamber of buyers (nurture and move from we know this person to "let's give it a go"
- Founder brand
- Lead magnet

Sales Proces

From lead gen to follow up, nurturing and closing

Sales collaterals
(one pagers, pitch case study, video)

CRM & Tracking
(Nurture, track, close newsletter)

Growth channels

Trust building activities
like podcast, webinar, event

Guerilla tactics like creator marketing, B2B influencers, product Jaunches

Scale & increase

Hire to hand over SDR & Content

Try blog + SEO, AIO, review sites

Launches & one-off trials

GTM CLARITY + MESSAGE-MKT FIT TESTS
BOOK FIRST 5-10 REPEATABLE MEETINGS

SQLs deliver revenue

System starts paying for itself

⇒ **ON-GOING LEAD GENERATION**

⇒ **TRUST BUILDING + SHORTEN SALES CYCLE + HIGHER ACV**

⇒ **CRM, TRACK, NURTURE LEADS, CLOSE**

⇒ **NON-SCALABLE EXPERIMENTS INCREASE REACH**

⇒ **MORE SCALABLE CHANNELS BRING PREDICTABLE REVENUE**

Revenue Sprints: Traction → Pipeline → Systems

Message market fit · LinkedIn · Outbound · Founder brand

Month 1 – Review, Rewrite, Launch

- Sharpen ICP and positioning
- Rewrite outbound messaging (3 personas, 4 angles)
- Optimise LinkedIn profile
- Codify your first wins into a repeatable growth loop

Outcome: GTM essentials, who's your buyer, how we get more of them, **crack first Repeatable Meeting in weeks**

Month 2 – Test, Book, Learn

- My SDR runs campaigns and inbox management.
- Test messaging across 3 personas
- Generate 5 founder brand posts.
- Book 5–10 meetings
- Record calls, improve the engine, scale.

Outcome: Live pipeline, proven messaging, meetings booking.

Month 3+ – Scale What Works

- Automate copies that work with Heyreach, track on Hubspot or similar
- Create lead magnet, one pagers, video content that helps with outbound
- Build repeatable system to run or hand off

Outcome: **A GTM engine that generates leads, builds trust and conversion.**

Input for campaigns

- 🕒 OMMA SIGN — PHASE 1 GTM CAMPAIGN PLAN (NEXT 6 WEEKS)
- 🕒 Tangible campaign ideas
- 🕒 Personable messages from Tolga - Founder profile
- 🕒 Urgency signals & campaign prioritization
- 💡 Test variables
- 🕒 1 - Running first campaigns

Execution: test - iterate - improve

- 🕒 Message market fit tests - linkedin Founder DMs - optimization call with Tolga 19 November
- 🕒 2 - Message framework for first campaigns: 4 Persona to prioritize
- 🕒 1 - Running first campaigns

Output: campaign learnings & results

- 📌 Campaign database with results
- 📌 Objections recording
- 📌 Tracking results
- 📌 Outreach observations_ informal
- 📌 Recording results: Message-market fit: tests & learnings

Unlock First Repeatable meeting: Week .
Get 5-10 Repeatable SQLs by Month 3.

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

Getting from Zero to \$1M ARE in 20 actionable steps



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



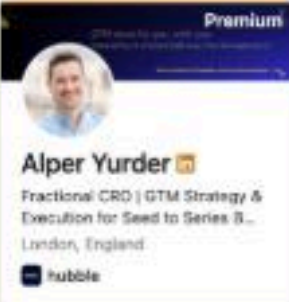
From Zero to One Million: Actionable Guide for Early Stage Startups

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



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

Profile viewers 4,157
Post impressions 191,679
Go to Sales Navigator

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 CL...



Alper Yurder
Follow for more GTM tips

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](#)



Where are you in your journey?

Where are you in the journey?

Every founder is at a different stage. The system is the same — the entry point and depth changes. Here's how we map it.

STAGE 1

Product-Market Fit

You have paying customers.
Product works.

Problem: Revenue depends entirely on you. No repeatable process.

You need: GTM clarity, ICP, messaging foundations

We deliver: Cohort or Coaching

STAGE 2

Message-Market Fit

You can sell, but can't articulate why people buy.

Problem: Messaging doesn't convert. Content doesn't land. Outbound gets ignored.

You need: Positioning, messaging tests, founder brand direction

We deliver: Sprint or Coaching

STAGE 3

Channel-Market Fit

Messaging works. Now you need scalable distribution.

Problem: Random channel experiments. No system. Founder does everything.

You need: LinkedIn engine, outbound system, trust-building activities

We deliver: Sprint or Fractional

STAGE 4

Revenue & GTM Fit

Channels work. Time to build the full machine and hand it over.

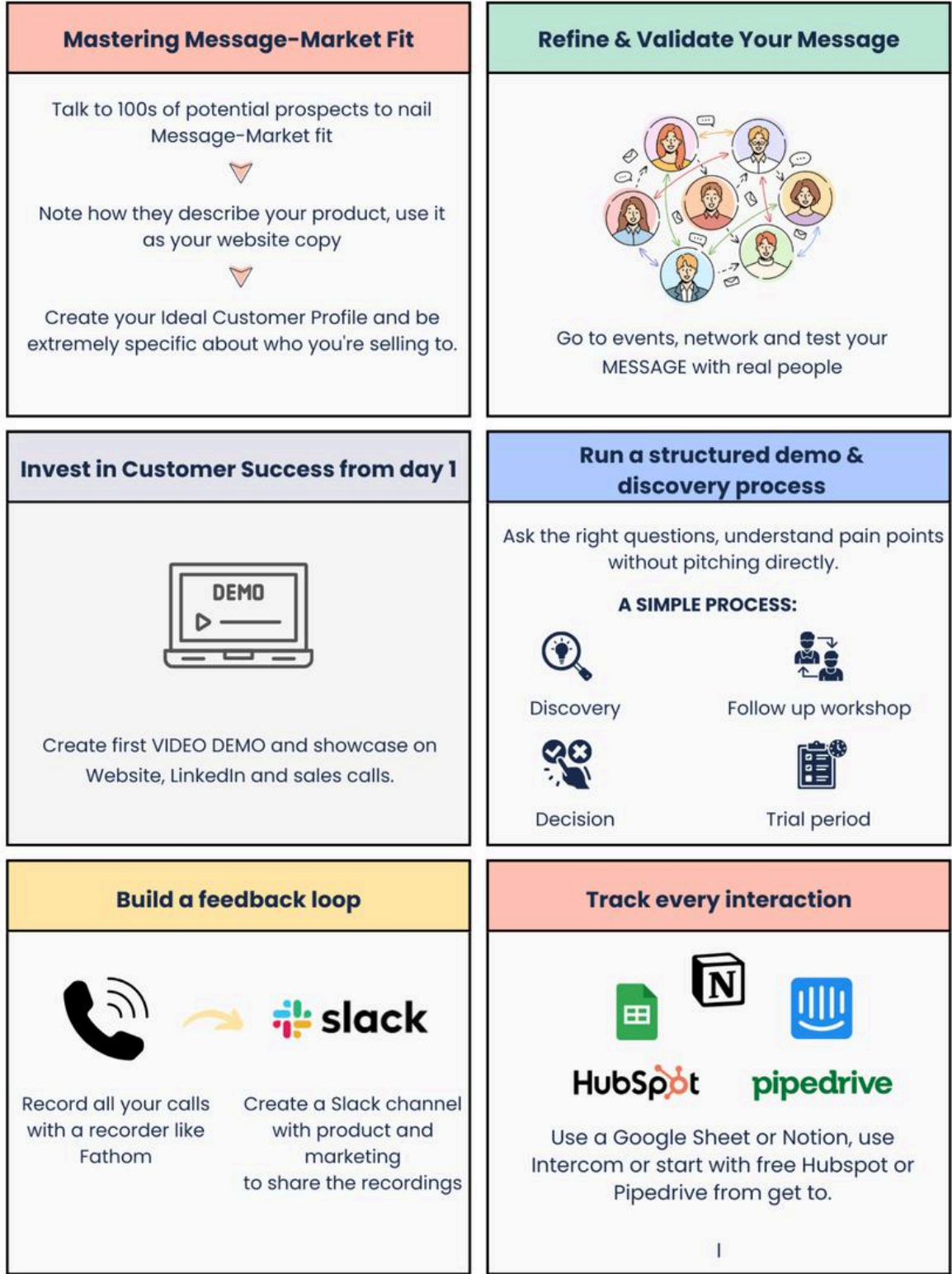
Problem: No sales process, no CRM, no playbooks. Can't hire because nothing's documented.

You need: Full system build, sales process, CRM, content engine, handover docs

We deliver: Fractional GTM Co-Founder

0-5 Customers

HOW TO GET YOUR FIRST FIVE CUSTOMERS



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 fortgrowth.co

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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

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:

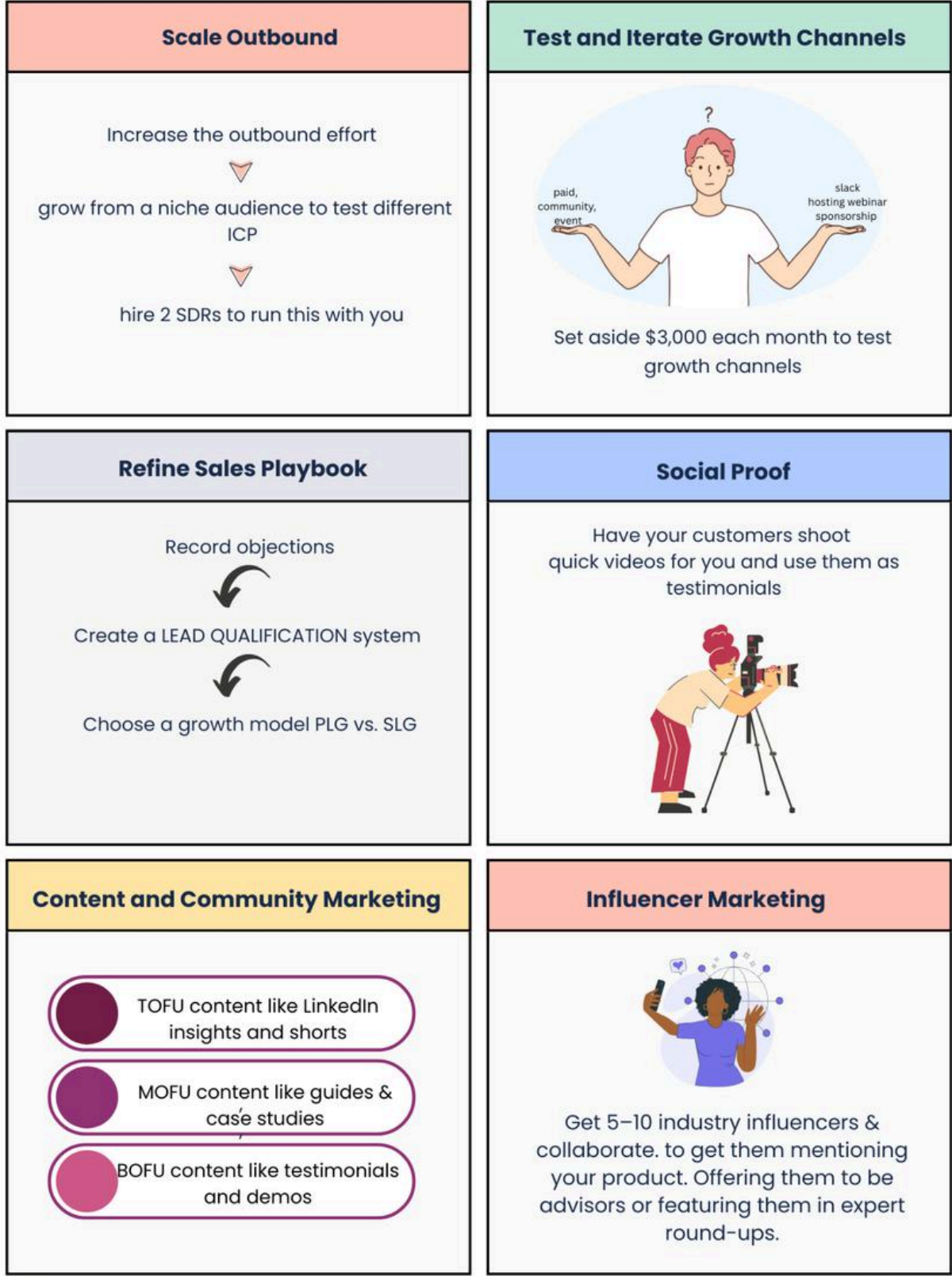
- Clear GTM roadmap to show traction and scale
- Strategic GTM plan integrated into investor story
- Raised £700K shortly after



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.

First 20 Customers

HOW TO GET YOUR FIRST TWENTY CUSTOMERS



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fortegrowth.co

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Phase 2: Getting First 20 Customers & Proving Repeatability

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

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

bot-calendly-meetings

Messages Add canvas Pins Files +

zapier A new meeting has been scheduled:
Meeting: Wealt Club Introduction
Name: Esiri Agbeyi
Email: esiri.agbeyi@pwc.com
LinkedIn address:
Date: 2025-06-09T13:00:00.000000Z
How did they heard about us: LinkedIn
What type of investor: None of Above
Source: Ilyas
Medium: linkedin

1

1 reply 2 days ago

Calendly Notification Bot APP 8:47 AM

A new meeting has been scheduled:
Meeting: Wealt Club Introduction
Name: DH Kim
Email: dh0107.kim@gmail.com
LinkedIn address:
Date: 2025-06-03T09:00:00.000000Z
How did they heard about us: LinkedIn
What type of investor: Institutional Investor

B I S P L E N D I N G

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

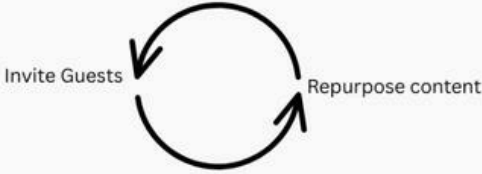
Result:

- \$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



Growing to 100 Customers

HOW TO GET YOUR FIRST 100 CUSTOMERS

Build a Media Hub Start a blog ↓ create checklists, templates, ↓ and whitepapers to establish authority	Expert Driven Content Strategy  Do expert roundups, invite guests for video interviews, and repurpose content
Run a Podcast or be a Guest on One 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	Performance Marketing  LinkedIn Ads SEO Ads Retargeting
Guerilla Marketing 1 Do your PH launch 2 Send perks to influencers and ask to share 3 Create a quarterly almanac to feature your buyers (as experts)	Scale Outreach  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.

Case study: GTM Strategy, Founder Brand and scaling Beyond 20 Customers for Ujji AI



UJJI AI ✨ Sales Enablement Hub

UJJI AI ✨ Sales Enablement Hub

🧠 UJJI AI Sales Enablement Hub

A comprehensive resource for SDRs, AEs, and RevOps to effectively pitch, position, and sell UJJI AI.

📋 Table of Contents

1. Overview
2. Pitch Talk Tracks
3. Core features
4. Battlecard
5. Unique Advantage
6. Target Personas, Benefits and Assets
7. Cold Call Openers and Scripts
8. Discovery Calls and Plan for Demos
9. Objections & Rebuttals
10. KPIs & ROI Metrics

Your Go-To Resource For All Things **Company Culture, People And L&D**

Welcome to People Championing, a show where we sit down with founders and the people leaders of the world's fastest-growing scale-ups to understand how they tackle culture and L&D at their organizations.

Available on



Challenge:

Ujji had a strong product vision and needed help with demand gen and growth. Rafael needed visibility, leads, and a clear path to larger sales - fast and founder-led.

What We Did: Hands-on Coach + Execution → Sales & Marketing Sprints

- Supported building Rafael's founder brand on LinkedIn with sharp content and storytelling
- Podcast design to boost authority and reach
- Refined sales messaging, discovery, and sales enablement for new hires
- Focused Product on the Sales persona to get to revenue faster.

Result:

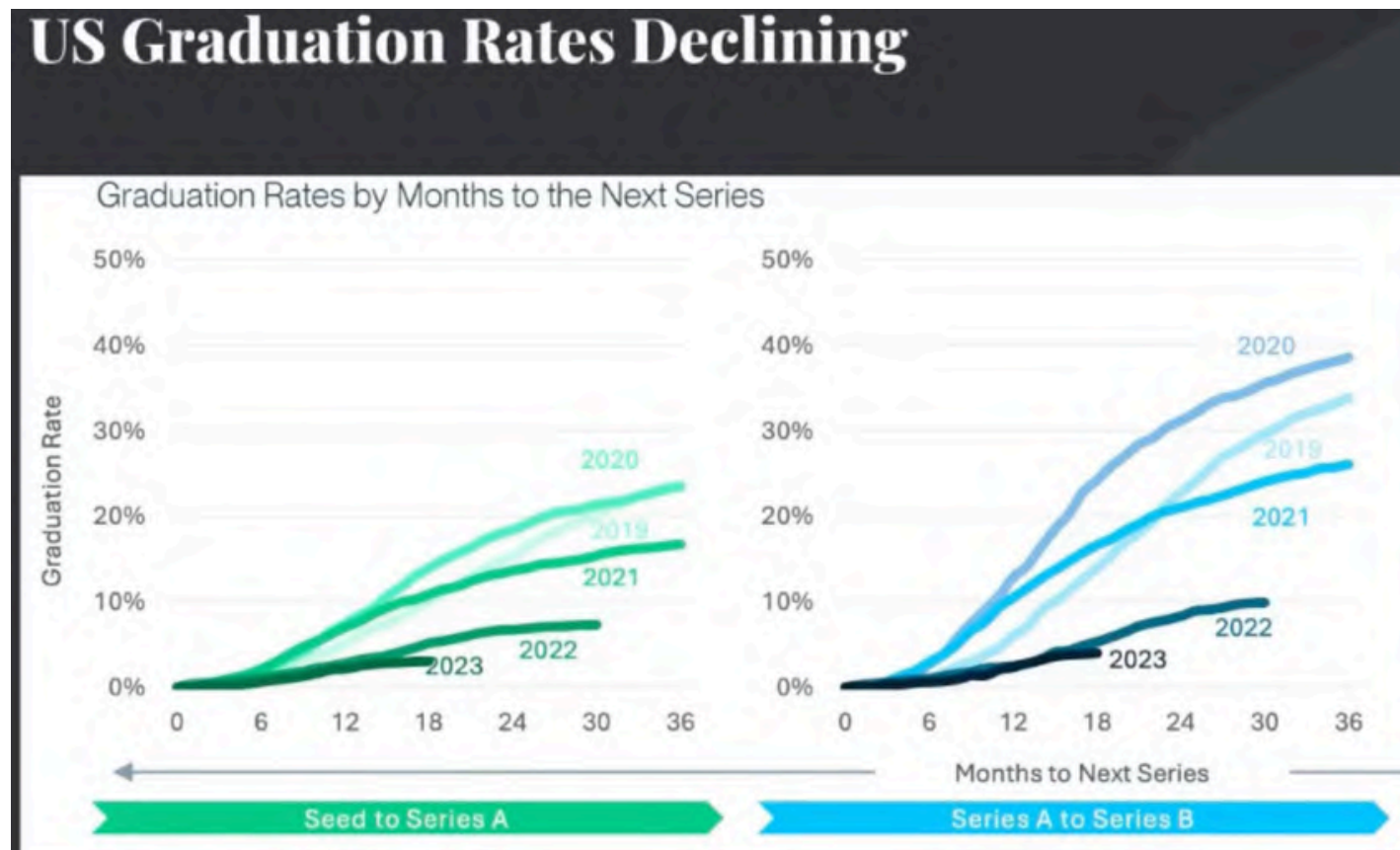
- 10–15 inbound leads/month from founder content
- Pivoted product to sales teams, faster revenue traction.
- Warm investor interest driven by traction and visibility
- +\$200K ARR in 6 months through hands on coaching.

Learnings from scaling GTM

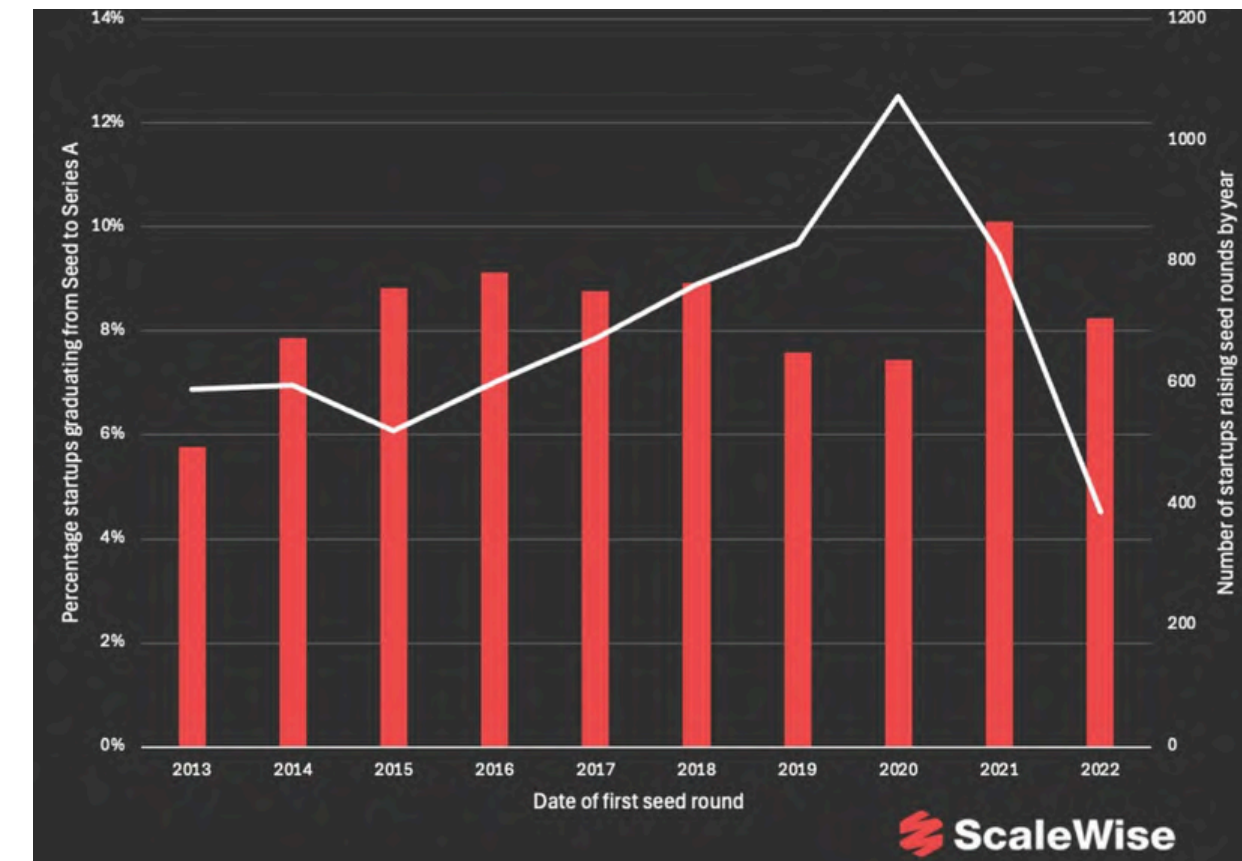


VC expectation is high, raising is harder than before

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



US Graduation Rates: Seed to Series B



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?



Intentional GTM Strategy

Specific, actionable plan in cost-effective ways



Founder-led sales & marketing

Proven ability to close deals yourself



Efficient customer acquisition at scale

AI-powered demand gen: do more with less



Executing Outreach: Find Message-market fit & then scale

- ↳ inbound to outbound strategy
- ↳ effective outbound strategies
- ↳ Outbound strategy framework
- ↳ Executing your outreach strategy
- ↳ Putting it all together - step-by-step

But my harshest learnings come from being in your shoes:



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.



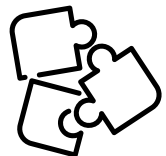
Founder-first, then handover

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.

Learnings from Scaling GTM

Founder-led sales: you must sell first as a founder

- No one can sell your product as authentically
- Learn to sell, get coached if needed before hire
- Helps you build the product further, handle objections, your cycle will shorten



Learnings from Scaling GTM

Can't outsource "problems"

- As a founder, you crack then hire
- Outsource outreach to agency before msg-mkt fit, waste money, time
- My biggest hiring mistake as a founder
- Mistakes I hear every day that cost time, money, mental health



**Stop
looking for a
saviour, you
are your
own saviour.**

Learnings from Scaling GTM

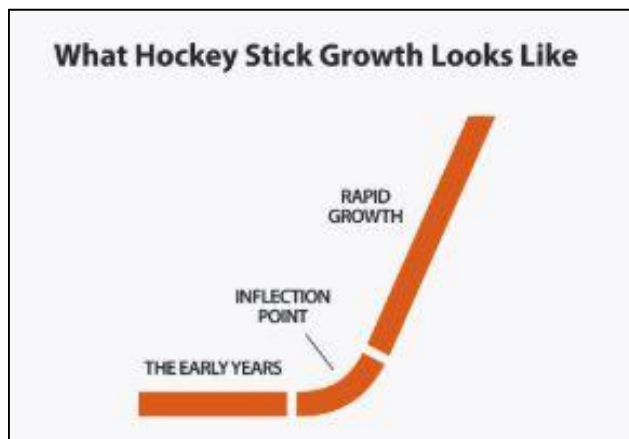
You walk first, then you run!

- Nail message-mkt fit, ICP essentials. Not fluff!
- If not you waste time, money, burn resources
- Can't run paid ads, before you can explain your product in 1 sentence
- This isn't corporate world!



Learnings from Scaling GTM

Hockey stick is real!

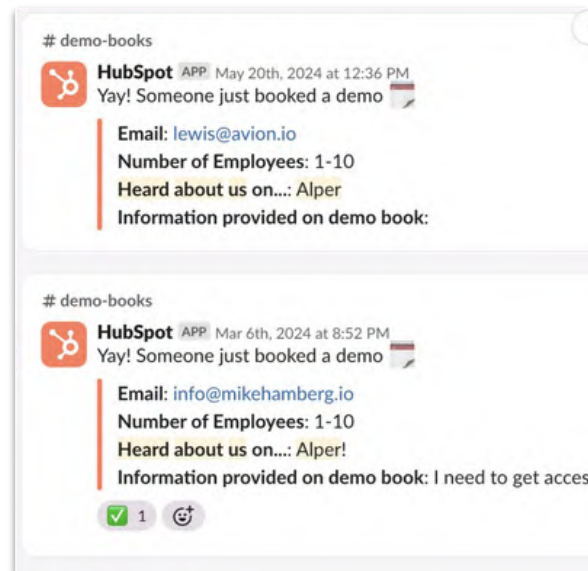
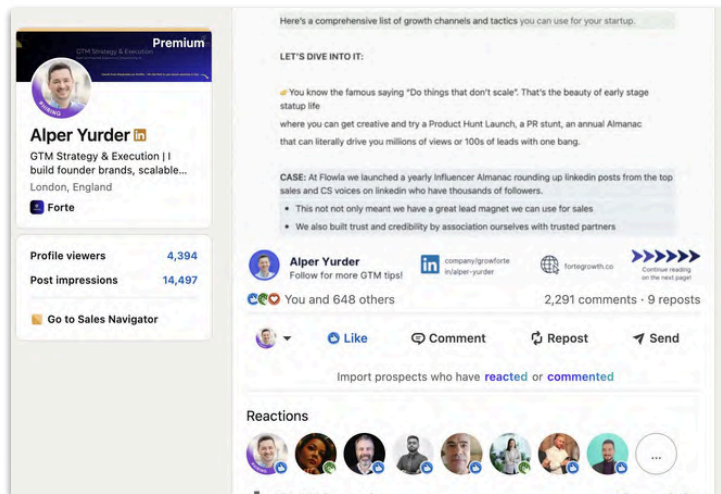


- ✓ Content, brand, SEO scale over time.
- ✓ Stick to the plan, show up- to get to 10-20 meetings
- ✗ Don't change plans every week, stick to it and execute

Learnings from Scaling GTM

Hockey stick is real!

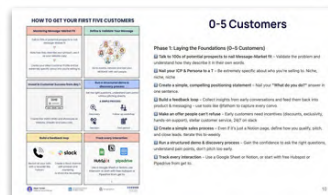
Cringe at first, not so much when inbound leads come in. We generated **first \$500K ARR with zero paid ads**, just founder brand, non-scalable tactics, a mix of outbound & virility.



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



Before You Hire in a New Market

6 things your first hire needs from you. Build them BEFORE you recruit.

			Tool to use and prices
01 REBUILT ICP	10 buyer conversations New market = new psychology Home ICP won't transfer		Fathom £0 to £19 per month
02 TESTED MESSAGING	50 messages by founder 3 angles tested Proven, not guessed		LinkedIn £0
03 CHANNEL STRATEGY	What works HERE Don't copy home playbook		LinkedIn £0 to £99 per month
04 AI SCORING	Claude scores 1-10 Nobody under 7 Quality over volume		Claude £20 per month
05 WARM PIPELINE	5-10 conversations started Meetings already booked		LinkedIn £0
06 DOCUMENTED PLAYBOOK	What worked Objections Sales cycle mapped		Notion £0 to £10 per month

15
founders made this mistake. £50-100K burned each time.

Founder-led first. Handover second.



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Follow for more GTM tips!



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fortegrowth.co



Alper Yurder, 2026



2- Let's get tactical



"We need more leads."

That's what most founders tell me. They've tried agencies. Hired SDRs, leaders. Run campaigns.

Burnt time, money along the way.

They need to focus on product but go-to-market needs to be solved too...

You don't have a leads problem. You have a system problem.

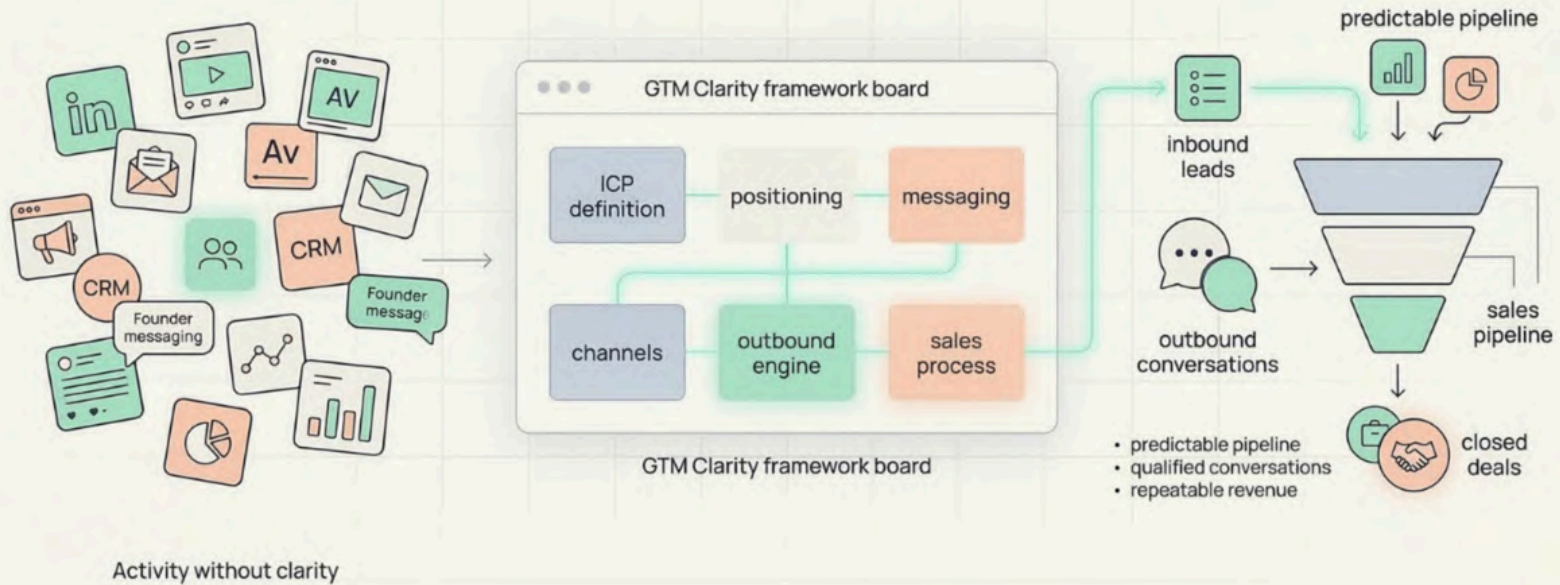
I felt this 5x - scaling startups from 0 to \$15M ARR, expanding into new markets, closing \$60M+ in sales. Made most of the mistakes in the book. Built VC-backed SaaS and felt the pressure too...

Clear path to growth: The VC expectation

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



Chaos → Clarity → System → Revenue



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

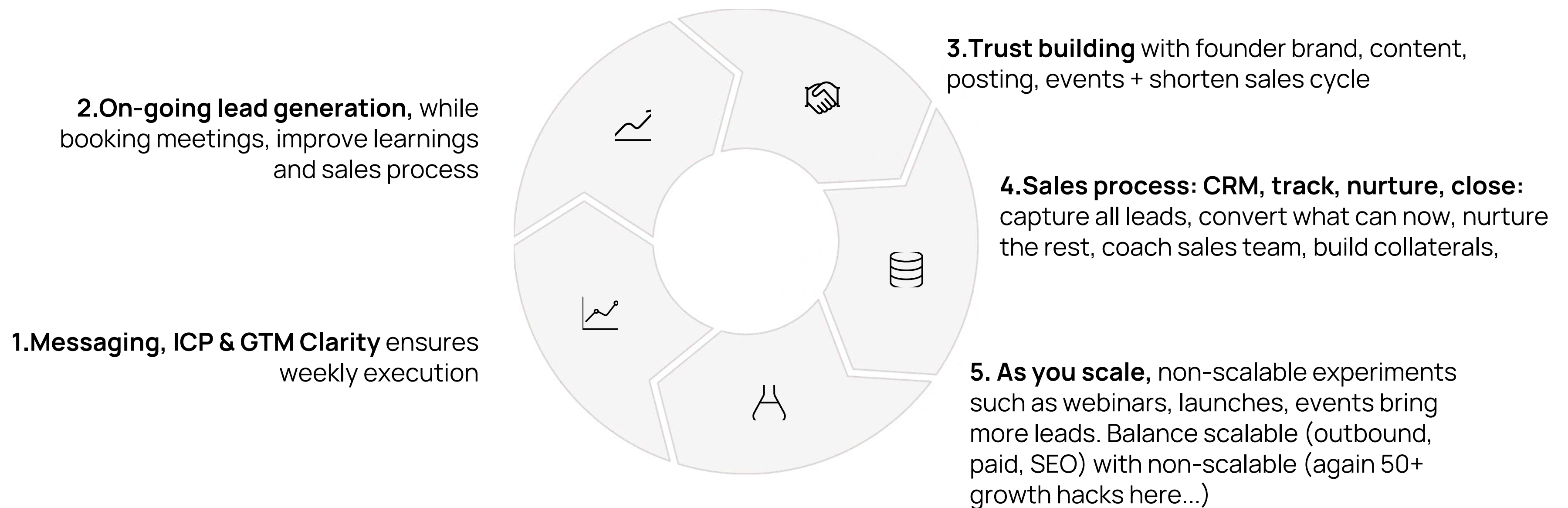
HOW do they buy?

What's the journey
from stranger to
customer

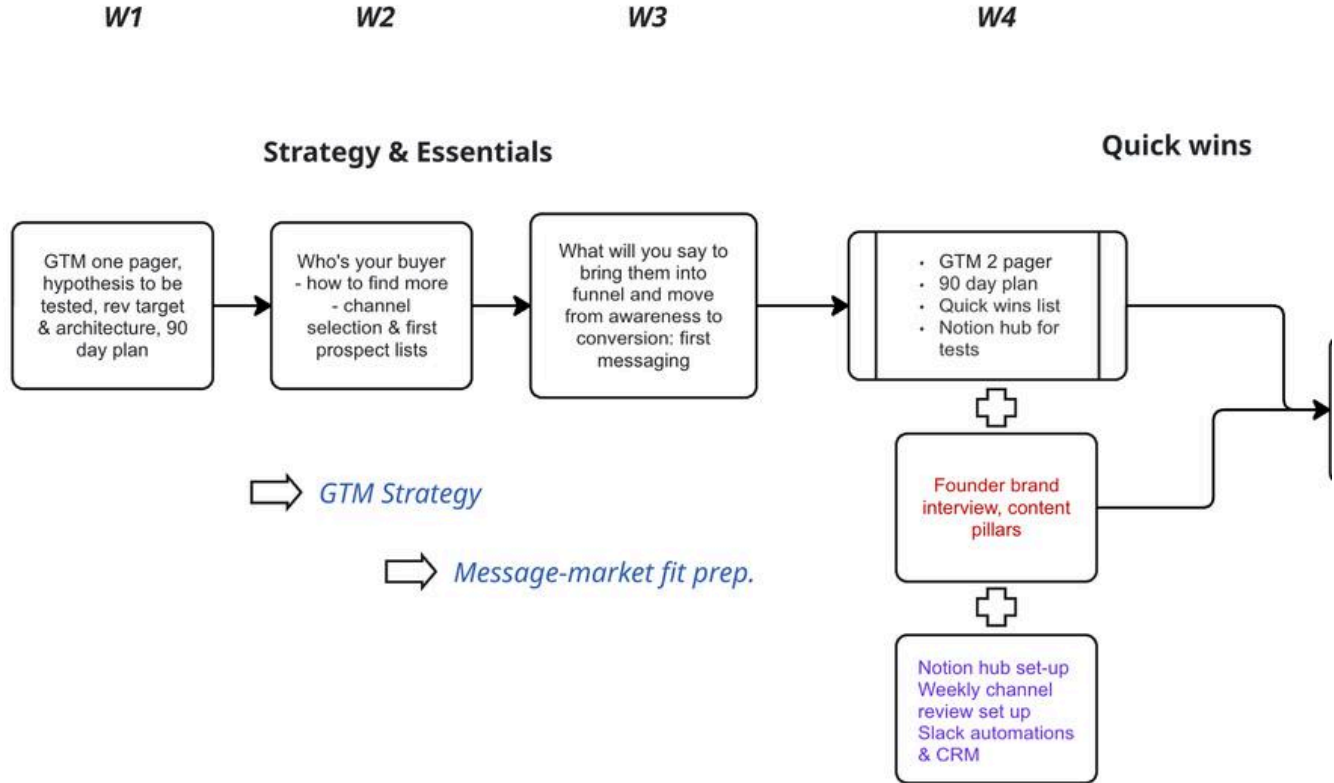
Get these 4 right, and the product sells itself. Get them wrong, and no amount of marketing spend will save you.

Clarity | Weekly execution | Growth loops

Virtuous loop: A system that balances quick wins & strong foundations that build repeatability when you start treating GTM like you treat product building. **Weekly sprints:** test → iterate → improve



How we start with Clarity at Forte



The GTM Clarity Tracker

31 components. 180 days. One page.

Your notes:

Component	Your Plan	30 Days	60 Days	90 Days	180 Days
STRATEGY					
Mission					
Revenue Goal					
Product					
ICP					
Persona					
CHANNELS					
GTM Motion					
Loop					
Message & Positioning					
90-Day Focus					
Scalable					
Non-Scalable					
CONTENT & BRAND					
Thought Leadership					
Lead Magnets					
Content					
LinkedIn Calendar					
Credibility					
VISIBILITY					
Authority					
Relations & True Fans					
Visibility					
Proactive vs Reactive					
Revenue Architecture					
OPERATIONS					
Product Goal					
Sales Goal					
Marketing Goal					
Website					
Sales Process					
Outbound Priorities					
Admin & Finance					
MISSION CRITICAL					
1. Outbound Engine Running					
2. Focus: 1 Product, 1 ICP, 1 Problem					
3. Consistency: Weekly System					

If you can't fill in a row — that's your priority.



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Continue reading
on the next page!

Step-1: Start with GTM Clarity

- Define your GTM Essentials
- Work backwards from revenue goal for next 90-180-360 days
- Weekly execution - test - iterate - improve

Channel clarity

THE 2 + 1 RULE

A central diagram titled 'THE 2 + 1 RULE' features a network of nodes and lines. Two large blue circles are positioned below the title. The left circle contains the number '2' and the text 'Per year' below it. The right circle contains the number '1' and the text 'Per quarter' below it. Arrows point from these circles towards the central network. Surrounding the central diagram are several circular icons: a document, a monitor, a shopping cart, a globe, a person, and an envelope.

Scalable Channels

Focus on perfecting two scalable channels for efficient customer acquisition

2

Per year

1

Per quarter

Experimental Tests

Run one non-scalable experiment to try-learn-improve: growth hack your way to exponential growth

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)

Testing with outbound and growing

✗ 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

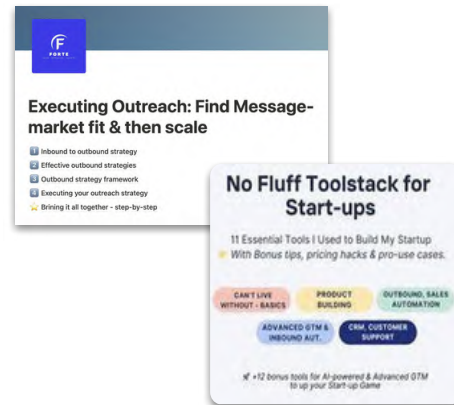
- Start small with an audience
- Look for signals that close deals fast: Shorter sales cycle is your goal
- Determine objections and how to tackle them at scale

Growing to 100 customers

Outbound best practices

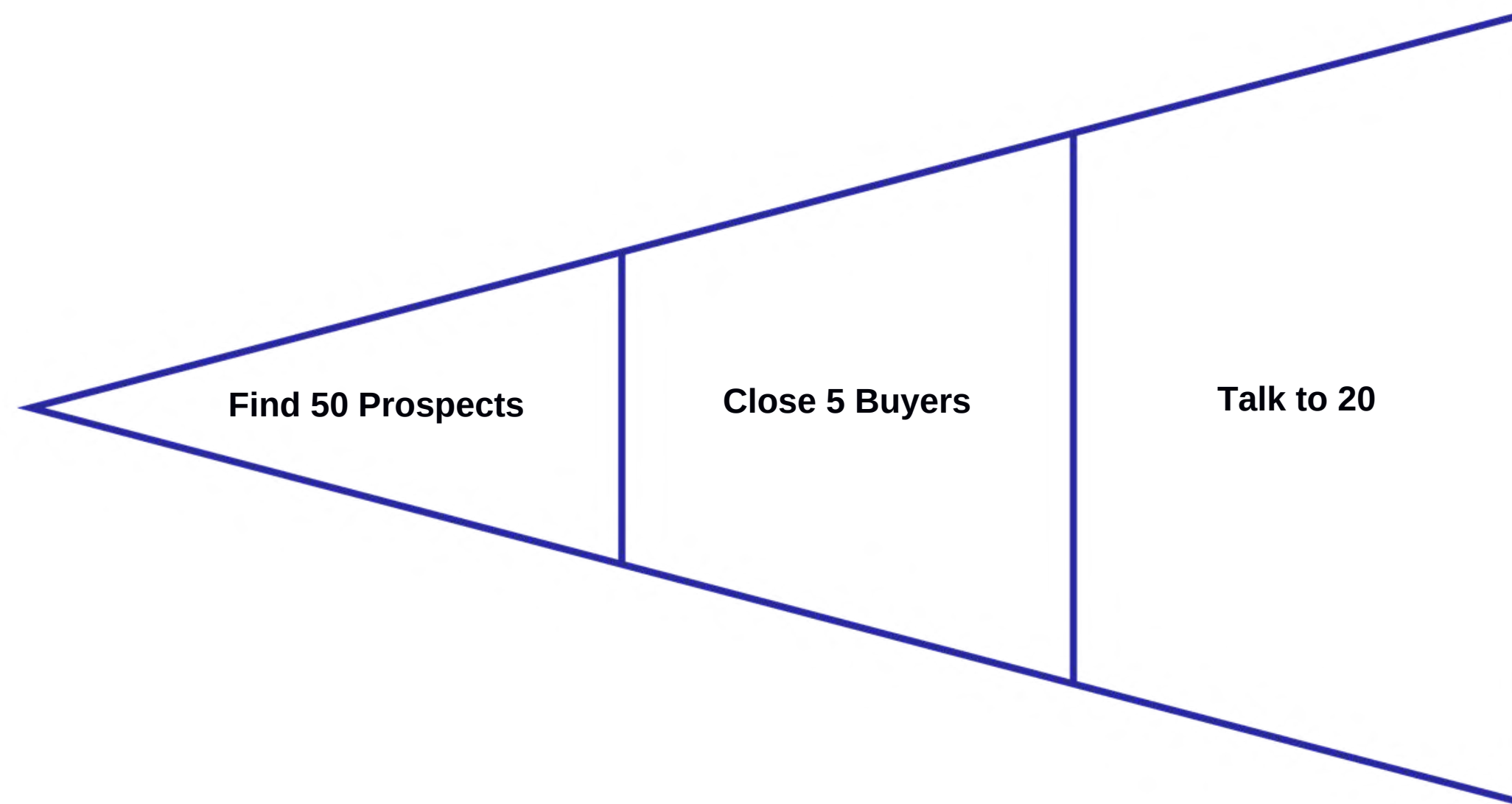
💡 Tactical implementation:

- 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



Step 2 : Your First 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.

Inbound & Outbound Together

Building and scaling trust while reaching new audiences



TOFU: Top of Funnel

Value posts, hooks, and attention-grabbing content to attract initial interest



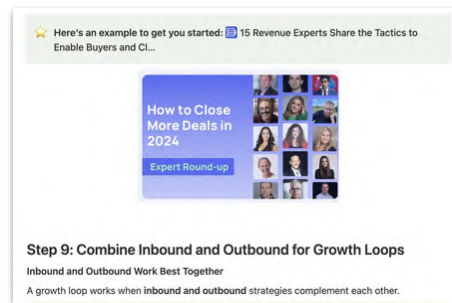
MOFU: Middle of Funnel

Email sequences, case studies, and deeper educational content for engaged prospects



BOFU: Bottom of Funnel

Comparisons, pricing details, and content addressing common objections

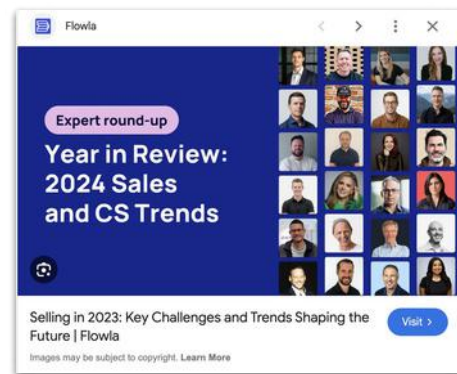


Inbound & Outbound Together

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. **Exercise:** 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

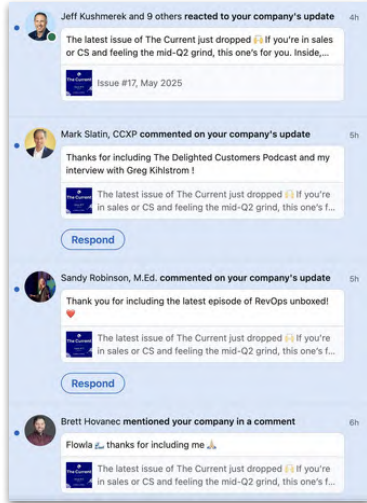
Detailed success stories from satisfied clients

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

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.

Pick your channels, balance quick wins & systems

Non-Scalable Approach

- Unreasonable hospitality
- Building 100 true fans
- Personal relationships
- White-glove service

Scalable Channels

- Content marketing engine
- Outbound sales systems
- SEO and organic growth
- Paid advertising channels

LinkedIn : The Fastest Free Channel For B2B

Why LinkedIn Works For You

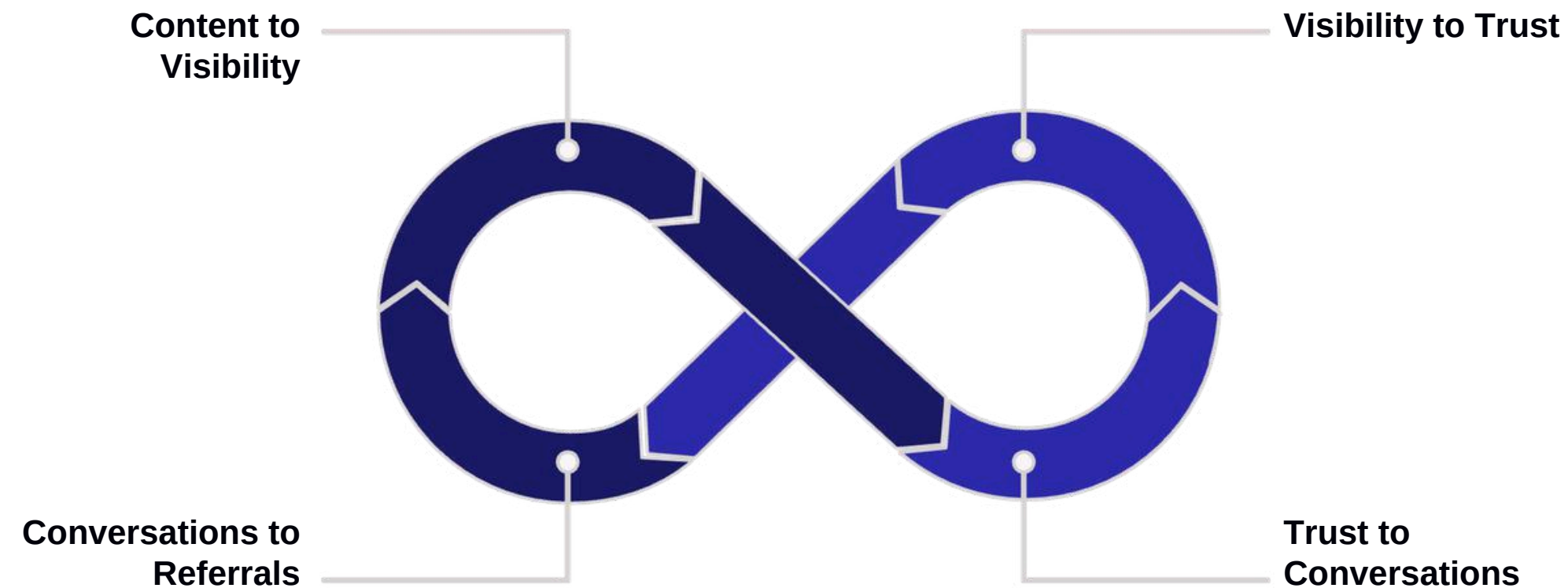
- You already have a network
- Your industry knowledge IS your content
- It's free
- Your buyers are there

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.

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

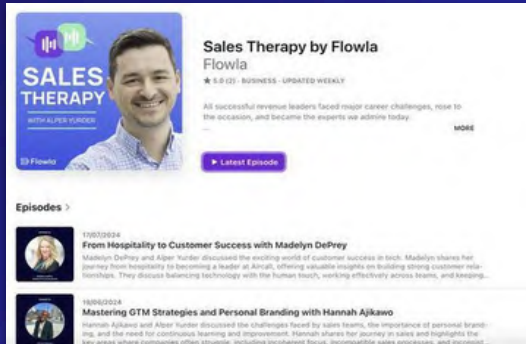


Your unfair advantage: Founder-Brand



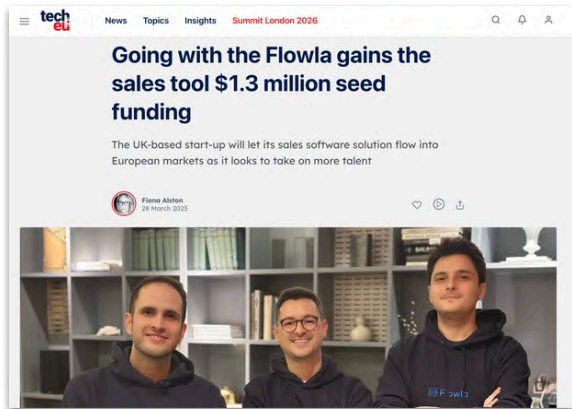
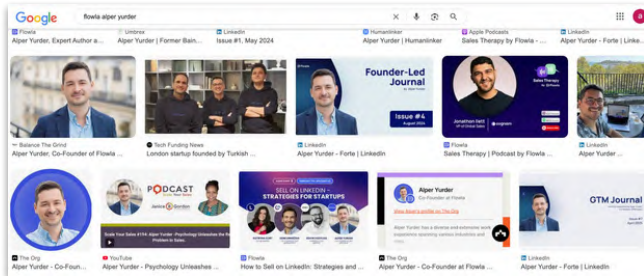
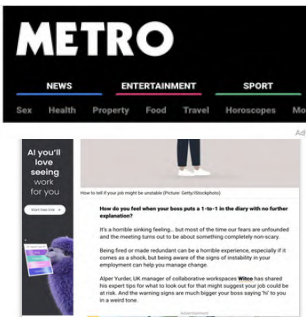
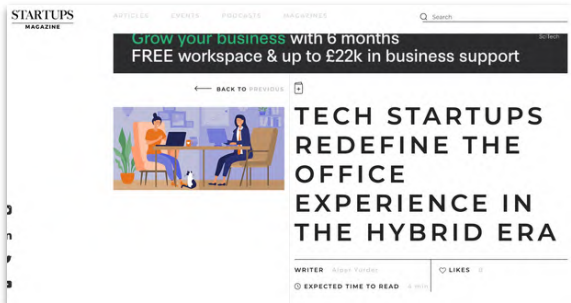
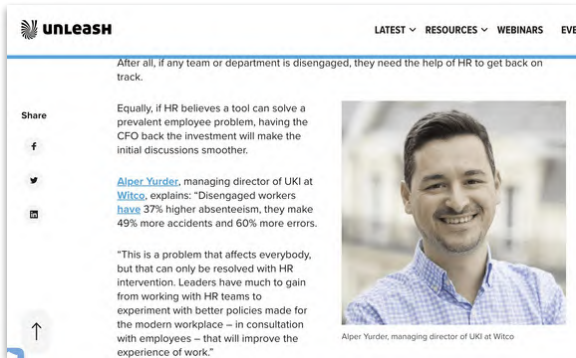
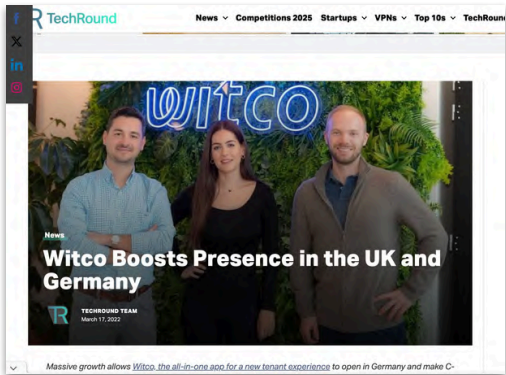
People buy you before your product.

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



Sustainable scalable systems: ✗ Paid ads

Building trust at scale ✓ For “FREE”



Doing marketing with limited sources

Podcasts,webinars, eventseries,influencermarketing,guerillamarketing
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

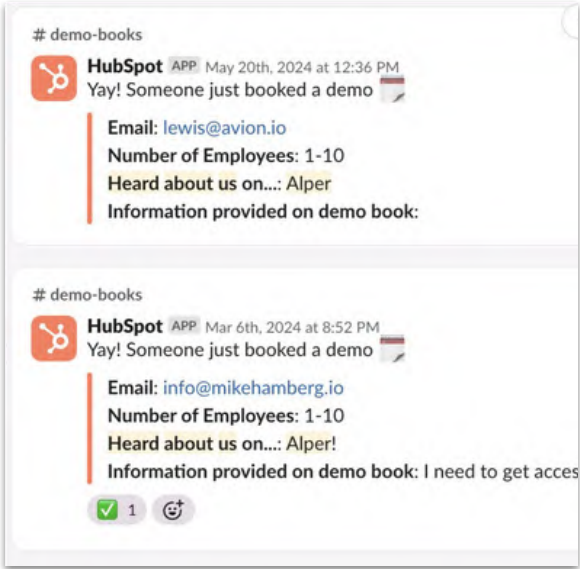
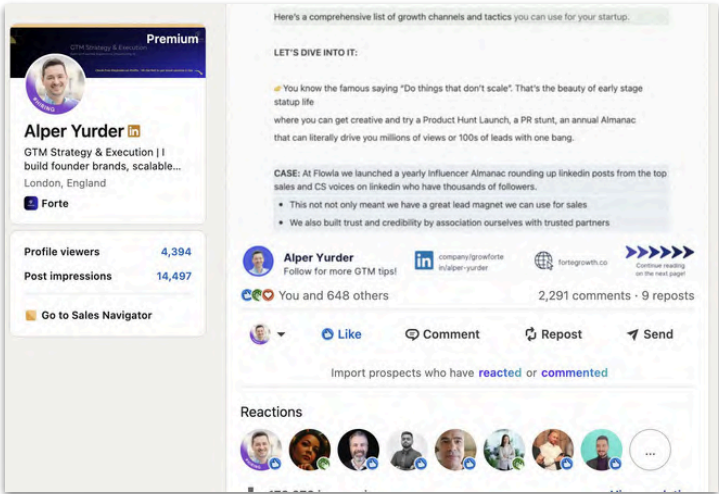
Expert roundups & Lead magnets

Weekly visits to the website



Founder brand & LinkedIn

Cringe at first, notsomuchwhen inboundleadscome in.We generated **first \$500K ARR** with **zero paid ads**, just founder brand, non-scalable tactics, a mix of outbound & virility.



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?

How Forte can help



Revenue Sprints: Traction → Pipeline → Systems

Message market fit · LinkedIn · Outbound · Founder brand

Month 1 – Review, Rewrite, Launch

- Sharpen ICP and positioning
- Rewrite outbound messaging (3 personas, 4 angles)
- Optimise LinkedIn profile
- Codify your first wins into a repeatable growth loop

Outcome: GTM essentials, who's your buyer, how we get more of them, **crack first Repeatable Meeting in weeks**

Month 2 – Test, Book, Learn

- My SDR runs campaigns and inbox management.
- Test messaging across 3 personas
- Generate 5 founder brand posts.
- Book 5–10 meetings
- Record calls, improve the engine, scale.

Outcome: Live pipeline, proven messaging, meetings booking.

Month 3+ – Scale What Works

- Automate copies that work with Heyreach, track on Hubspot or similar
- Create lead magnet, one pagers, video content that helps with outbound
- Build repeatable system to run or hand off

Outcome: **A GTM engine that generates leads, builds trust and conversion.**

Input for campaigns

- 🕒 OMMA SIGN — PHASE 1 GTM CAMPAIGN PLAN (NEXT 6 WEEKS)
- 🕒 Tangible campaign ideas
- 🕒 Personable messages from Tolga - Founder profile
- 🕒 Urgency signals & campaign prioritization
- 💡 Test variables
- 🕒 1 - Running first campaigns

Execution: test - iterate - improve

- 🕒 Message market fit tests - linkedin Founder DMs - optimization call with Tolga 19 November
- 🕒 2 - Message framework for first campaigns: 4 Persona to prioritize
- 🕒 1 - Running first campaigns

Output: campaign learnings & results

- 🕒 Campaign database with results
- 🕒 Objections recording
- 🕒 Tracking results
- 🕒 Outreach observations_ informal
- 🕒 Recording results: Message-market fit: tests & learnings

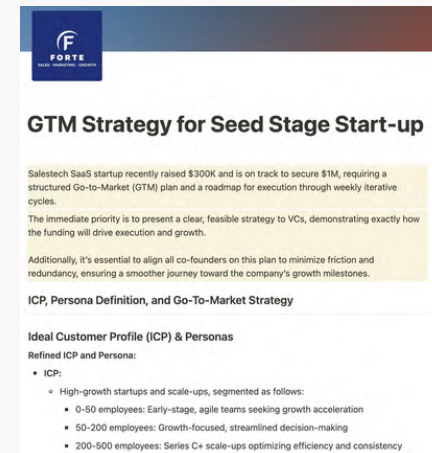
Unlock First Repeatable meeting: Week .
Get 5-10 Repeatable SQLs by Month 3.

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
- 5 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

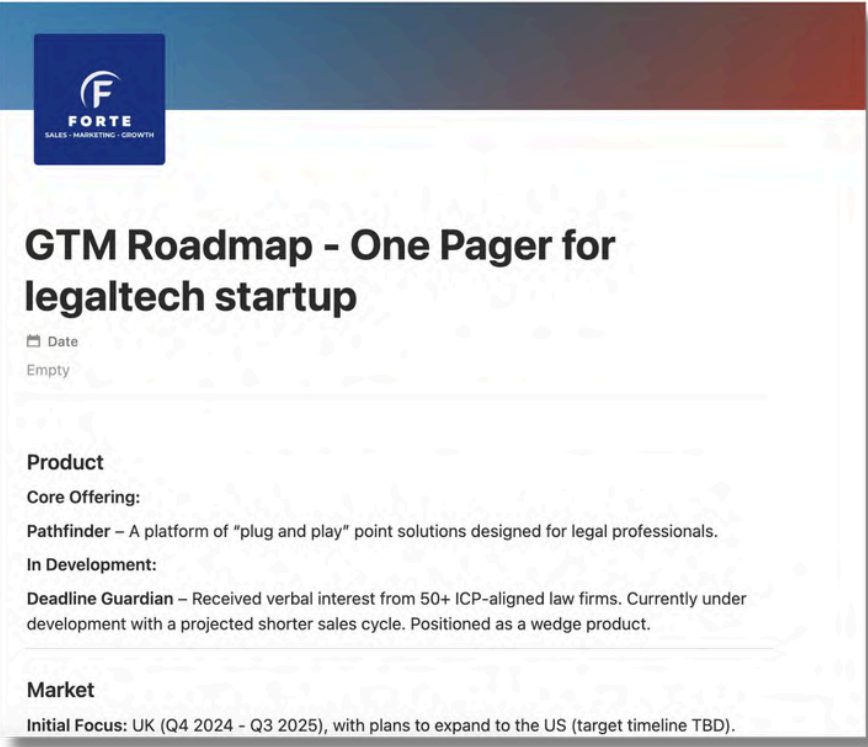
- GTM audit
- Build revenue mathematics - 3 segments, 3 ICP, 3 strategies: how to reach \$100K in 6 months
- Clear GTM Strategy: channels and activities to run

We validate:

GTM One-Pager

Revenue Architecture

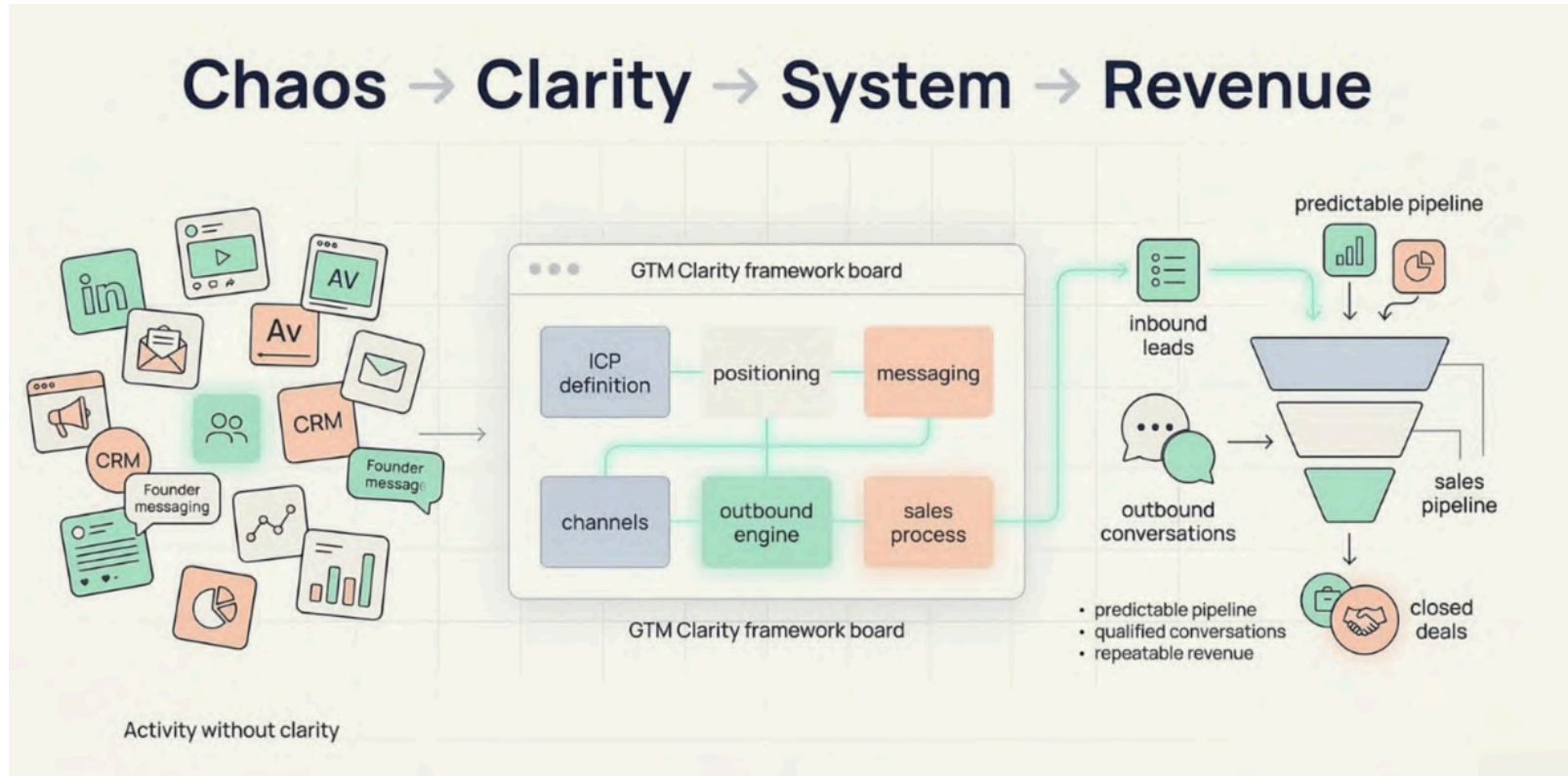
90-day priorities



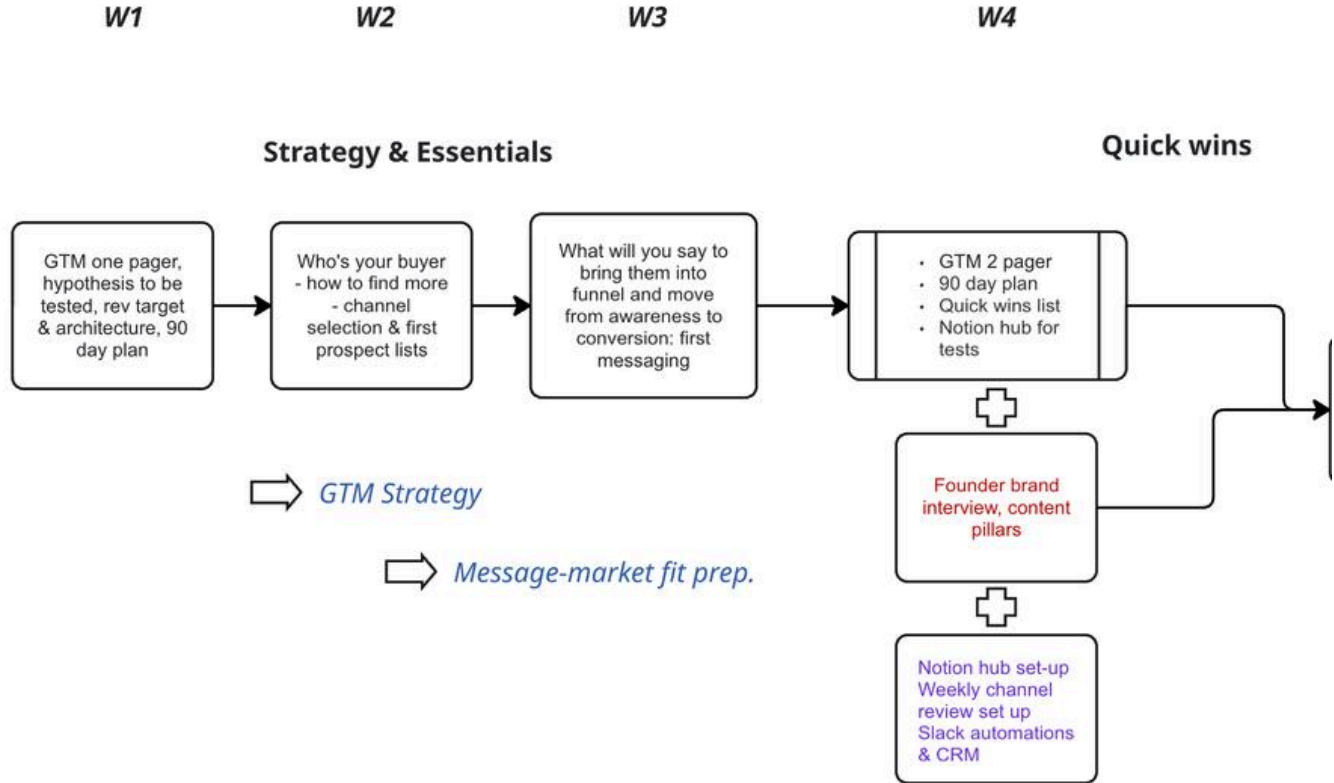
	Segment	example / definition	Average deal size
9	20-45, independent	Seg 1	350
10	20-45, independent	Seg 2	700
11	Network of agents	Seg 3	25,000

Step-1: Start with GTM Clarity

Chaos → Clarity → System → Revenue



Step-1: Start with GTM Clarity



The GTM Clarity Tracker

31 components. 180 days. One page.

Your notes:

Component	Your Plan	30 Days	60 Days	90 Days	180 Days
STRATEGY					
Mission					
Revenue Goal					
Product					
ICP					
Persona					
CHANNELS					
GTM Motion					
Loop					
Message & Positioning					
90-Day Focus					
Scalable					
Non-Scalable					
CONTENT & BRAND					
Thought Leadership					
Lead Magnets					
Content					
LinkedIn Calendar					
Credibility					
VISIBILITY					
Authority					
Relations & True Fans					
Visibility					
Proactive vs Reactive					
Revenue Architecture					
OPERATIONS					
Product Goal					
Sales Goal					
Marketing Goal					
Website					
Sales Process					
Outbound Priorities					
Admin & Finance					
MISSION CRITICAL					
1. Outbound Engine Running					
2. Focus: 1 Product, 1 ICP, 1 Problem					
3. Consistency: Weekly System					

If you can't fill in a row — that's your priority.



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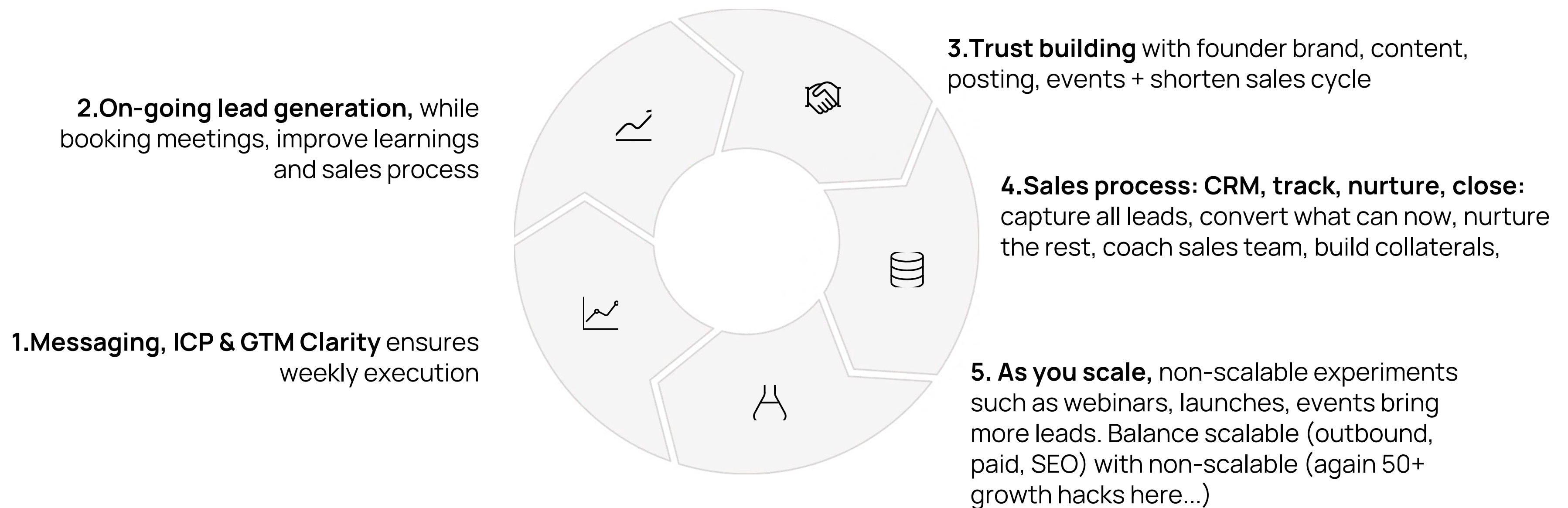
Continue reading
on the next page!

Step-1: Start with GTM Clarity

- We create your GTM two pager, define your GTM Essentials first hypothesis to test
- Work backwards from revenue goal for next 90-180-360 days and define how we'll reach those numbers, which channels we'll use and how we'll acquire, build trust and credibility
- Weekly execution plan to - test - iterate - improve over next 90 days

The antidote: Clarity | Weekly execution | Growth loops

Virtuous loop: A system that balances quick wins & strong foundations that build repeatability when you start treating GTM like you treat product building. **Weekly sprints:** test → iterate → improve



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

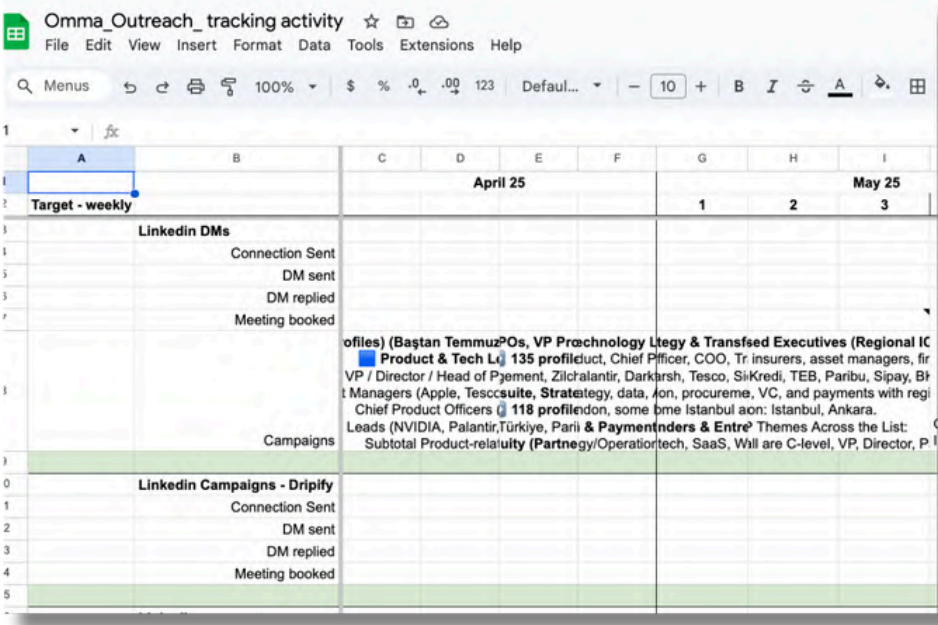
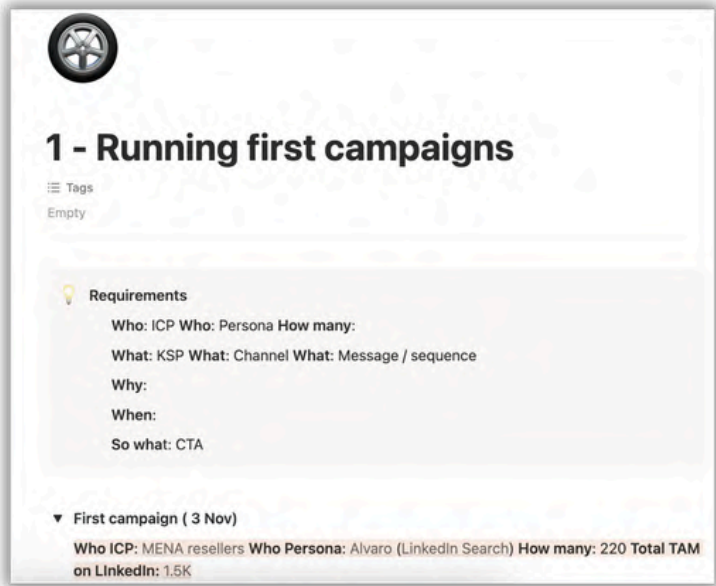
ICP One-Pager

3 messaging versions

First campaign live

Tracking running

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



Step 3

Trust Layer

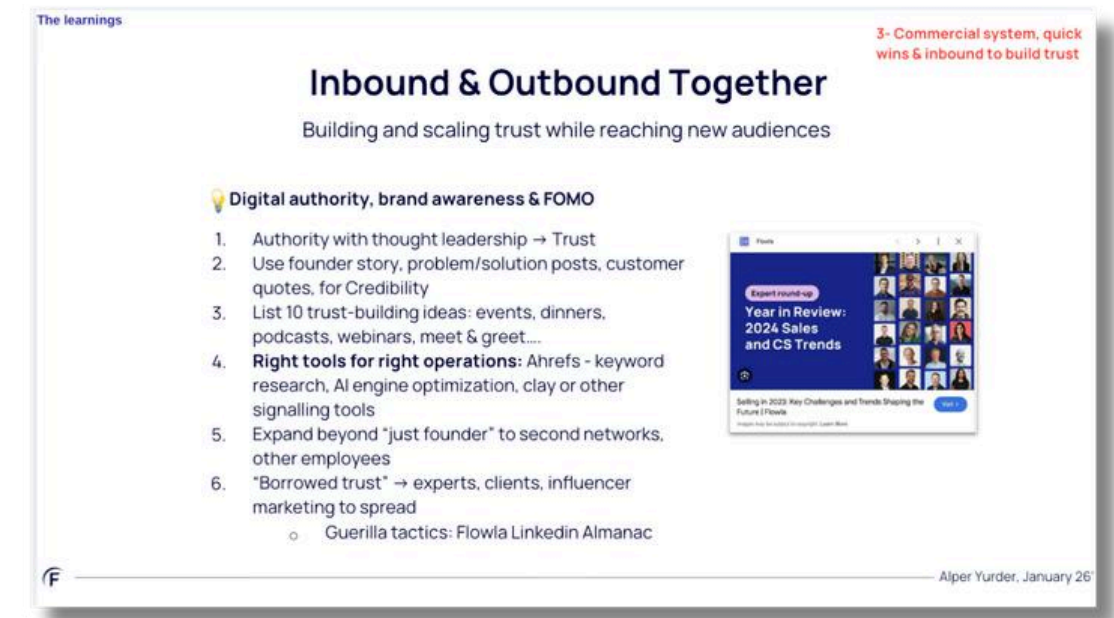
Founder Brand + LinkedIn

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 Baghdad	linkedin.com/in/...17157/	Projects Management at Delta I	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 Jalja 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 review
- 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

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

10x

SEO

Compound over a year in blog views

5K downloads

Expert roundups & Lead magnets

Weekly visits to the website

Alper Yurder, January 26'

Build your founder brand first

Efficient Acquisition

1,000+ Leads generated

From founder-only content strategy

3x Engagement rate

Compared to company content

52 Weekly posts

Consistent sharing builds audience

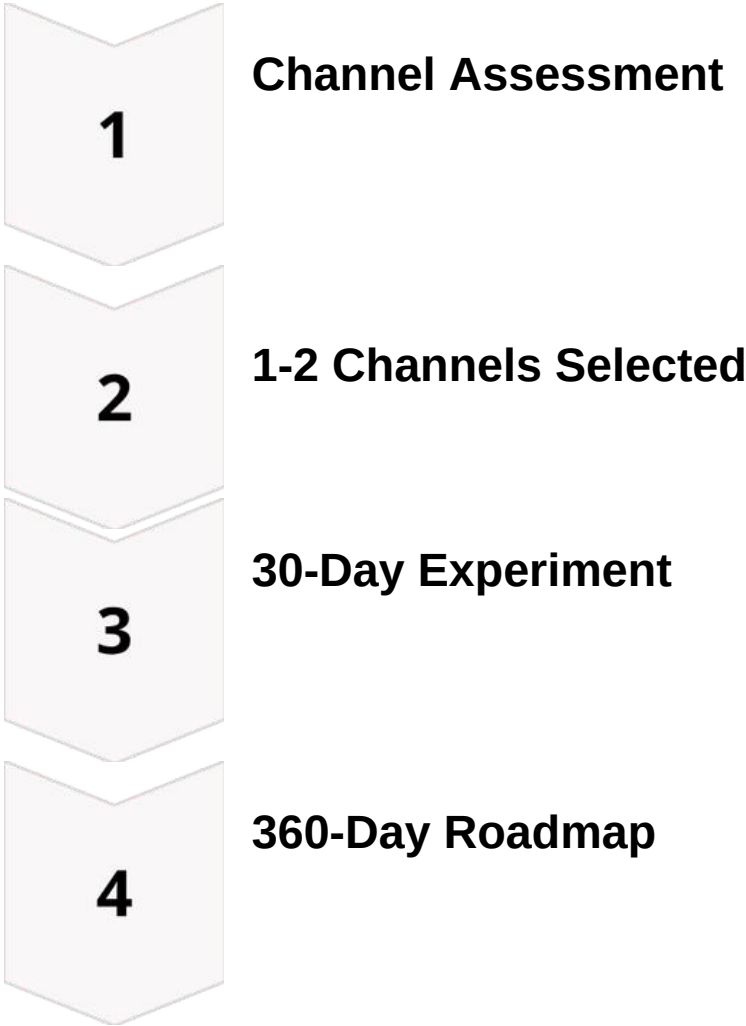
Your unfair advantage: Founder-Brand

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.



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



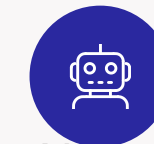
GTM Hub



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%

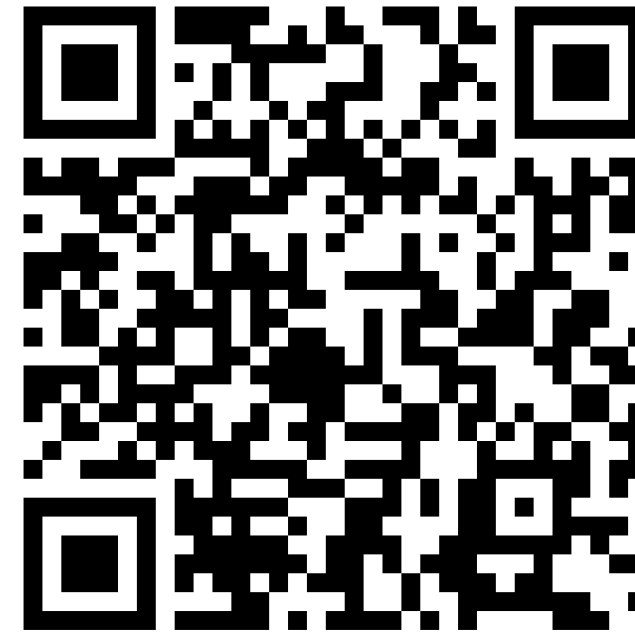
Let's Stay Connected

Alper Yurder Founder, Forte Growth

alper@fortegrowth.co
linkedin.com/in/alperyurder
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

Telling your story to fuel your growth

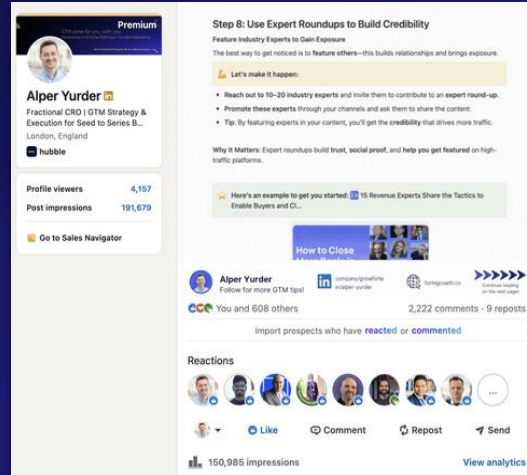


Thought leadership

0 to \$1M Playbook based on doing it 5x and helping 20+ startups scale



50K downloads



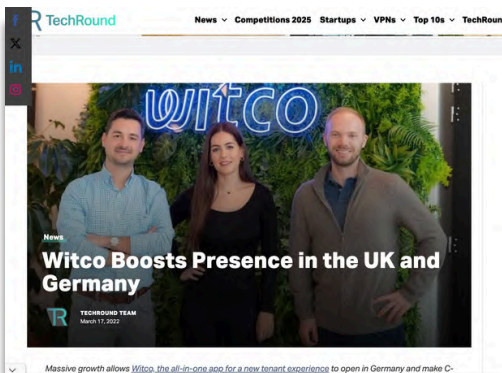
[Zero to 1 Playbook](#)



Alper Yurder, January 2026

After working with 20+ startups I know that great products deserve great GTM

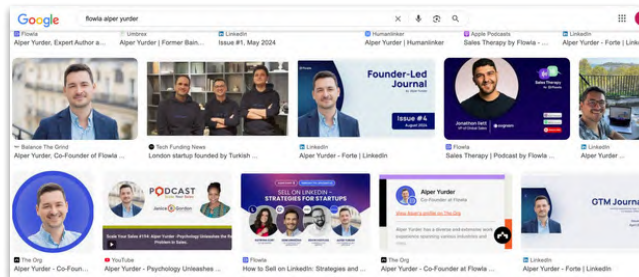
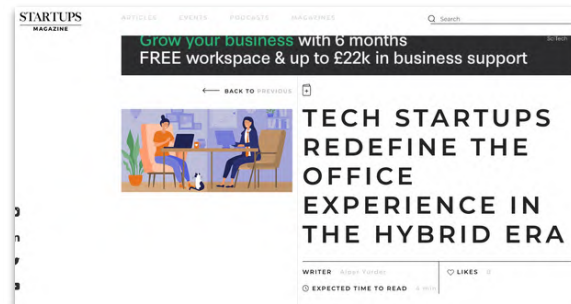
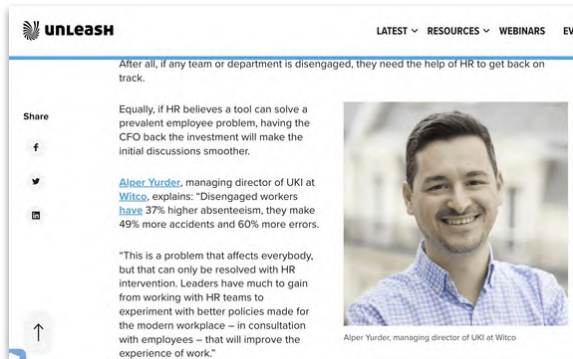
And great product founders need the GTM Yin to their YaNG



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.



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.



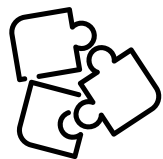
Founder-first, then handover

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



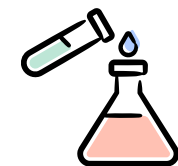
Strategy and quick wins are not an either or. You test, learn, capture, scale. Quick wins come in month 2 when month 1 is direction & essentials.



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.

Most of us try outbound, content, paid ads., hire & fire people hoping for more customers. Here's what works at early stage.

LinkedIn posts? "Lead gen."
Cold email? "Lead gen."
Events? "Lead gen."
DMs? "Lead gen."

No wonder nothing compounds.

The truth: Each channel has ONE job it does brilliantly at the early stage.

And each one feeds the other when done in parallel.

And that's where the problem lies.

The Channel-Purpose Matrix

	Awareness	Trust	Conversion
LinkedIn Posts	✓	✓	
LinkedIn DMs			✓
LinkedIn Comments	✓	✓	
Cold Email	✓ SCALE		
Events/Webinars		✓	✓
Founder Brand	✓	✓	✓

It takes 8-12 touches before someone pays attention.



**This is why one-channel approaches fail.
The system is the strategy.**

The Channels & What They Actually Do

Stop using every channel for "lead gen"

Most people use every channel for the same thing.

LinkedIn posts? "Lead gen."

Cold email? "Lead gen."

Events? "Lead gen."

DMs? "Lead gen."

No wonder nothing compounds.

The truth: Each channel has ONE job it does brilliantly.

Force it to do something else and it fights you.

Match the channel to its immediate job.

The Channel-Purpose Matrix			
	Awareness	Trust	Conversion
LinkedIn Posts	✓	✓	
LinkedIn DMs			✓
LinkedIn Comments	✓	✓	
Outbound Email	✓		
Events/Webinars		✓	✓
Founder Brand	✓	✓	✓

This is how we structure GTM at Forte

The practical translation



LinkedIn Posts

Build authority. When prospects check your profile, content builds or kills trust.



LinkedIn Comments

Build visibility. Fastest reach without creating content yourself.



LinkedIn DMs

Book meetings. Not "picking brains." Booking meetings.



Outbound Email

Build awareness. Drive traffic. Invite to events. Nurture over time.



Events

Shorten sales cycles. Live interaction accelerates trust faster than 10 emails.



Your Personal Brand

Sits underneath everything. At early stage, company brand IS founder brand.

Your brand is your unfair advantage: use it!

1,000+

Leads generated

From founder-only content strategy

3x

Engagement rate

Compared to company content

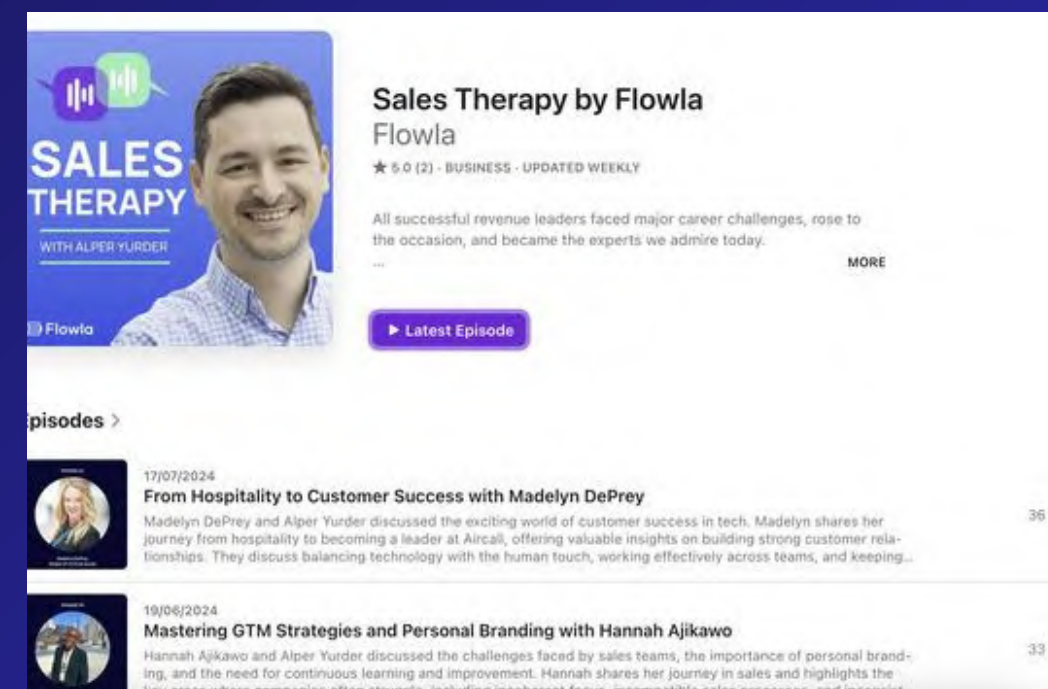
52

Weekly posts

Consistent sharing builds audience

Your unfair advantage: Founder-Brand

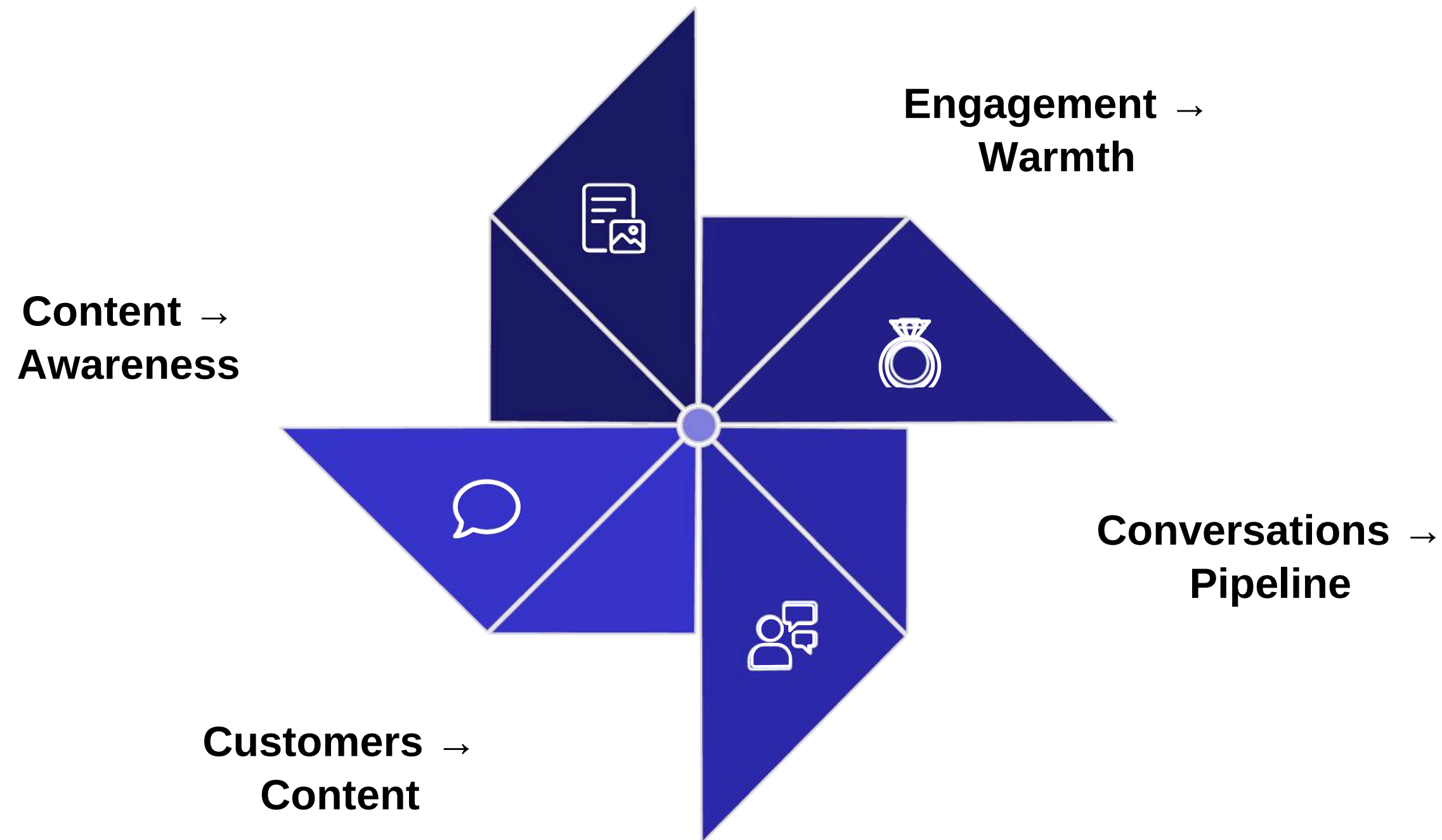
- People buy you before your product.
- A founder's personal brand builds trust faster than company posts.
- Share wins, failures, and behind-the-scenes weekly to stay human and relatable.



How It All Connects

The Revenue Loop

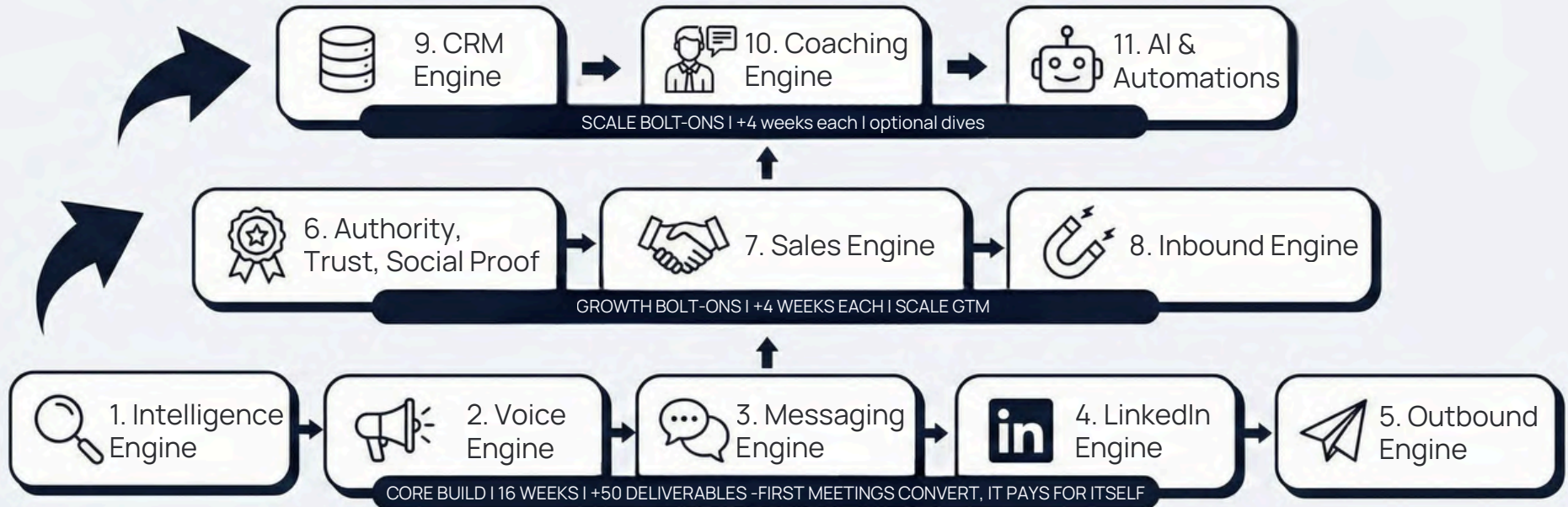
Inbound and outbound aren't separate. They're one loop.



This is why "pure inbound" or "pure outbound" fails. They're optimising half a loop.

THE GTM ENGINE STACK: Forte Growth System

A MODULAR SYSTEM FOR PREDICTABLE B2B REVENUE
TACTICAL QUICK WINS + SYSTEM THAT SCALES WITH YOU



Alper Yurder

Follow for more GTM tips!



company/growforte
in/alper-yurder



fortegrowth.co



SAVE - SHARE

Here's how the engines work



LINKEDIN ENGINE

- Profile optimised as landing page
- Content calendar (3-5 posts/week)
- Comment engine (daily engagement on ICP posts)
- DM sequences (warm outreach to engagers)



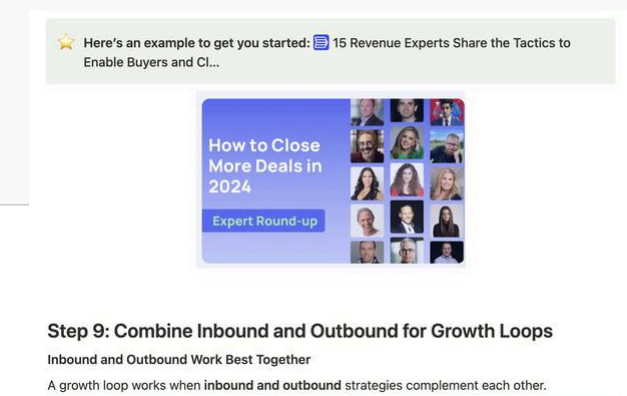
OUTBOUND ENGINE

- Lead sourcing (Apollo, Clay, Sales Navigator)
- Email infrastructure (deliverability, warm-up)
- Multi-channel sequences (email + LinkedIn touches)



SALES PROCESS

- CRM tracking every conversation
- Follow-up cadences (most deals close after 5th touch)
- Nurture sequences for not-now leads



Each engine feeds the next. Together, they compound.

The Forte Growth System for Founders scaling to \$10M ARR

Strategy & Essentials

Set strategy , Lead channels & GTM Essentials

- Work backwards from revenue goal
- GTM Essentials: Channel, ICP, Persona
- Messaging & Positioning that converts from awareness to consideration to closing

Quick wins

First campaigns

- Learnings
- Book quick meetings
- Tactical + Strategic

Outbound

Linkedin

(direct DM + commenting engine)
Better for booking meetings

Email

Better for awareness building, website traffic, invitations and scale the top of the funnel

Inbound

Linkedin posting

- Thought leadership
- Social Proof
- Echo chamber of buyers (nurture and move from "we know this person" to "let's give it a go")

Sales Proces

From lead gen to follow up, nurturing and closing

Sales collaterals (one pagers, pitch, case study, video)

CRM & Tracking (Nurture, track, close, newsletter)

Growth channels

Trust building activities like podcast, webinar, event

Guerilla tactics like creator marketing, B2B influencers, product launches

Scale & increase

Hire to hand-over SDR & Content

Try blog + SEO + AI Engine optimization

Review sites

⇒ On-going lead generation

⇒ Trust building + shorten sales cycle

⇒ CRM, track, nurture, close

⇒ Non-scalable experiments bring more leads

⇒ More scalable channels bring predictable revenue

Section

LinkedIn Essentials

The 80/20 of what actually works

Your profile works 24/7. Make it count.

Headline

Not your job title. Who you help.

"Programme Manager at Tenity"

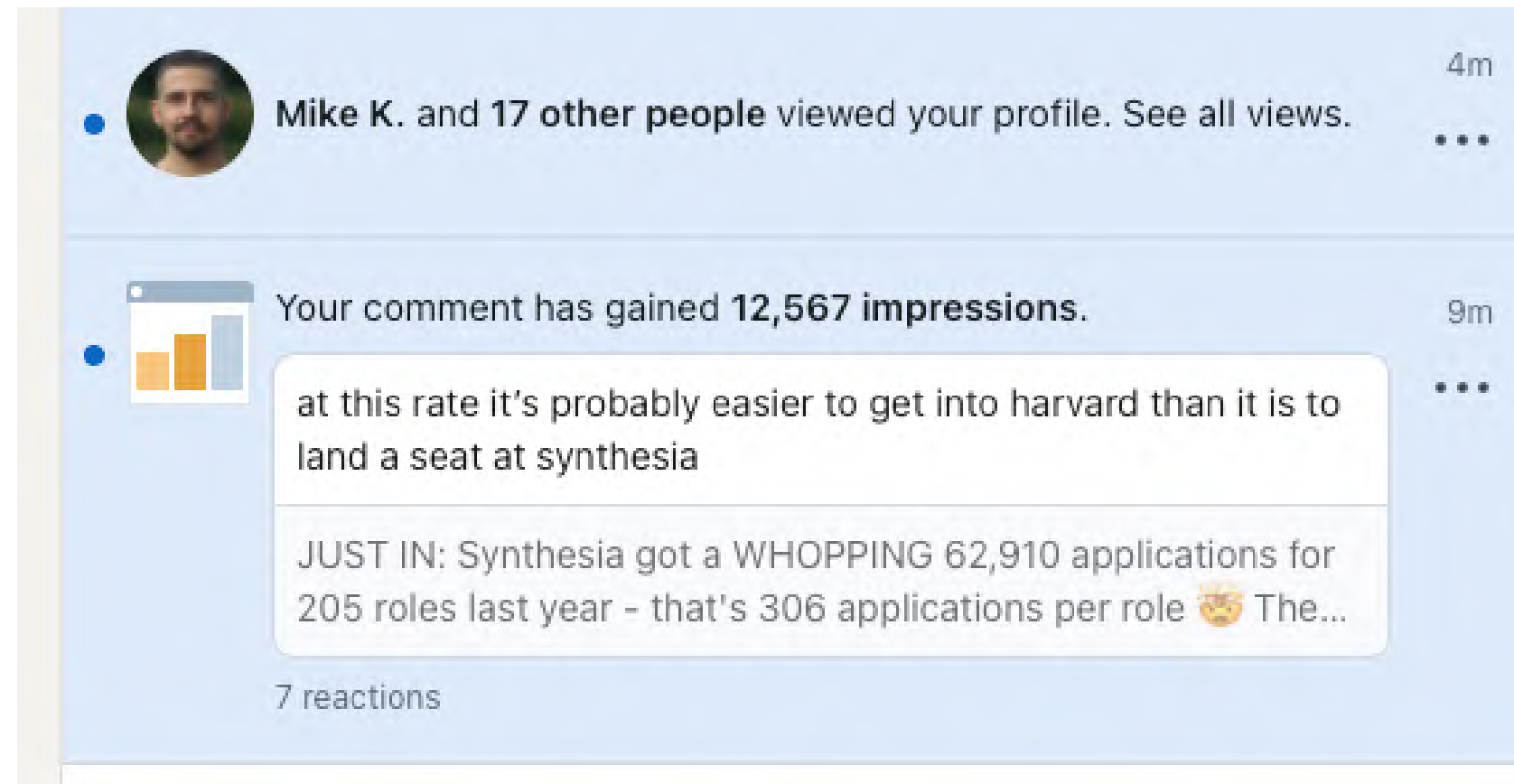
"Connecting corporates with game-changing startups |
Tenity"

About

Speak to customer pain, not your CV.

The test: When a prospect lands on your profile after seeing your comment or getting your email — do they immediately understand why they should talk to you?

Your comments are more powerful than your posts.



The maths

Your post reaches your followers (maybe).

Your comment reaches their followers (definitely).

1. Identify 5-10 people your target customers follow

1. Comment daily with real takes

1. This is "borrowed reach" — visibility without creating content

5 meaningful comments > 1 post nobody sees.

Every like is a potential lead.

When you get a like or comment — don't scroll past.

Click on who it is. Check their title.

"Innovation Head at [Bank]" — that's a customer.

"Corporate Ventures at [Telco]" — that's a customer.

What to do:

01

View their profile (they see you viewed)

02

If relevant, connect with context

03

Start a conversation — no pitch yet

30 seconds. Do it every time you check LinkedIn.

Section

Outbound Essentials

Awareness at scale

Cold outreach isn't about closing. It's about **opening**.

Most people send cold emails expecting replies.

That's not the job.

Outbound email does ONE thing well: Creates awareness at scale.

The sequence:

- 1. Email introduces you / invites to something valuable
- 1. LinkedIn touch reinforces (view profile, connect, comment)
- 1. Follow-up adds value, not pressure
- 1. Repeat until they engage or opt out

The goal isn't a reply. It's recognition when they're ready.

It takes 8-12 touches before someone pays attention.



This is why one-channel approaches fail.

The system is the strategy.

Section

The Daily Sales **Habit**

15 minutes that compound

Consistency beats intensity.

Every day:

5 new connections

(targeted, with context)

5 engagements

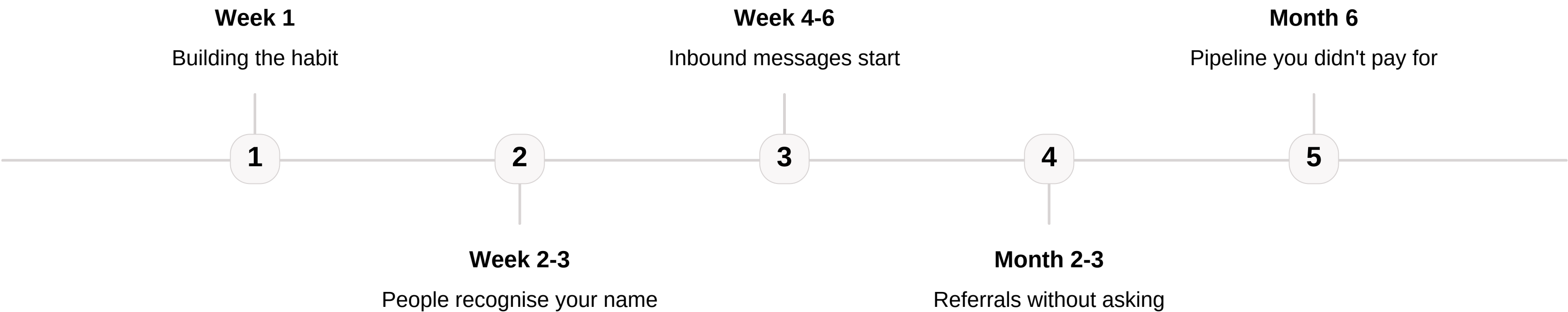
(comments that add value)

1 real conversation

(DM or email follow-up)

That's it. Do this for 30 days. Watch what happens.

Small actions. Massive results.



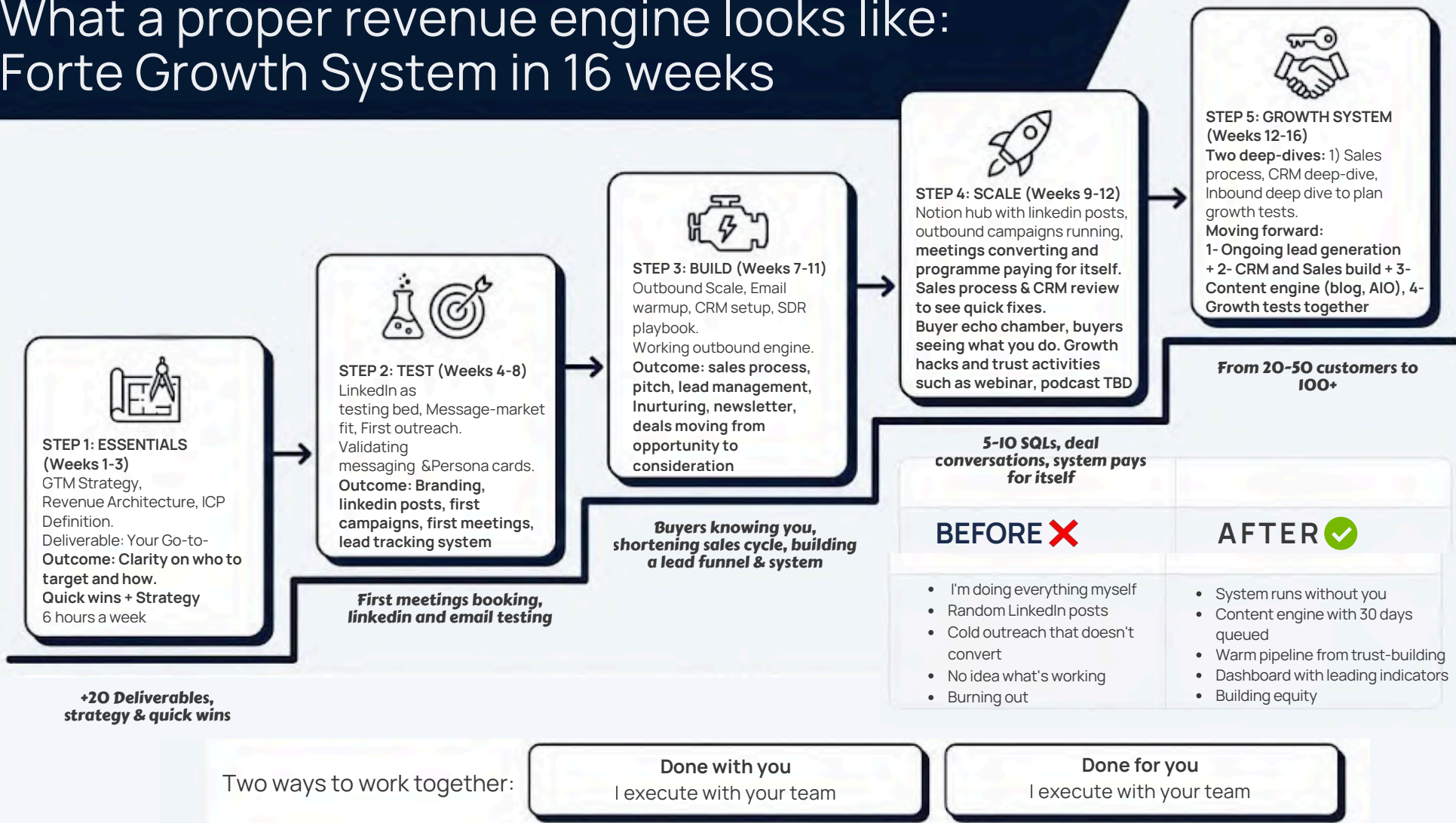
The founders who win aren't doing big spam campaigns.
They're showing up every day.

Section

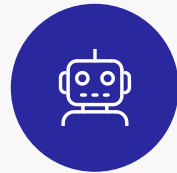
What We Touched Today is Just the **Start**

The full system has more layers

What a proper revenue engine looks like: Forte Growth System in 16 weeks



What powers modern GTM



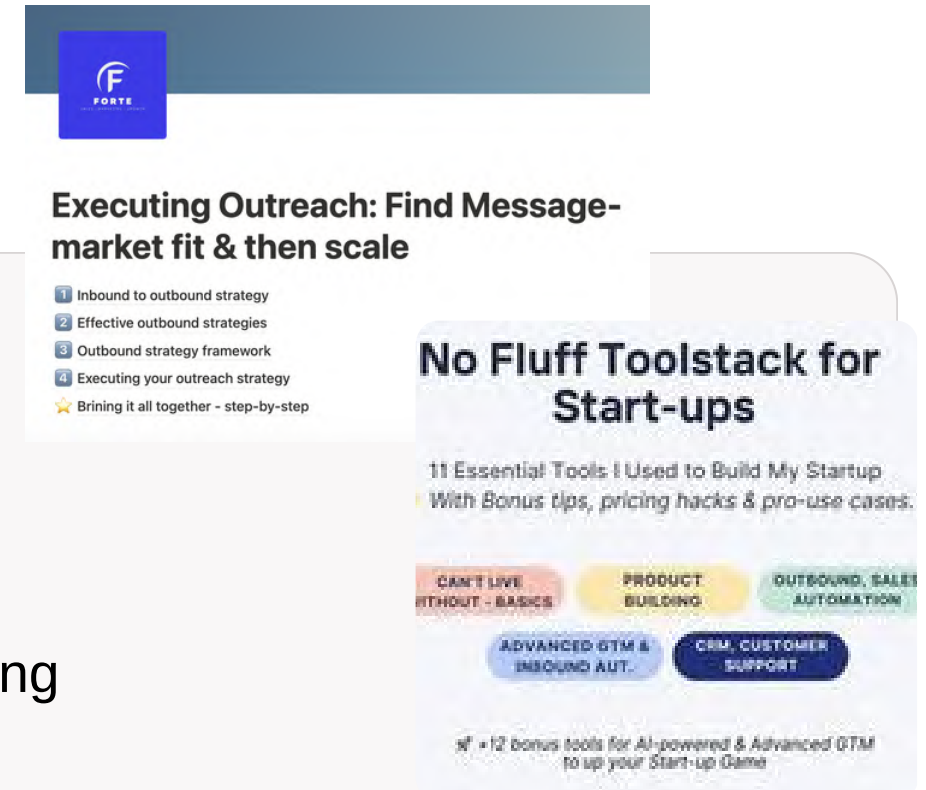
AI WORKFLOWS

- ChatGPT / Claude for messaging, research, drafts
- AI for call analysis & follow-ups



LINKEDIN TOOLS

- Sales Navigator for targeting
- Engagement tracking



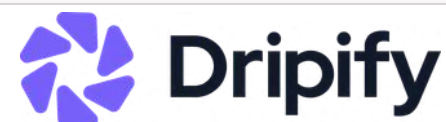
OUTBOUND STACK

- Apollo, Clay, Empler for lead sourcing
- Email deliverability tools
- Sequencing & automation



CRM

- HubSpot / Pipedrive
- Pipeline tracking



What will **YOU** do this week?

Pick one:

- ☐ Rewrite your LinkedIn headline
- ☐ Comment on 5 posts from target customers
- ☐ Follow up with 3 people from recent conversations
- ☐ Ask one happy contact for an intro
- ☐ Practice your pitch with a colleague

One thing done > five things started.

Questions?

No question too basic.

About me: 15 years in GTM | Scaled 5 startups from CRO to GM (1 IPO, 1 Exit) | Co-founded Flowla | Founded Forte Growth



- Co-founded Flowla → scaled to \$1M ARR, zero paid ads, founder brand & content engine



- Done the 0 to 1 GTM and market entry 5X (1 IPO, 1 Exit) - \$60M+ closed across 5 startups as CRO & Head of Sales



- 15+ years across Bain, Accenture, MindGym (employee #20 → IPO), General Assembly UK Market entry (Series D → acquisition)



- 5 Fractional & 20 Coaching engagements in 2025 for technical founders between \$0-2M ARR, Coach & Resident Lecture in +10 Accelerators



- Built the Forte Growth System, implemented across 20 startups generating +\$15M pipeline in 2025-26: Leads in Month 2, pays for itself by Month 4



Now I work with scaling & expanding startups through Forte Growth.

Since starting the company in March 25' we worked with +20 startups generating +\$12M in qualified pipeline and closing +\$1.5M in deal value.

OMMA Digital Signage SaaS

Situation: Manual processes, CRM issues, inconsistent outreach. PMF but no engine.

Built: Content & LinkedIn engines, CRM optimization, events, sales collaterals.

Results: 20 qualified leads, £500K pipeline, independent system.



WEALT Private Markets Platform

Situation: Lacked GTM infrastructure, pipeline visibility, brand presence.

Built: Founder LinkedIn, full outbound system, DM campaigns, hired SDR.

Results: Followers 2K → 6K, £100K pipeline (2 months), 5-10 meetings/week, £750K pipeline by month 6



WITCO French PropTech Entering UK

Situation: Zero UK presence, no brand awareness, fresh start.

Built: UK positioning, LinkedIn/PR/events strategy, outbound engine, UK team.

Results: Established UK presence, 6 operational channels, £1M UK ARR.



FLOWLA — Co-Founded B2B SaaS Sales tool

Situation: No funding for paid marketing, needed organic growth. Founder brand, content and scale WOM.

Built: Full GTM engine, 100% organic strategy.

Results: £1M ARR (zero paid ads), \$1.5M funding raised.



UJJI — Founder-Led Growth for Edtech AI

Situation: Needed visibility, leads and faster enterprise traction.

Built: Founder brand on LinkedIn + sales-first positioning.

Results: Warm investor interest, pivot to sales teams, +\$200K ARR in 6 months.



Build your GTM in weeks, not 18 months

At Forte Growth, we work with early stage founders to build their GTM system in weeks not months.

GTM Clarity | Repeatable Meetings | Outbound - inbound Loops | Content that scales

Forte Growth GTM System

Strategy & Essentials

Set strategy, Lead channels & GTM Essentials

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- GTM Essentials: Channel, ICP, Persona
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First campaigns

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- Book quick meetings
- Tactical + Strategic

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Linkedin
(DM + commenting engine)
Better for booking meetings

Email
Better for awareness building, website traffic invitations and scale the top of the funnel

Inbound

Linkedin & SEO/ AIO

- Thought leadership
- Social Proof
- Echo chamber of buyers (nurture and move from we know this person to "let's give it a go"
- Founder brand
- Lead magnet

Sales Proces

From lead gen to follow up, nurturing and closing

Sales collaterals
(one pagers, pitch case study, video)

CRM & Tracking
(Nurture, track, close newsletter)

Growth channels

Trust building activities
like podcast, webinar, event

Guerilla tactics like creator marketing, B2B influencers, product Jaunches

Scale & increase

Hire to hand over SDR & Content

Try blog + SEO, AIO, review sites

Launches & one-off trials

GTM CLARITY + MESSAGE-MKT FIT TESTS
BOOK FIRST 5-10 REPEATABLE MEETINGS

SQLs deliver revenue

System starts paying for itself

ON-GOING LEAD GENERATION

TRUST BUILDING + SHORTEN SALES CYCLE + HIGHER ACV

CRM, TRACK, NURTURE LEADS, CLOSE

NON-SCALABLE EXPERIMENTS INCREASE REACH

MORE SCALABLE CHANNELS BRING PREDICTABLE REVENUE

Revenue Sprints: Traction → Pipeline → Systems

Message market fit · LinkedIn · Outbound · Founder brand

Month 1 – Review, Rewrite, Launch

- Sharpen ICP and positioning
- Rewrite outbound messaging (3 personas, 4 angles)
- Optimise LinkedIn profile
- Codify your first wins into a repeatable growth loop

Outcome: GTM essentials, who's your buyer, how we get more of them, **crack first Repeatable Meeting in weeks**

Month 2 – Test, Book, Learn

- My SDR runs campaigns and inbox management.
- Test messaging across 3 personas
- Generate 5 founder brand posts.
- Book 5–10 meetings
- Record calls, improve the engine, scale.

Outcome: Live pipeline, proven messaging, meetings booking.

Month 3+ – Scale What Works

- Automate copies that work with Heyreach, track on Hubspot or similar
- Create lead magnet, one pagers, video content that helps with outbound
- Build repeatable system to run or hand off

Outcome: **A GTM engine that generates leads, builds trust and conversion.**

Input for campaigns

- 🕒 OMMA SIGN — PHASE 1 GTM CAMPAIGN PLAN (NEXT 6 WEEKS)
- 🕒 Tangible campaign ideas
- 🕒 Personable messages from Tolga - Founder profile
- 🕒 Urgency signals & campaign prioritization
- 💡 Test variables
- 🕒 1 - Running first campaigns

Execution: test - iterate - improve

- 🕒 Message market fit tests - linkedin Founder DMs - optimization call with Tolga 19 November
- 🕒 2 - Message framework for first campaigns: 4 Persona to prioritize
- 🕒 1 - Running first campaigns

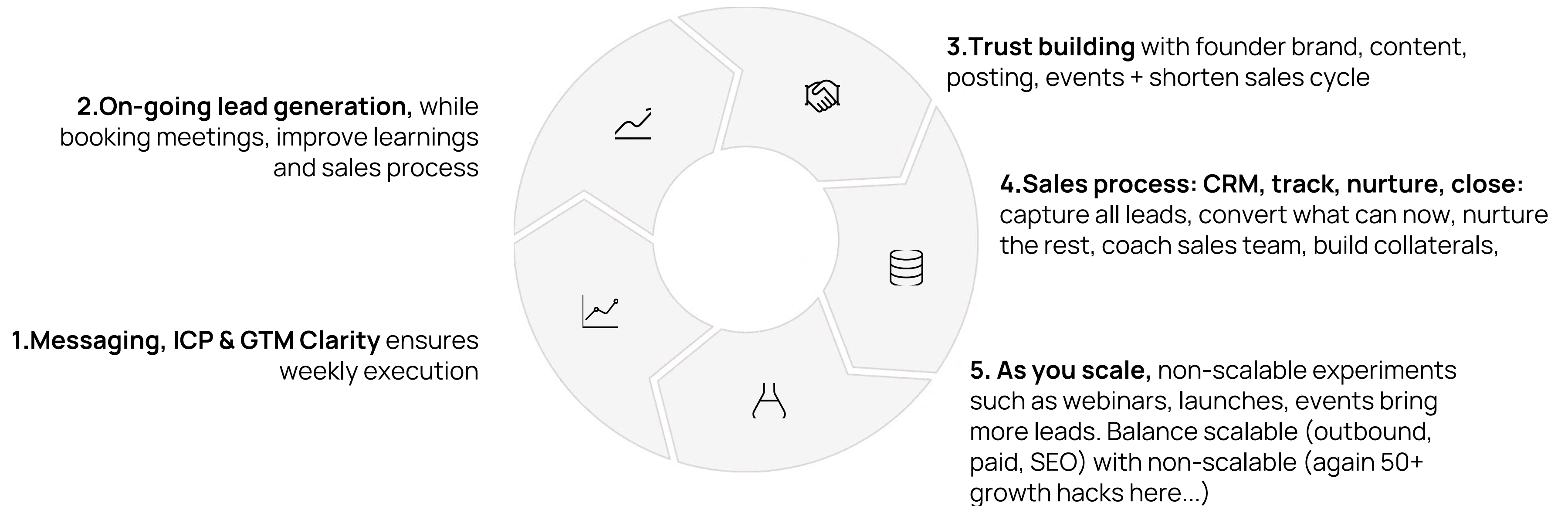
Output: campaign learnings & results

- 🕒 Campaign database with results
- 🕒 Objections recording
- 🕒 Tracking results
- 🕒 Outreach observations_ informal
- 🕒 Recording results: Message-market fit: tests & learnings

Unlock First Repeatable meeting: Week .
Get 5-10 Repeatable SQLs by Month 3.

The antidote: Clarity | Weekly execution | Growth loops

Virtuous loop: A system that balances quick wins & strong foundations that build repeatability when you start treating GTM like you treat product building. **Weekly sprints: test → iterate → improve**



Forte Growth System: Revenue Sprint to pipeline in weeks not 18 months

First campaigns in 3 weeks | First leads in Months 1-2 | Repeatable system by Month 4-6



Message-market fit - so your conversations and content hits, you start booking meetings on repeat → repeatable revenue



Outbound system - targeted, signal-based, meetings booked



Content engine - consistent, delegatable, compounds over time, sales collaterals, content engine, blog, SEO, AIO



Complete documentation - playbooks, templates, SOPs your team can run, prompts and notion hubs.



LinkedIn engine - visibility, authority, inbound conversations



Trust building activities: Founder brand - you become the trusted voice in your space, webinars, events, and other growth hacks.



Sales process - from first call to close, sales coaching, CRM, sales collaterals, onboarding, hiring.



The system that you can handover and compounds over time.

Cofounder level GTM, quick wins + system that scales

We pick what you need

GTM Clarity & ownership	Lead generation: linkedin + email	We improve your sales process	Build a system that gets you visible, trusted, and scale	What you get:
We decide which channels we will use	We test channels that bring you leads, scale what works: linkedin, email, events etc.	We track leads in your CRM or our tracker	Book 5-10 SQLs on repeat	Notion hub with everything documented
We figure your buyer persona, and message that converts them	We build your brand starting with founder brand	We nurture via newsletters, events, webinars	Hire sales & content resource or use our resources	Planning boards and dashboards working
We make a 120 day plan to bring more	We create, track and nurture leads, do inbox management	We build essentials sales collaterals	Onboarding & coaching	Playbooks you can hand off
	We choose the right tools	We build lead magnets	AI upskilling to do things faster and better	A GTM engine that runs with you
	We make outbound work for you	We review your pitch deck, one pager, website copy and landing pages		Weekly founder call, channel review call
		We create social proof & videos		Slack availability

Where are you in your journey?

Where are you in the journey?

Every founder is at a different stage. The system is the same — the entry point and depth changes. Here's how we map it.

STAGE 1

Product-Market Fit

You have paying customers.
Product works.

Problem: Revenue depends entirely on you. No repeatable process.

You need: GTM clarity, ICP, messaging foundations

We deliver: Cohort or Coaching

STAGE 2

Message-Market Fit

You can sell, but can't articulate why people buy.

Problem: Messaging doesn't convert. Content doesn't land. Outbound gets ignored.

You need: Positioning, messaging tests, founder brand direction

We deliver: Sprint or Coaching

STAGE 3

Channel-Market Fit

Messaging works. Now you need scalable distribution.

Problem: Random channel experiments. No system. Founder does everything.

You need: LinkedIn engine, outbound system, trust-building activities

We deliver: Sprint or Fractional

STAGE 4

Revenue & GTM Fit

Channels work. Time to build the full machine and hand it over.

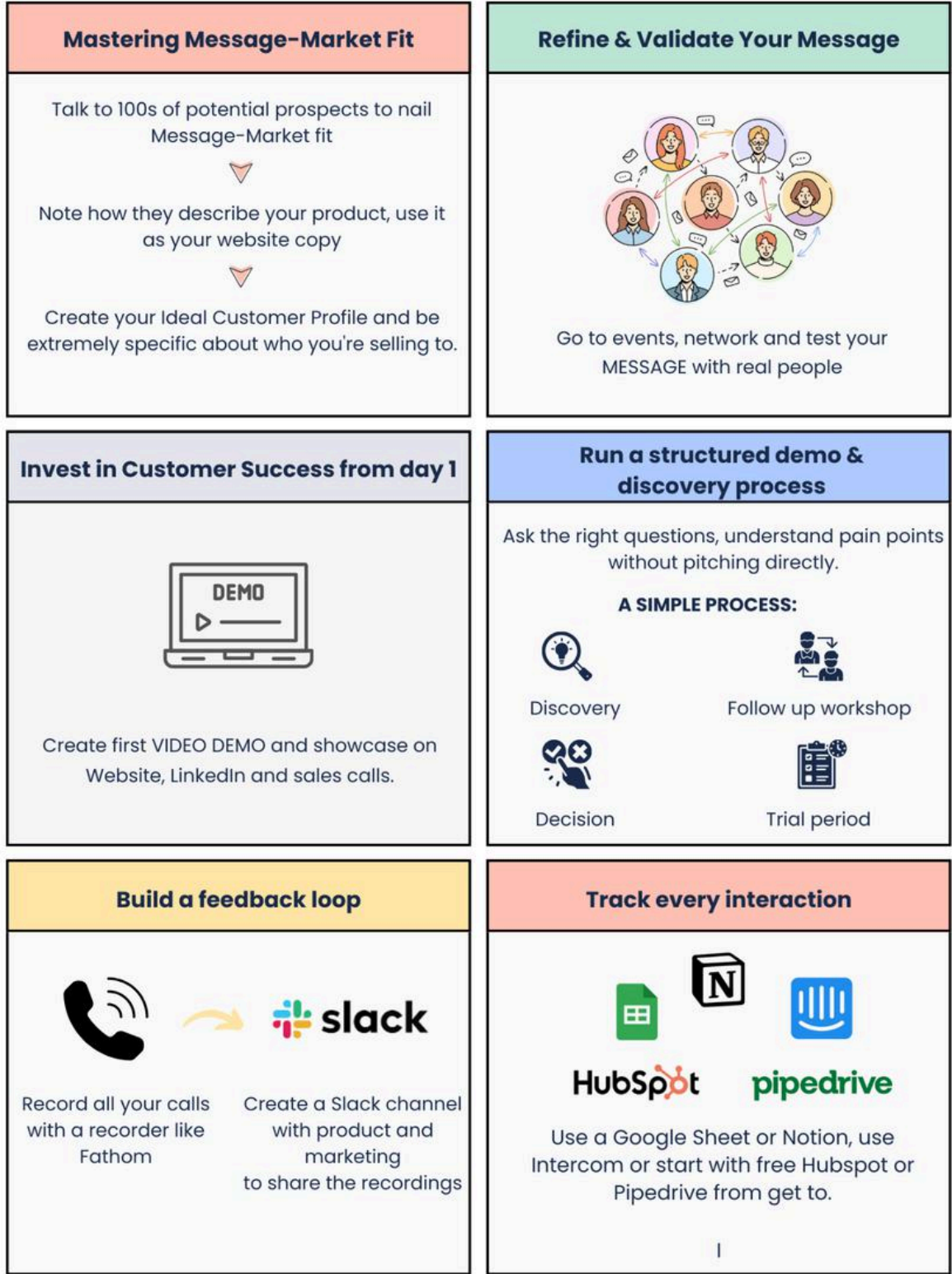
Problem: No sales process, no CRM, no playbooks. Can't hire because nothing's documented.

You need: Full system build, sales process, CRM, content engine, handover docs

We deliver: Fractional GTM Co-Founder

0-5 Customers

HOW TO GET YOUR FIRST FIVE CUSTOMERS



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

 company/growforte
in/alper-yurder

 fortegrowth.co

Continue reading
on the next page

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

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:

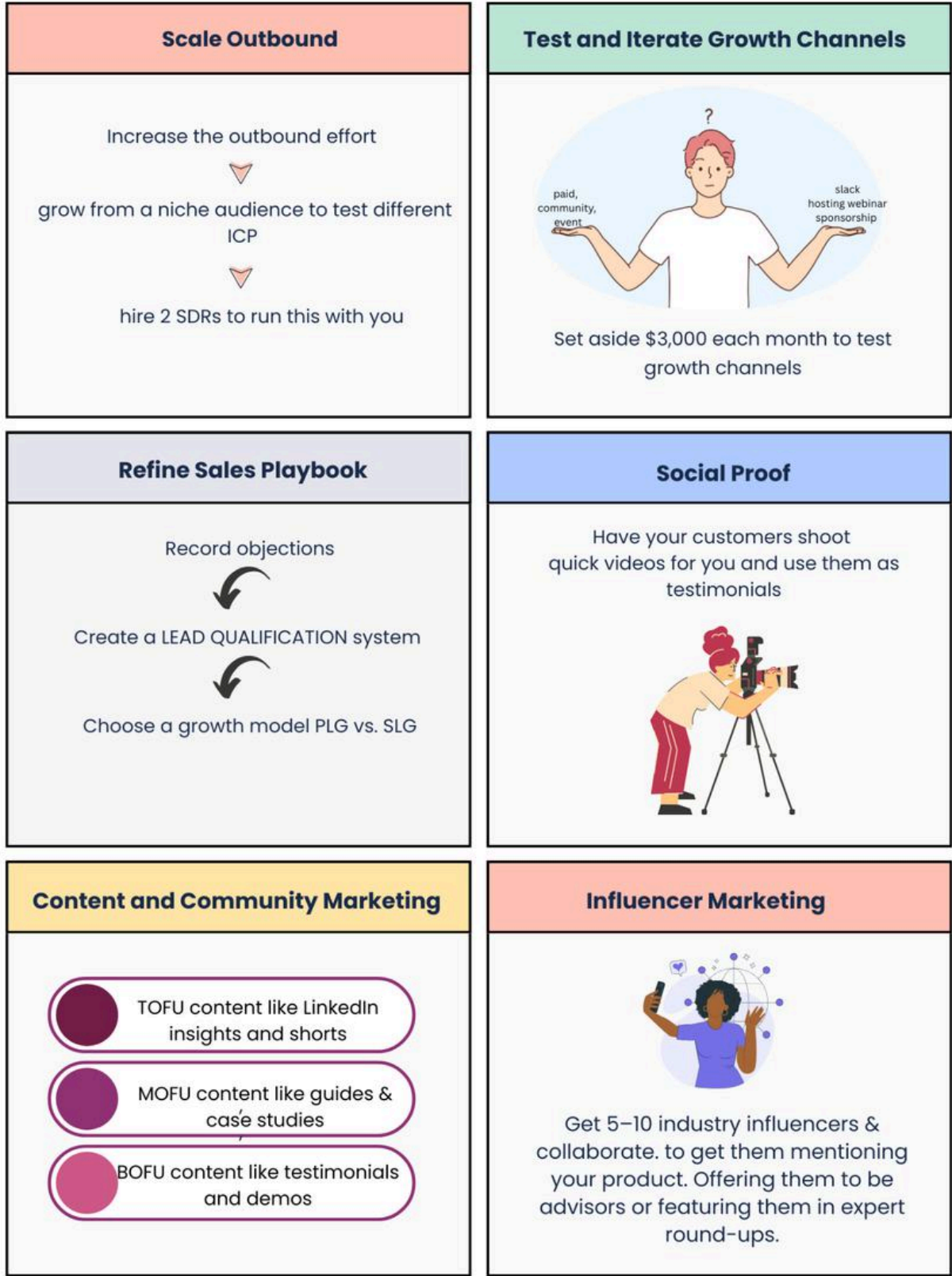
- Clear GTM roadmap to show traction and scale
- Strategic GTM plan integrated into investor story
- Raised £700K shortly after



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.

First 20 Customers

HOW TO GET YOUR FIRST TWENTY CUSTOMERS



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

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 fortegrowth.co

Continue reading
on the next page!

Phase 2: Getting First 20 Customers & Proving Repeatability

9 Start outbound outreach with a niche audience – Personal, thoughtful emails , even better linkedin messages > mass automated sequences.

10 Leverage your network & communities – Get introductions, ask for feedback, and join relevant Slack/LinkedIn groups. Don't be afraid to ask for favours.

11- Document learnings & refine sales playbook – Which objections come up? Which emails convert best? Iterate.

12- Create early case studies & testimonials – Proof = trust. Use happy customers to attract more. Don't be shy about asking for video testimonials.

13- Start creating useful, shareable content – LinkedIn posts, short videos, or guides—instagram, youtube, whatever works.

14- Get 5–10 industry influencers talking about you – Reach out, offer value, or collaborate to get them mentioning your product. We got most of our collaborators by offering them to be advisors or featuring them in expert round-ups.

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

From 2K to 6K

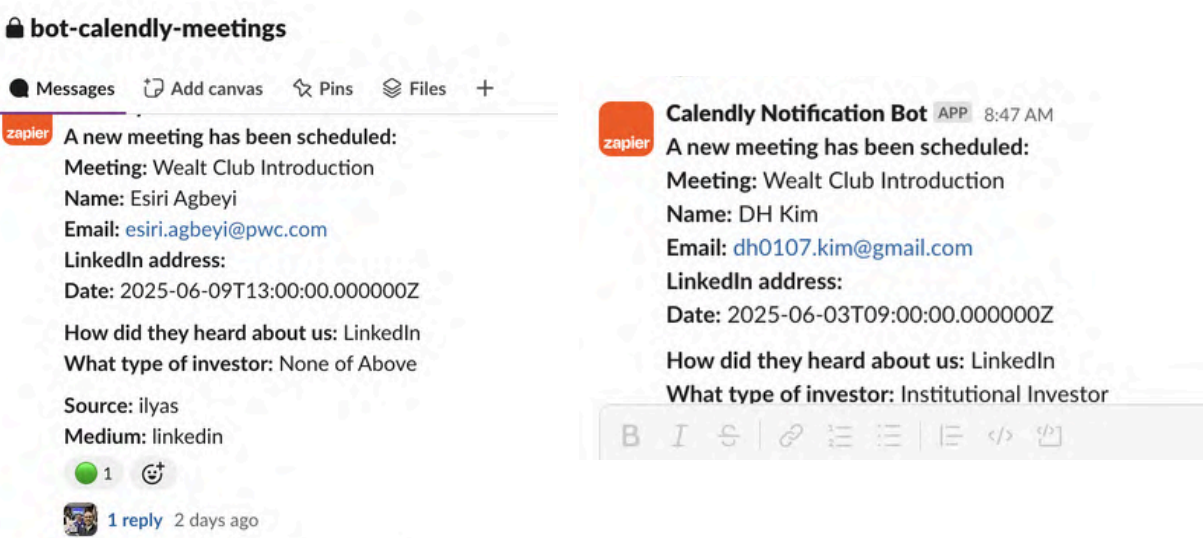
Followers

\$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

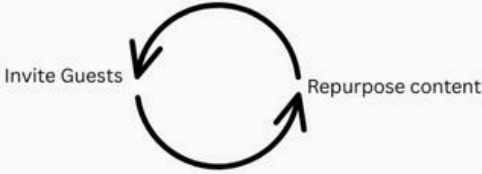
Result:

- \$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



Growing to 100 Customers

HOW TO GET YOUR FIRST 100 CUSTOMERS

Build a Media Hub Start a blog ↓ create checklists, templates, ↓ and whitepapers to establish authority	Expert Driven Content Strategy  Do expert roundups, invite guests for video interviews, and repurpose content
Run a Podcast or be a Guest on One 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	Performance Marketing  LinkedIn Ads SEO Ads Retargeting
Guerilla Marketing 1 Do your PH launch 2 Send perks to influencers and ask to share 3 Create a quarterly almanac to feature your buyers (as experts)	Scale Outreach  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.

Case study: GTM Strategy, Founder Brand and scaling Beyond 20 Customers for Ujji AI



UJJI AI ✨ Sales Enablement Hub

UJJI AI ✨ Sales Enablement Hub

🧠 UJJI AI Sales Enablement Hub

A comprehensive resource for SDRs, AEs, and RevOps to effectively pitch, position, and sell UJJI AI.

📋 Table of Contents

1. Overview
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6. Target Personas, Benefits and Assets
7. Cold Call Openers and Scripts
8. Discovery Calls and Plan for Demos
9. Objections & Rebuttals
10. KPIs & ROI Metrics

Your Go-To Resource For All Things **Company Culture, People And L&D**

Welcome to People Championing, a show where we sit down with founders and the people leaders of the world's fastest-growing scale-ups to understand how they tackle culture and L&D at their organizations.

Available on



Challenge:

Ujji had a strong product vision and needed help with demand gen and growth. Rafael needed visibility, leads, and a clear path to larger sales - fast and founder-led.

What We Did: Hands-on Coach + Execution → Sales & Marketing Sprints

- Supported building Rafael's founder brand on LinkedIn with sharp content and storytelling
- Podcast design to boost authority and reach
- Refined sales messaging, discovery, and sales enablement for new hires
- Focused Product on the Sales persona to get to revenue faster.

Result:

- 10–15 inbound leads/month from founder content
- Pivoted product to sales teams, faster revenue traction.
- Warm investor interest driven by traction and visibility
- +\$200K ARR in 6 months through hands on coaching.

You Are the Investment



VCs Back People, Not PowerPoint

Investors put money in YOU, especially in the early stage

As the founder, you make it or break it. Your energy, vision, and execution determine everything.

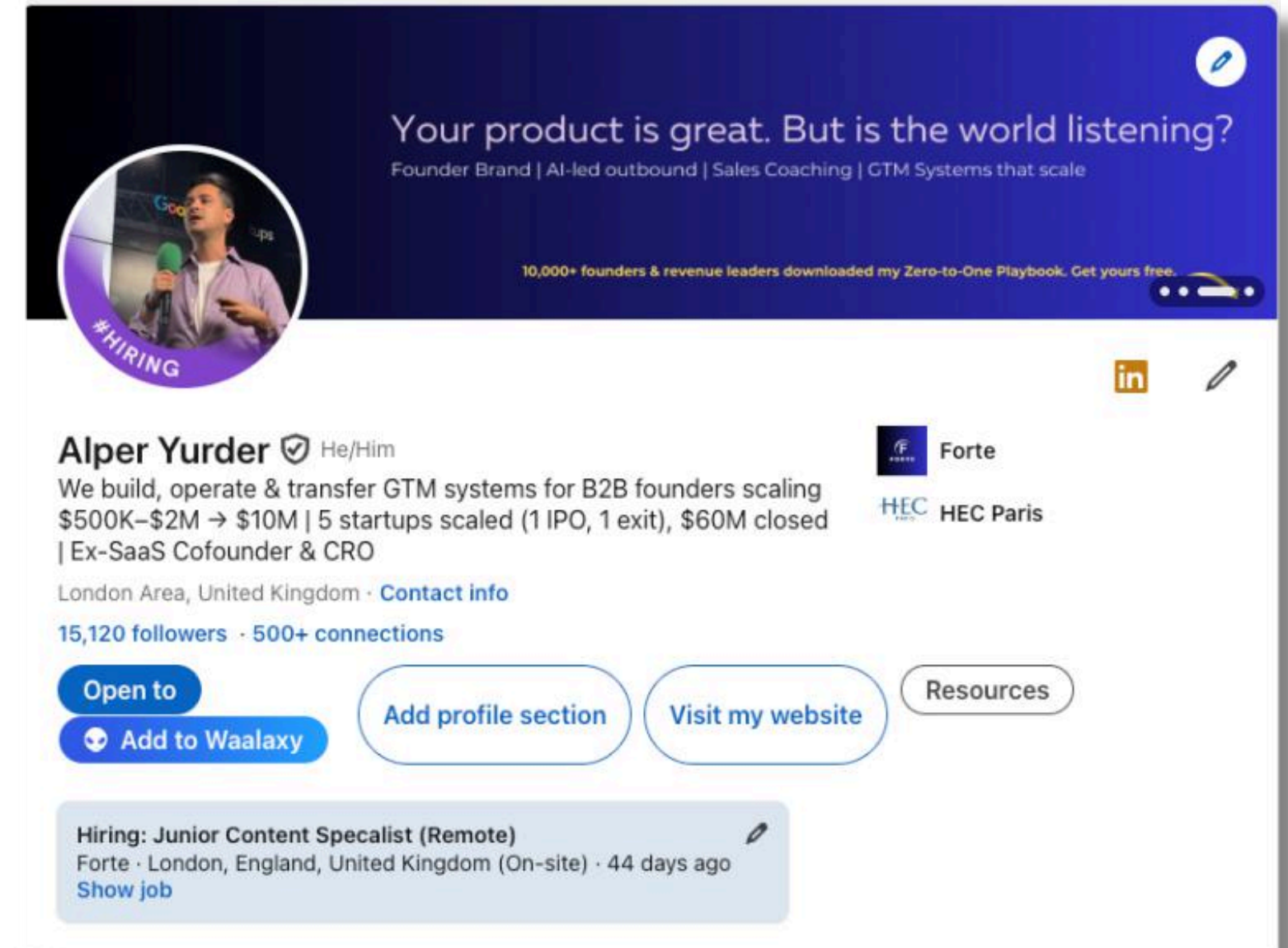
Early traction is always founder-led. No one else will build your dream.

How building my Founder brand helped our growth at Flowla

Applying learnings from Instagram (B2C) to LinkedIn (B2B)



From 0 to 100K followers on Instagram
→ From 2k to 15k followers on linkedin, clients, VCs, evangelists, zero paid ads!



From \$0.1K in ARR through first network to \$1M
ARR through linkedin and creator marketing



Your Founder Brand is your Unfair Advantage

1,000+
Leads generated

From founder-only content strategy

3x
Engagement rate

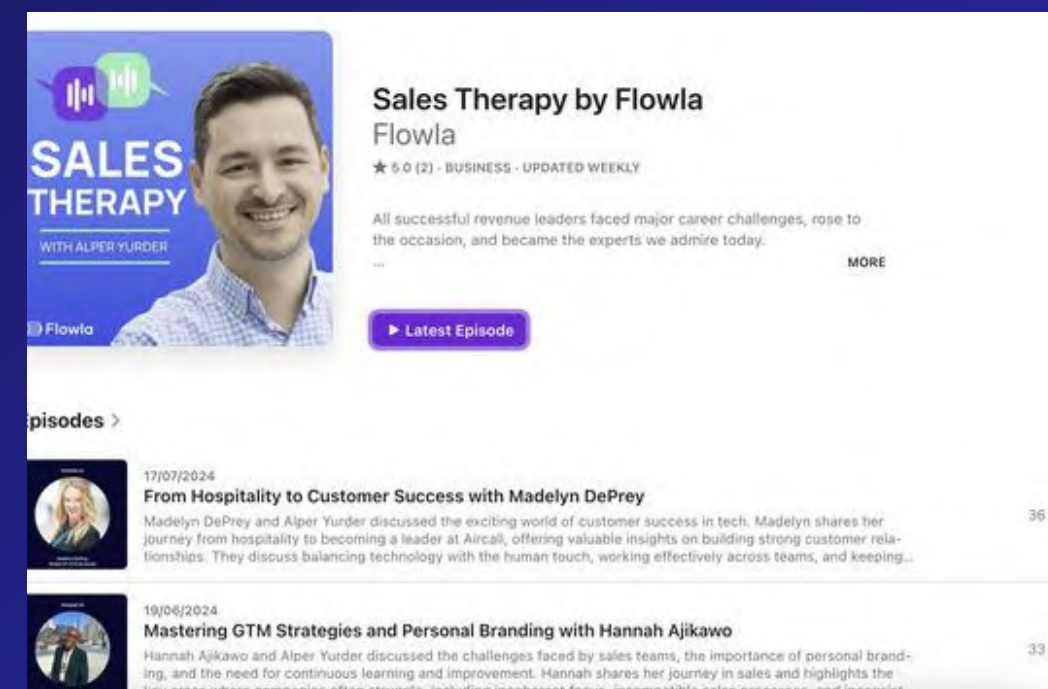
Compared to company content

52
Weekly posts

Consistent sharing builds audience

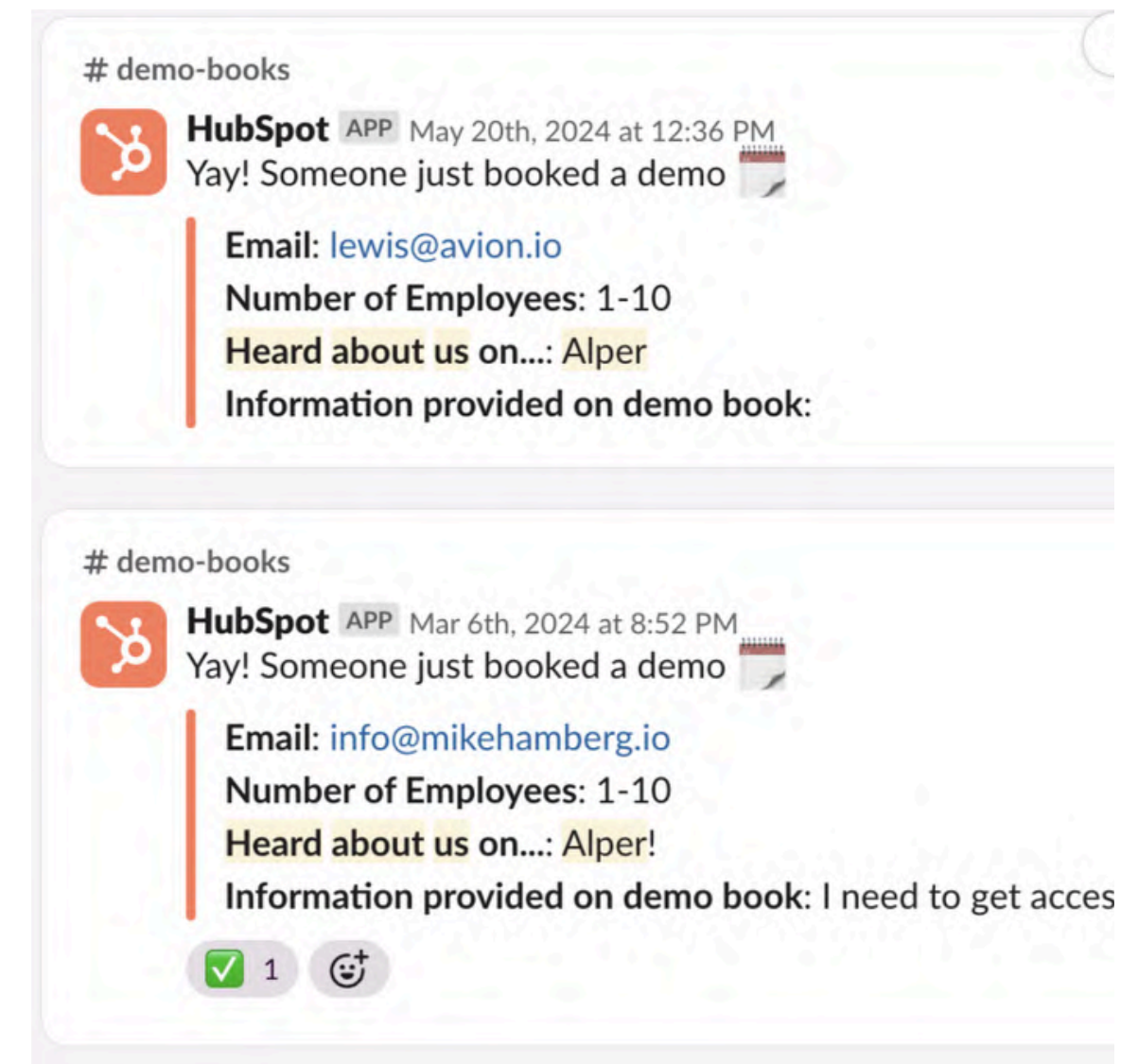
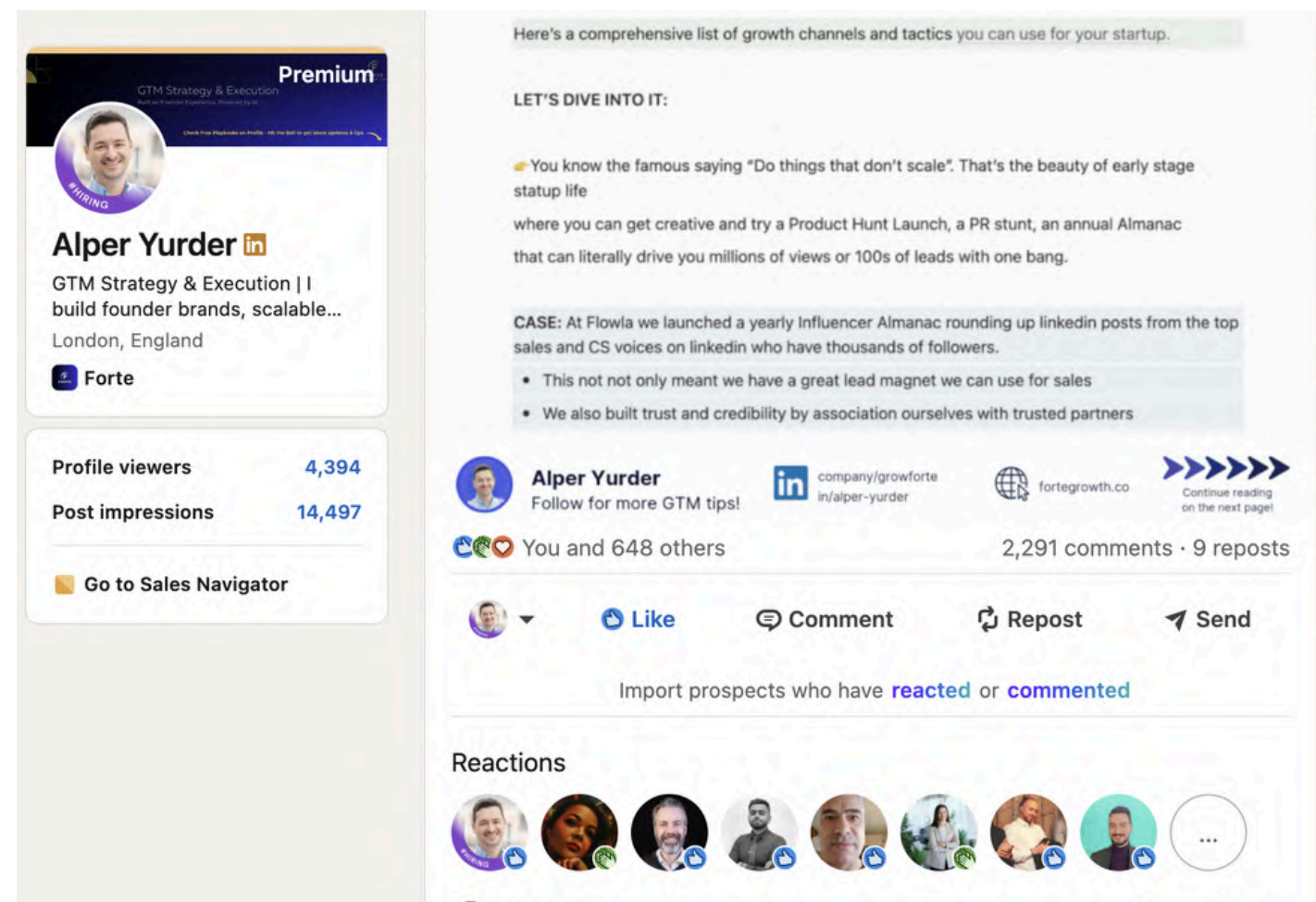
Your unfair advantage: Founder-Brand

- 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.



Cringe at First, but not so much as you see results

When I started posting I had 2K followers and zero brand presence. We generated first \$500K ARR with zero paid ads, just founder brand, non-scalable tactics, a mix of outbound & creator marketing.



How to make an unknow brand known?

- How do you reach your audience?
- So many channels to try, and founders try them all!



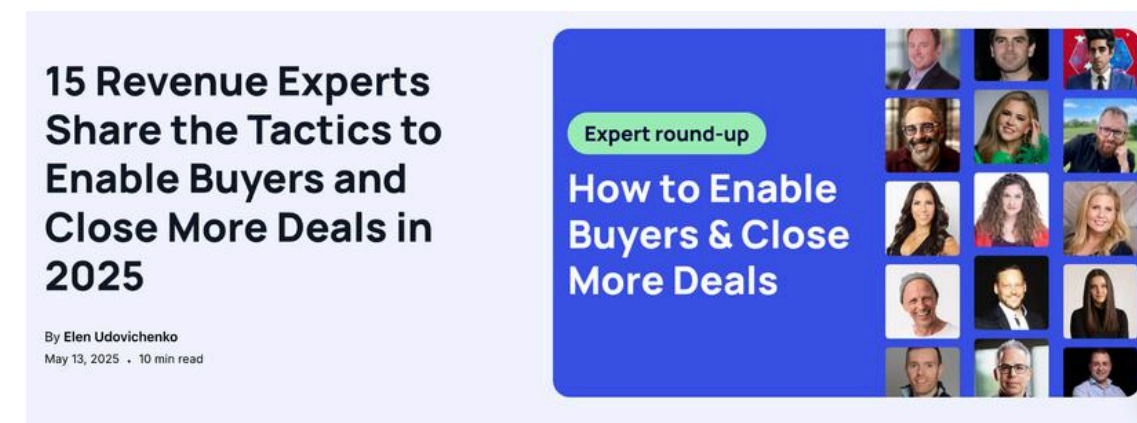
Doing marketing with limited sources

Webinars, event series, creator (influencer) marketing, guerilla tactics

1M views

On influencer almanac

From guerilla marketing - 52 influencers share for free



10x

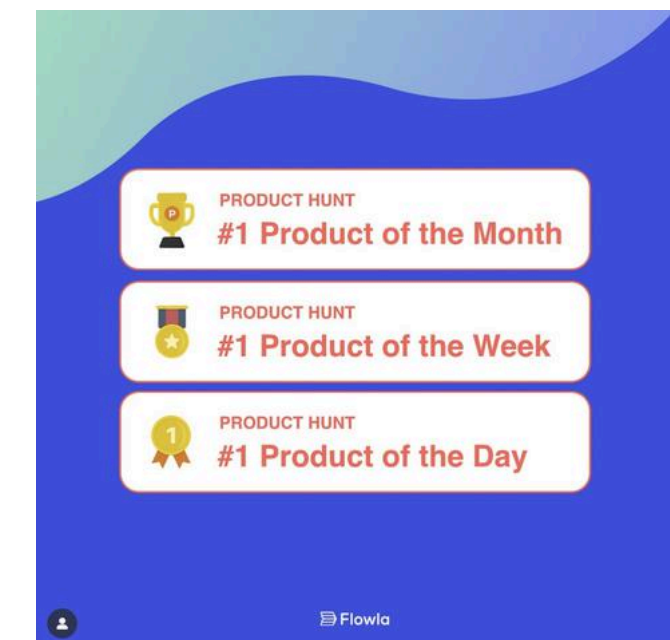
SEO

Compound over a year in blog views

5K downloads

Expert roundups & Lead magnets

Weekly visits to the website



Podcasts

great way to build trust, reach your buyer, VCs, investors.

Sales Therapy

Listen to the leadership stories, career-defining moments, and secret tips & tricks of top revenue leaders and founders that made them the experts we admire today.



Popular Episodes



Madelyn DePrey

Global VP of Customer Success | aircall



Hannah Ajikawo

CEO & Founder | REVENUE FUNNEL



Jonathon Ilett

VP of Global Sales | cognism

July 17, 2024

From Hospitality to Customer Success with Madelyn DePrey

In this Sales Therapy episode, Madelyn DePrey and Alper Yurder discuss the nuances of customer success in the tech industry, drawing from Madelyn's diverse background in...

June 19, 2024

Mastering GTM Strategies and Personal Branding with Hannah...

In this Sales Therapy episode, Hannah Ajikawo and Alper Yurder discuss the challenges faced by sales teams, the importance of personal branding, and the need for continuou...

June 12, 2024

Optimizing Your Sales Pipeline for Success with Jonathon Ilett

In this Sales Therapy episode, Jonathon Ilett shares his insights on aligning sales and customer success teams, leveraging data for informed decisions, and the importance o...

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About Sales Therapy

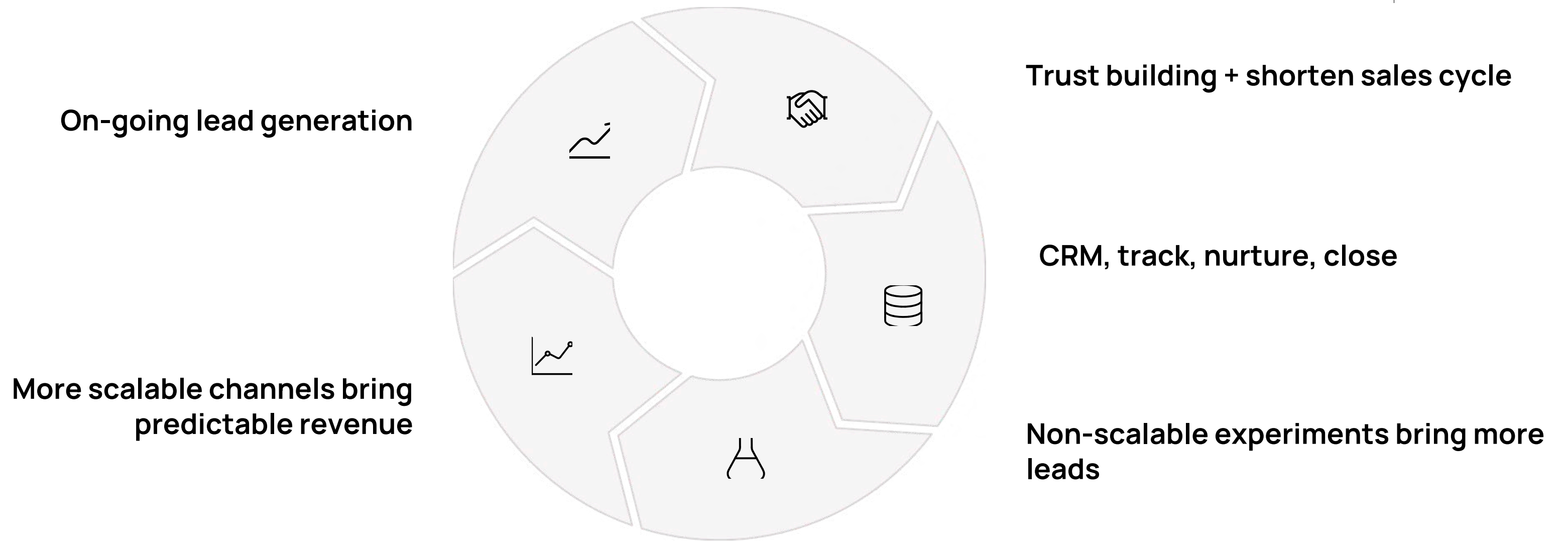




Alper Yurder, January 2026

The most important thing: Virtuous loop!

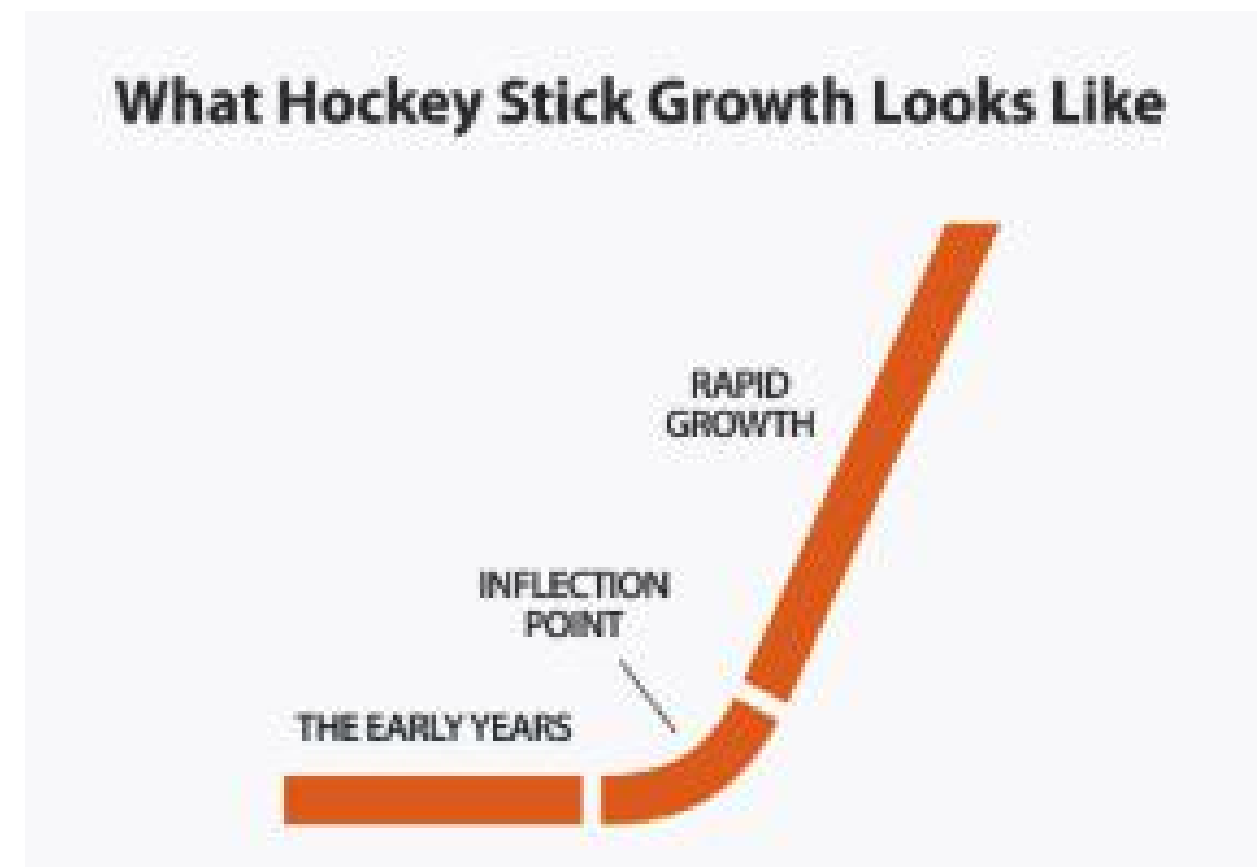
What matters is to combine all these efforts into a virtuous loop that one, feeds the other.



"Most people can't do this. They do one thing or the other. Agency can't, outbound hire can't, fractional can't. We help founders sequence everything, then run it all together."

How the results compound

Hockey stick is real!



Content, brand, SEO scale over time.
Stick to the plan, show up- to get to 10-20 meetings
Don't change plans every week, stick to it and execute

Most people use every channel for the same thing

LinkedIn posts? "Lead gen."
Cold email? "Lead gen."
Events? "Lead gen."
DMs? "Lead gen."

No wonder nothing compounds.

The truth: Each channel has ONE job it does brilliantly.

Force it to do something else and it fights you.

The Channel-Purpose Matrix			
	Awareness	Trust	Conversion
LinkedIn Posts	✓	✓	
LinkedIn DMs			✓
LinkedIn Comments	✓	✓	
Outbound Email	✓		
Events/Webinars		✓	✓
Founder Brand	✓	✓	✓

It takes 8-12 touches before someone pays attention.



**This is why one-channel approaches fail.
The system is the strategy.**

How to balance it all:

THE 2 + 1 RULE

Scalable Channels

Focus on perfecting two scalable channels for efficient customer acquisition

2

Per year

1

Per quarter

Experimental Tests

Run one non-scalable experiment to try-learn-improve: growth hack your way to exponential growth

Working with Forte



FORTE GROWTH SYSTEM:

Build-operate-transfer

We turn scattered growth efforts into a working GTM engine - by sequencing strategy, sales, brand, lead generation and trust-building into one system. From \$1m to \$10m ARR.

The Virtuous Loop

Why these work together:



"Most people can't do this. They do one thing or the other. Agency can't, outbound hire can't, fractional can't. We can — because we sequence everything, then run it all together."

What you get

We provide cofounder-level GTM support that gets quick wins & builds a system that scales.

Strategy & Execution

- We decide which channels to use
- We figure your buyer persona and message that converts them
- We make a 120-day plan to bring more
- We work on growth channels like LinkedIn, email, events, content, paid

Outbound & Brand

- We build your founder brand
- We book meetings via LinkedIn, email, events
- We run inbox management
- We choose the right tool
- We make outbound work for you
- We track leads in your CRM or our tracker

Sales & Inbound

- We build your sales process, collaterals & inbound engine that builds trust
- We nurture via newsletters, events, webinars
- We build essentials sales collaterals - for your sales and lead gen effort
- We build 1 lead magnet + 1 newsletter
- We review your pitch deck, one-pager (website copy = bolt-on)
- We own your LinkedIn posts, comment engine, create calendar and social proof

We bring quick results + build your engine with you

Documentation

Notion hub with everything documented

Hiring & Onboarding

Onboarding people SDRs, content and related roles

Systems

Planning boards and dashboards working

Handoff

Playbooks you can hand off

A GTM engine that runs with you

- Weekly founder call, channel review call, 1 day a week including our team
- 24-hour Slack reply guarantee

Build your GTM in weeks, not 18 months

By month 2, leads come in, by M4-6 programme pays for itself. We only work with founders whose products show right signs and need right GTM execution.

Forte B2B Revenue Growth System: Core Build

Strategy & Essentials

Set strategy, Lead channels & GTM Essentials

- Work backwards from revenue goal
- GTM Essentials: Channel, ICP, Persona
- Messaging & Positioning that converts from awareness to consideration to closing.

WEEKS 1-4

Quick wins

- #### First campaigns
- Learnings
 - Book quick meetings
 - Tactical + Strategic

Outbound

Linkedin
(DM + commenting engine)
Better for booking meetings

Email
Better for awareness building, website traffic invitations and scale the top of the funnel

WEEKS 4-16

First SQLs

Inbound

Linkedin & SEO/ AIO

- Thought leadership
- Social Proof
- Echo chamber of buyers (nurture and move from we know this person to "let's give it a go"
- Founder brand
- Lead magnet

WEEKS 6-16

Sales Proces

From lead gen to follow up, nurturing and closing

Sales collaterals
(one pagers, pitch case study, video)

CRM & Tracking
(Nurture, track, close newsletter)

WEEKS 8-16

System starts paying for itself

Growth channels

Trust building activities
like podcast, webinar, event

Guerilla tactics like creator marketing, B2B influencers, product Jaunches

WEEKS 12-16

Scale & increase

Hire to hand over SDR & Content

Try blog + SEO, AIO, review sites

Launches & one-off trials

AFTER WEEK 16

⇒ ON-GOING LEAD GENERATION

⇒ TRUST BUILDING + SHORTEN SALES CYCLE

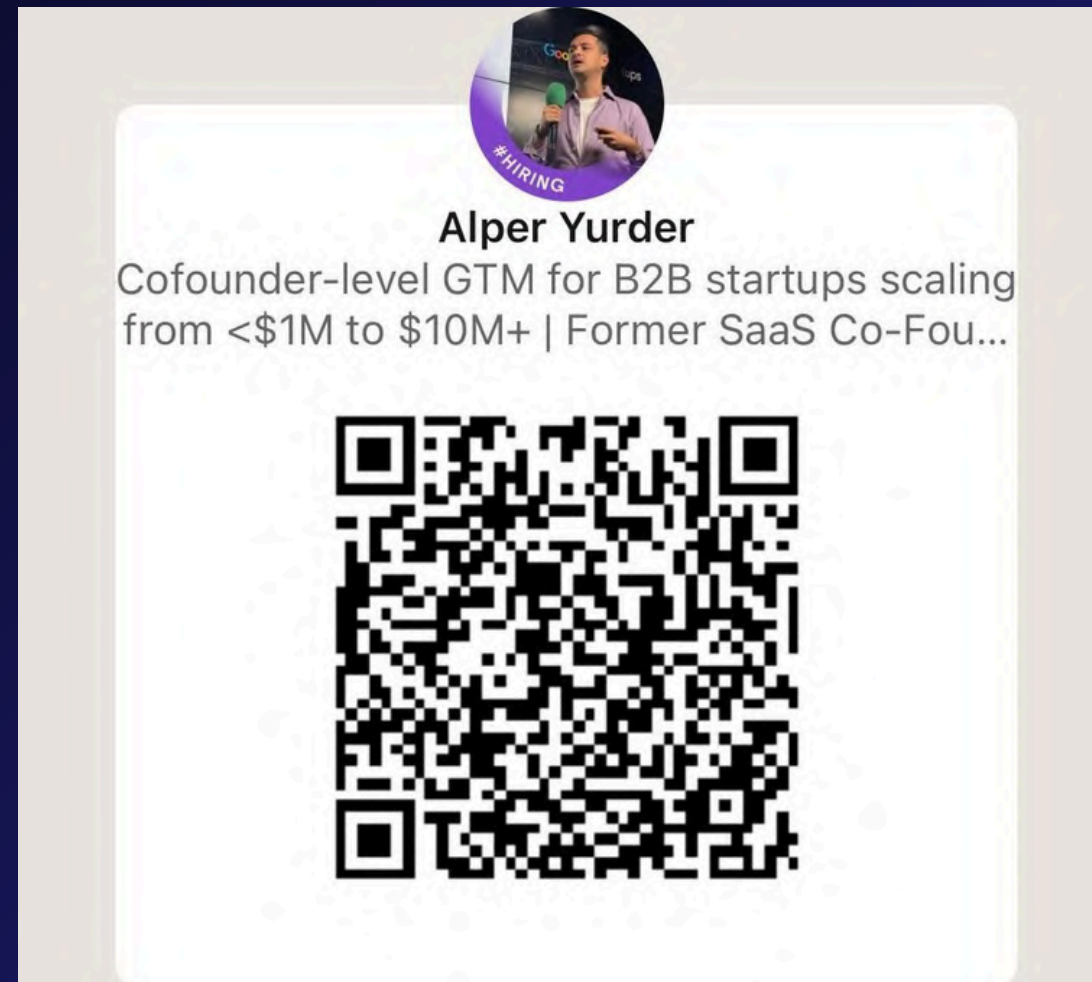
⇒ CRM, TRACK, NURTURE, CLOSE

⇒ NON-SCALABLE EXPERIMENTS BRING MORE LEADS

⇒ MORE SCALABLE CHANNELS BRING PREDICTABLE REVENUE



Drop a comment:



alper@fortegrowth.co
www.fortegrowth.co



Working with Forte

Discover our methodology & case studies



We launch these channels in a sequence, test-iterate-improve simultaneously, bring results while giving you tangible outputs so we leave a GTM engine behind that you can use with these components:

GTM Strategy & Actionable GTM Essentials

2-pager, personas, messaging framework, 90 day plan.

Outbound Engine

LinkedIn + email campaigns that generate replies.

Operational CRM

Pipeline management, dashboards, and lead scoring.

Sales System

Decks, playbooks, process, coaching, CRM

Founder Brand

Optimised profile and content calendar.

Content Engine

Inbound strategy, lead magnets, newsletters, and trust building activities.

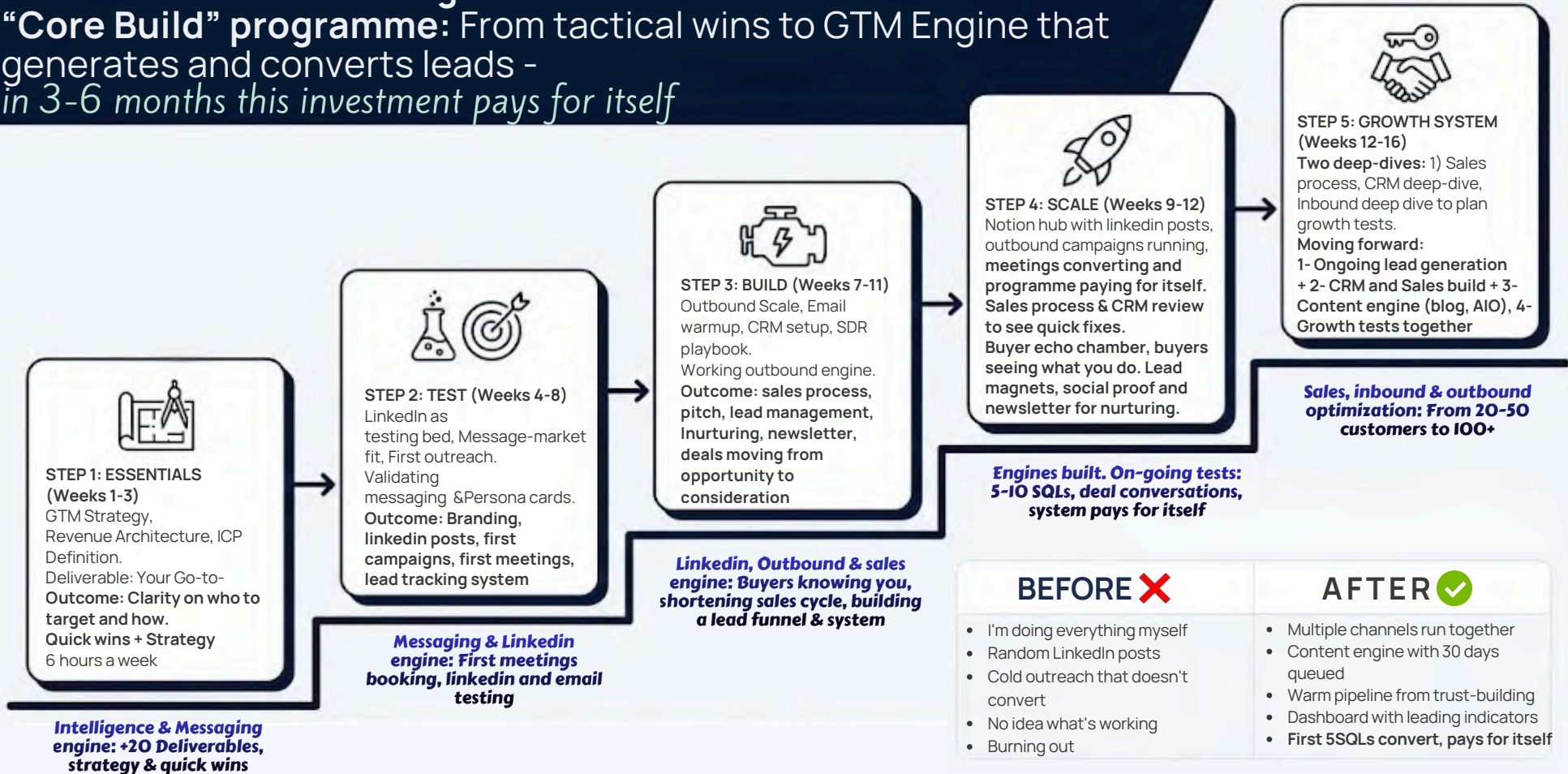
AI Workflows

Automation for speed and scale.

Notion hubs, playbooks & onboarding templates

Ready for team handoff and onboarding.

How do we start? Not vague fractional - but clear 16 Week “Core Build” programme: From tactical wins to GTM Engine that generates and converts leads - in 3-6 months this investment pays for itself



ONCE THE GTM BASE IS ESTABLISHED, WE CAN DO DEEP DIVES & OTHER ENGINES

What happens after core build?

Once the base is built, you can pick modules that align with your growth needs such as inbound engine, growth tests, CRM, etc. - these are modular and optional.

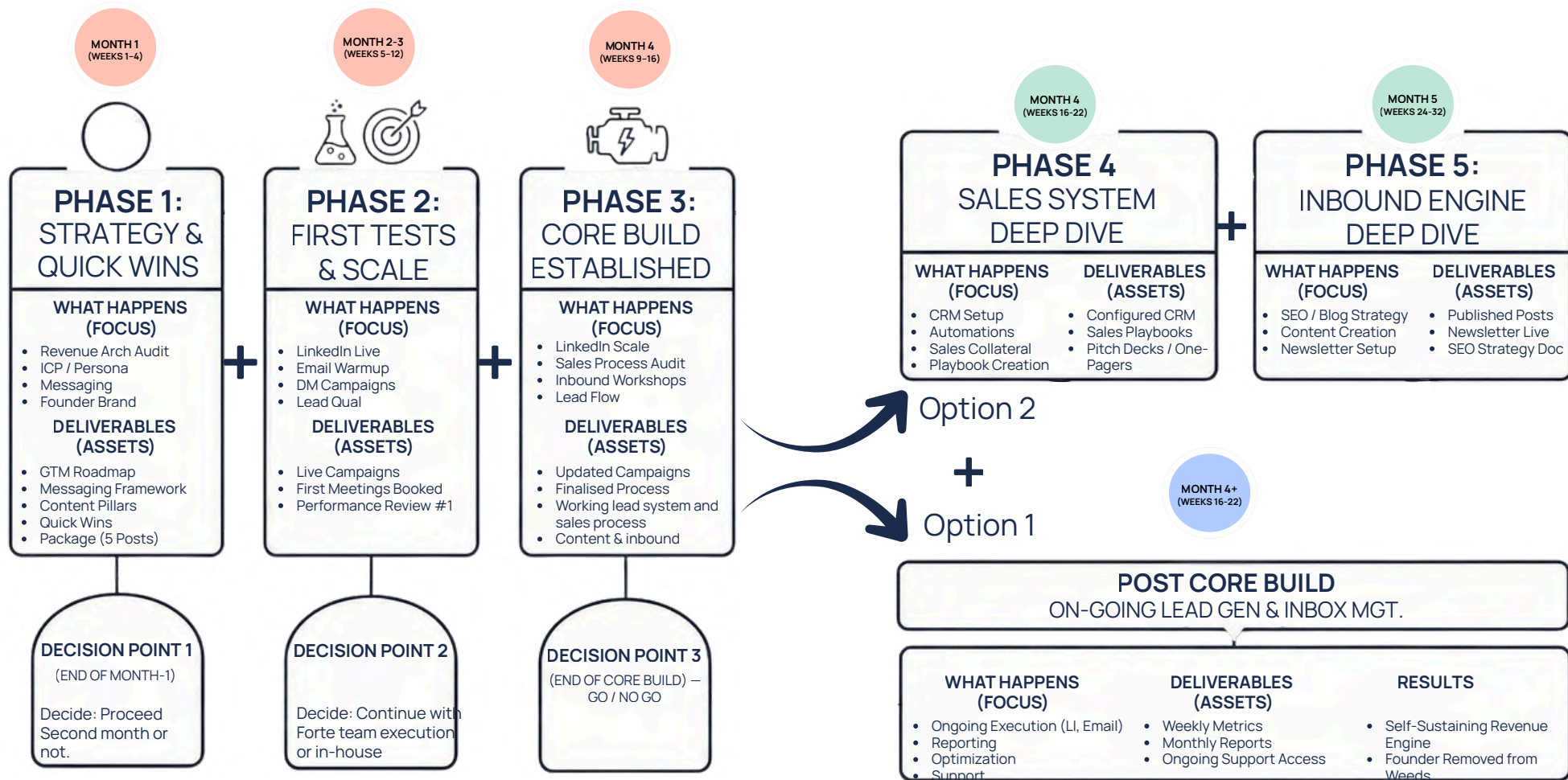
FORTE FULL GTM ENGINE STACK

A MODULAR SYSTEM FOR PREDICTABLE B2B REVENUE
TACTICAL QUICK WINS + SYSTEM THAT SCALES WITH YOU



3 CLIENT ENGAGEMENTS WHERE WE BUILT THIS SYSTEM

FRACTIONAL ENGAGEMENT WITH EDTECH, FINTECH, MARTECH CLIENTS +\$500K- \$1M Pipeline in 4 months+ System



What results to expect: Our guarantee

What You Get from Forte Growth System

Strategic Deliverables

- ICP definition, positioning and messaging frameworks, full GTM roadmap, sales process documentation, and a complete playbook: **20 Deliverables**

Demand Generation Assets

- LinkedIn profile optimisation, content calendar, outbound sequences, target account list of 500+ prospects, and email templates: **25 Deliverables**

Sales Enablement Tools

- CRM setup and pipeline configuration, sales collateral including pitch deck and one-pager, objection handling scripts, social proof, lead magnet, newsletter: **15 Deliverables**

Typical 120-day outcomes

- 40-100 qualified meetings booked
- \$500K-\$2M pipeline created
- 30-50% reply rates on linkedin
- 2-10x LinkedIn engagement increase (depending on your profile)
- Repeatable engine, founder time freed - marketing and sales hub created
- GTM essentials & messaging work feed content, blogs, linkedin, outreach
- 5 channels working to fuel virtuous growth loops
- Improved pitch, sales cycle and reply rates



What Founders Are Saying

WENT FROM 0 TO 15 DEMOS PER MONTH IN JUST 8 WEEKS. THE PLAYBOOK GAVE US STRUCTURE WE DESPERATELY NEEDED, AND THE OUTBOUND SYSTEM ACTUALLY WORKS.

Tolga, Founder at Omma

THE MESSAGING FRAMEWORK ALONE WAS WORTH THE INVESTMENT. WE NOW ARTICULATE OUR VALUE IN A WAY THAT RESONATES WITH BUYERS IMMEDIATELY.

Rafael, Co-Founder at Ujji

FINALLY HAVE A REPEATABLE SYSTEM INSTEAD OF RANDOM ACTS OF SALES. OUR FIRST GTM HIRE WAS ONBOARDED IN DAYS, NOT MONTHS, THANKS TO THE DOCUMENTATION.

Çağatay, CEO at Cyberwhizz

Why this beats hiring or outsourcing

	Hire	Forte Growth System	Outsource
Timeline	3-6 months to ramp	Results in weeks	Immediate but blind
Cost	£60-80K+ salary + risk	Fraction of either	£2-5K/month, no ownership
Failure rate	83% fail in year 1	Proven across 20+ startups	No skin in the game
Ownership	They leave, knowledge leaves	You own it forever	They never had it
Outcome	Dependency on a person	Independence – you get the keys	Dependency on an agency

Case Studies

Pipeline first. Speed beats. Systems for the long run and scale.

OMMA Digital Signage SaaS

Situation: Manual processes, CRM issues, inconsistent outreach. PMF but no engine.

Built: Content & LinkedIn engines, CRM optimization, events, sales collaterals.

Results: 20 qualified leads, £500K pipeline, independent system.



WEALT Private Markets Platform

Situation: Lacked GTM infrastructure, pipeline visibility, brand presence.

Built: Founder LinkedIn, full outbound system, DM campaigns, hired SDR.

Results: Followers 2K → 6K, £100K pipeline (2 months), 5-10 meetings/week, £750K pipeline by month 6



WITCO French PropTech Entering UK

Situation: Zero UK presence, no brand awareness, fresh start.

Built: UK positioning, LinkedIn/PR/events strategy, outbound engine, UK team.

Results: Established UK presence, 6 operational channels, £1M UK ARR.



FLOWLA — Co-Founded B2B SaaS Sales tool

Situation: No funding for paid marketing, needed organic growth. Founder brand, content and scale WOM.

Built: Full GTM engine, 100% organic strategy.

Results: £1M ARR (zero paid ads), \$1.5M funding raised.



UJJI — Founder-Led Growth for Edtech AI

Situation: Needed visibility, leads and faster enterprise traction.

Built: Founder brand on LinkedIn + sales-first positioning.

Results: Warm investor interest, pivot to sales teams, +\$200K ARR in 6 months.



We work with **2-3 founders** at a time.

If you're stuck at the founder-led ceiling and ready to build the system that gets you through — let's talk.

What happens next:

01

30-minute discovery call



02

I tell you honestly if I can help



03

If yes, we scope the build together



You've already built something people want. Let's make sure the world finds it, trusts it, buys it.

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

From 2K to 6K

Followers

\$100K

Sales in one month

20 meetings/week

In month 4

bot-calendly-meetings

MessagesAdd canvasPinsFiles+

zapier

A new meeting has been scheduled:
Meeting: Wealt Club Introduction
Name: Esiri Agbeyi
Email: esiri.agbeyi@pwc.com
LinkedIn address:
Date: 2025-06-09T13:00:00.000000Z
How did they heard about us: LinkedIn
What type of investor: None of Above
Source: ilyas
Medium: linkedin

1

1 reply 2 days ago

Calendly Notification BotAPP8:47 AM

zapier

A new meeting has been scheduled:
Meeting: Wealt Club Introduction
Name: DH Kim
Email: dh0107.kim@gmail.com
LinkedIn address:
Date: 2025-06-03T09:00:00.000000Z
How did they heard about us: LinkedIn
What type of investor: Institutional Investor

B I G L T U V



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

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UJJI AI ✨ Sales Enablement Hub

UJJI AI ✨ Sales Enablement Hub

🧠 UJJI AI Sales Enablement Hub

A comprehensive resource for SDRs, AEs, and RevOps to effectively pitch, position, and sell UJJI AI.

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Your Go-To Resource For All Things Company Culture, People And L&D

Welcome to People Championing, a show where we sit down with founders and the people leaders of the world's fastest-growing scale-ups to understand how they tackle culture and L&D at their organizations.

Available on

🎧 📺 📻

People Championing Podcast Trailer

Watch later Share

Watch on YouTube

red by UJJI WITH RAFAEL GUER

PEOPLE CHAMPIONING

Challenge:

Ujji had a strong product vision and needed help with demand gen and growth. Rafael needed visibility, leads, and a clear path to larger sales - fast and founder-led.

What We Did: Hands-on Coach + Execution → Sales & Marketing Sprints

- Supported building Rafael's founder brand on LinkedIn with sharp content and storytelling
- Podcast design to boost authority and reach
- Refined sales messaging, discovery, and sales enablement for new hires
- Focused Product on the Sales persona to get to revenue faster.

Result:

- 10-15 inbound leads/month from founder content
- Pivoted product to sales teams, faster revenue traction.
- Warm investor interest driven by traction and visibility
- +\$200K ARR in 6 months through hands on coaching.

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

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)
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- 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



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.



Case Study: B2B SaaS at \$2M ARR, growth stalled → \$1M+ pipeline in 6 months with outbound, CRM automations, founder brand, content engine, sales process overhaul

omma

From 0 to 500

Outbound touchpoints in 2 months

£500K

Pipeline created in 4 months

5 SQLs in deals

In month 3

+£80K ARR

Programme paid for itself by month 4, 2X investment mid-term and a system that compounds for 2026

Case study: Full GTM Engine Build for OMMA

Challenge: OMMA had product-market fit but was scaling in non-repeatable ways. Needed systematic demand gen, clear positioning, and founder visibility to expand into UK, EU, and Australia.

What We Did: End-to-End GTM Build

- ICP definition & "Reuse > Replace" positioning framework
- Founder brand strategy with 3 content pillars
- Outbound infrastructure: sequences, 500+ target list, SDR playbook
- Sales enablement: discovery framework, deck, one-pager, objection handling
- CRM setup, reporting dashboard, team documentation

Result:

- 40+ qualified conversations generated
- 5+ meetings/month from LinkedIn (from zero)
- 3x follower growth, 9x inbound DMs
- Full GTM playbook documented for scale

Founder testimonial - details & deliverable examples



[Watch the video here](#)

"Working with Forte is fantastic. From day zero, they own the end-to-end process, provide Cofounder level ownership, bring quick leads while building our GTM system"

1-Strategy & Hub

GTM Hub - Ommaworks

Admin & Strategy

Sales Hub

Marketing Hub

Quarterly plans & meetings

Continuous improvement

Founder Feedback: On-going to feed the engine

Forte process - week 6-7 activities

Week- 7: Scale linkedin, sales process, collateral needs

NEW TO DISCUSS

Week- 6: Linkedin, outbound tests, content tests

9-14 Nov: Team joins, channels pick up, from here on moving to hub and team planning board

Week- 5: First campaigns, msg-mkt fit, feedback, validation

Outbound tests first attempt & recording results - objections

Week- 4: Founder brand, Linkedin profile & first month calendar

Identifying founder brand, trust building activities, linkedin posting and first calendars

Week- 3 : Value & Messaging, Prep for MSG-MKT fit tests

20-28 October: Value & Messaging, ICP Study for first campaigns on LinkedIn

Week-2: Voice of the Customer

6-18 October: Research, strategy & GTM Essentials studies for marketing infrastructure

2-Outbound & SQLs

Omma Linkedin DM campaigns

Tags

Empty

Date: 2 December 2025

The hub for everything Omma first campaigns

to book sales meetings

to build relations beyond just sales

recording campaign ideas → executing → learning → improving → scaling

Output: campaign learnings & results

Campaign database with results

Objections recording

Tracking results

Outreach observations_informal

Recording results: Message-market fit: tests & learnings

Execution: test - iterate - improve

Message market fit tests - linkedin Founder DMs - optimization call with Tolga 19 November

2 - Message framework for first campaigns: 4 Persona to prioritize

1 - Running first campaigns

Input for campaigns

OMMA SIGN -- PHASE 1 GTM CAMPAIGN PLAN (NEXT 6 WEEKS)

Tangible campaign ideas

Personable messages from Tolga - Founder profile

3-Sales process, tracking, system

Omma interim tracking CRM

Click the <Open> button in the first column to expand and add notes. Click <Table> to toggle between views.

Tags

Empty

Table

Board by Status

Calendar

#	Number	As	Name	URL	Job Title & Company	Last Contact
1			Badal Dixit	linkedin.com/in/_ldixit	Founder & Managing Director	
2			Jilesh Kumaran	linkedin.com/in/_maranj	General Manager	
3			Jubeesh T Kurian	linkedin.com/in/_91b22/	General Manager - Sales & Oper	January 13, 2021
4			Khalid Arafath H	linkedin.com/in/_afathy	General Manager	
5			Karim ElSaid	linkedin.com/in/_lsaid/	Co-Founder & Managing Partner	

4- Producing sales collaterals en masse

Projects > Omma templates

Omma templates

Search folder

Type

Omma Company Presentation

Omma VQ Value & Benefits Banner

Omma Company Profile/Sign Second ...

Omma Case Study Template 2-pager V1

Omma Sign Value & Benefits Banner

Omma C

Omma Sign Value&Benefits One Pager

Omma/Turkcell Case Study Final Draft

Omma Case Study One Pager V2

Omma Case Study One Pager V1

Company Profile template

Omma C



Get in touch!



Alper Yurder

GTM Expert & Fractional CRO | Building
scalable systems for trust, visibility & growth...



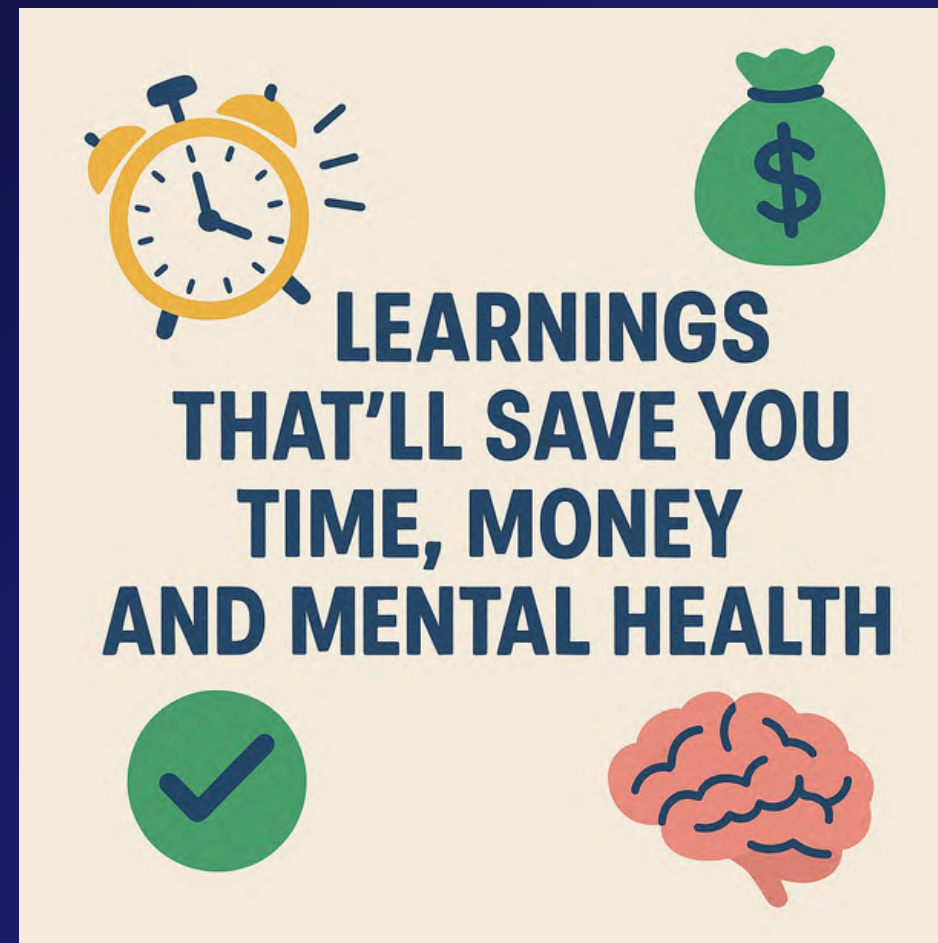
alper@fortegrowth.co
www.fortegrowth.co



Learnings from scaling GTM

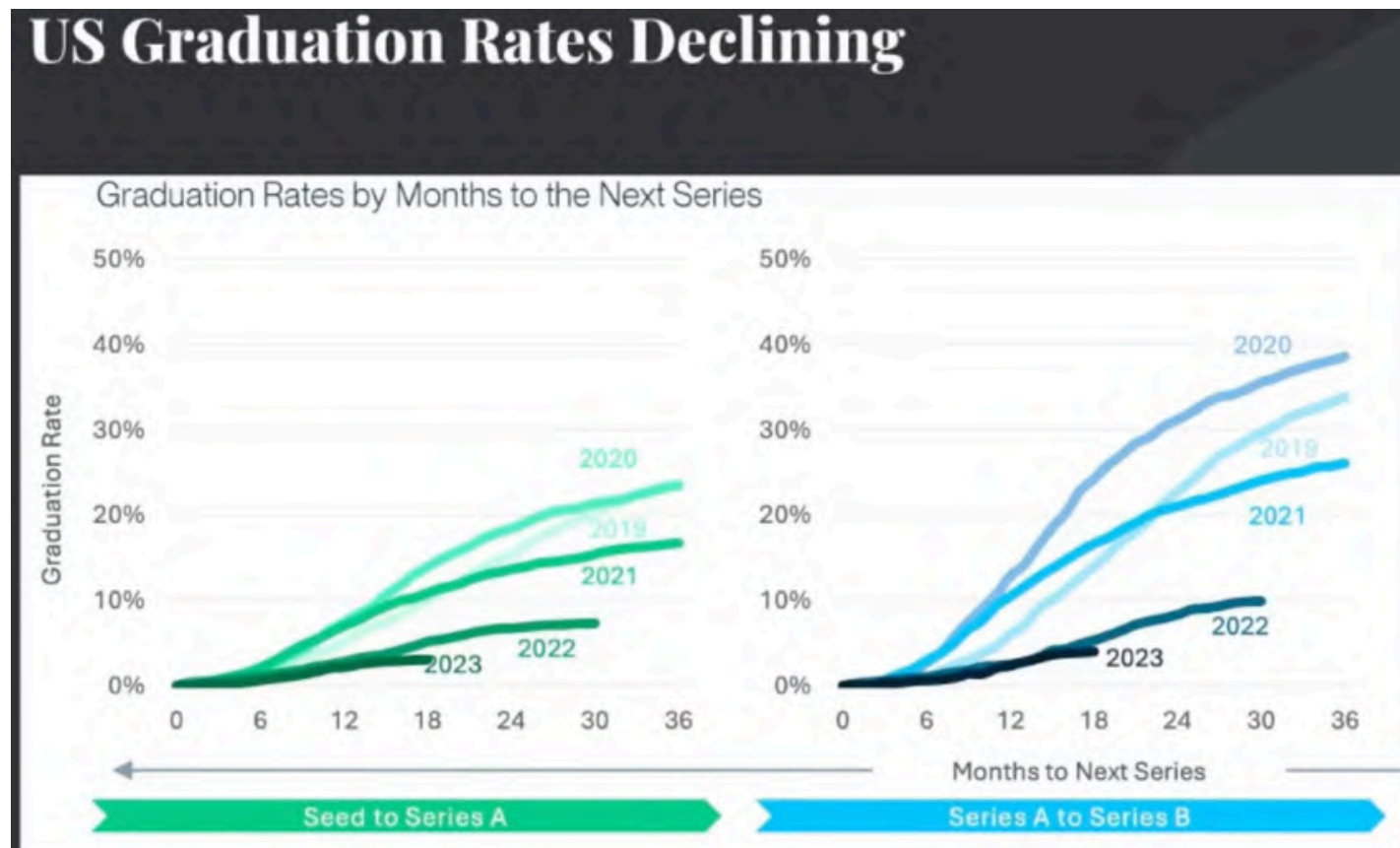


1- Learnings from scaling GTM

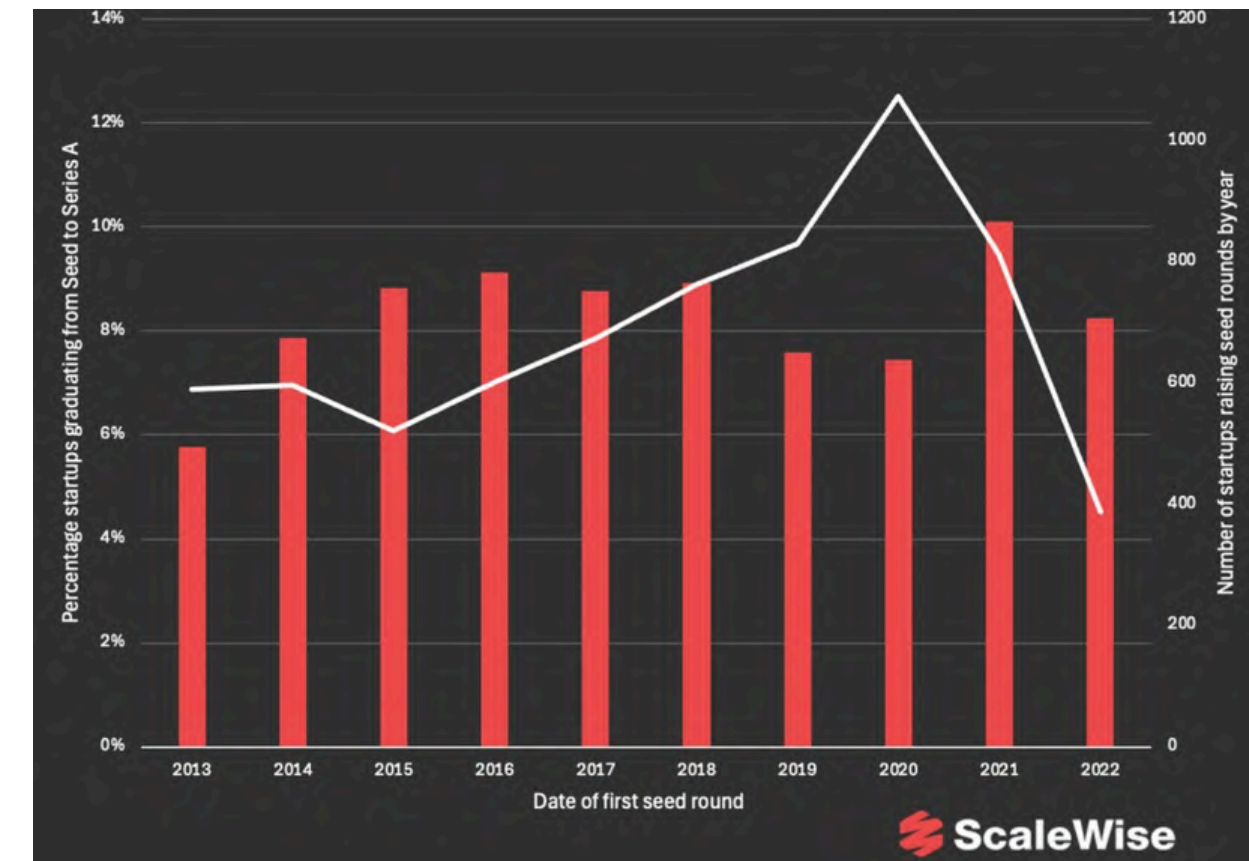


The B2B Startup Landscape Today

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



US Graduation Rates: Seed to Series B



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.

You Are the Investment



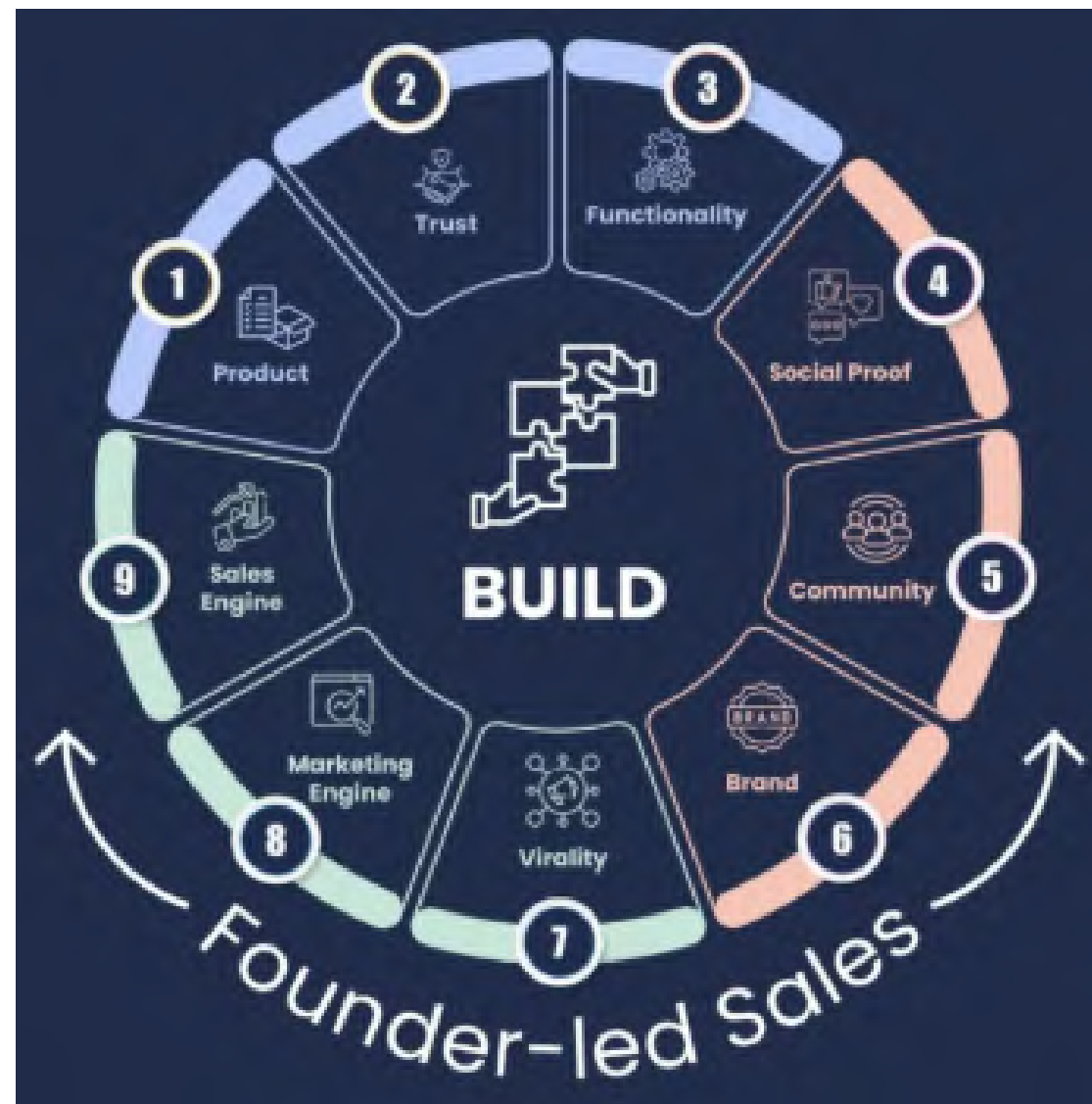
VCs Back People, Not PowerPoints

Investors put money in YOU, especially in the early stage

As the founder, you make it or break it. Your energy, vision, and execution determine everything.

Early traction is always founder-led. No one else will build your dream.

As a founder, you're expected to build all of this. Simultaneously. Alone.



GTM Strategy & Weekly execution

Lead Generation & Sales system

CRM & Tracking

Outbound

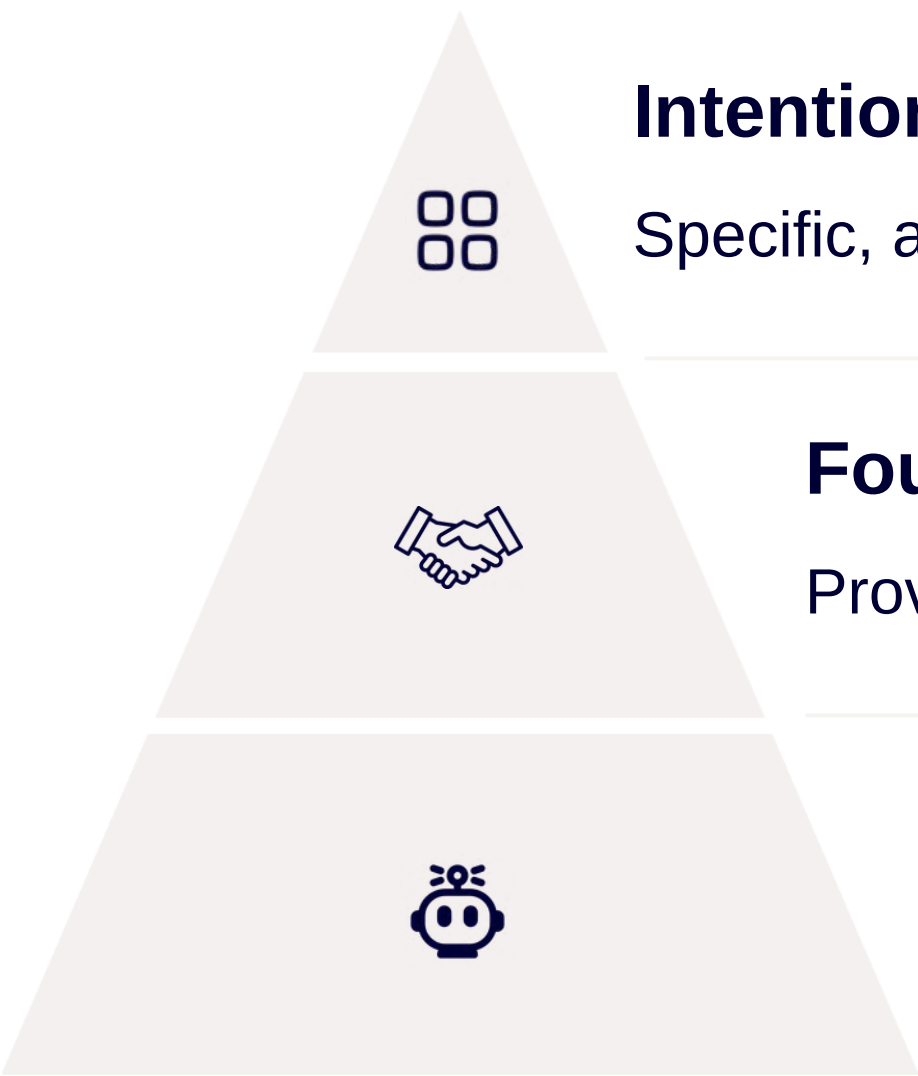
Inbound Engine & Brand

Commercial Ops

No playbook. No roadmap.
Just figure it out whilst building product, managing cash, and trying not to burn out.

Clear path to growth: The VC expectation

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



Intentional GTM Strategy

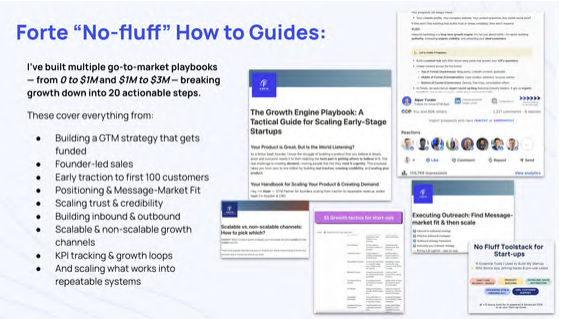
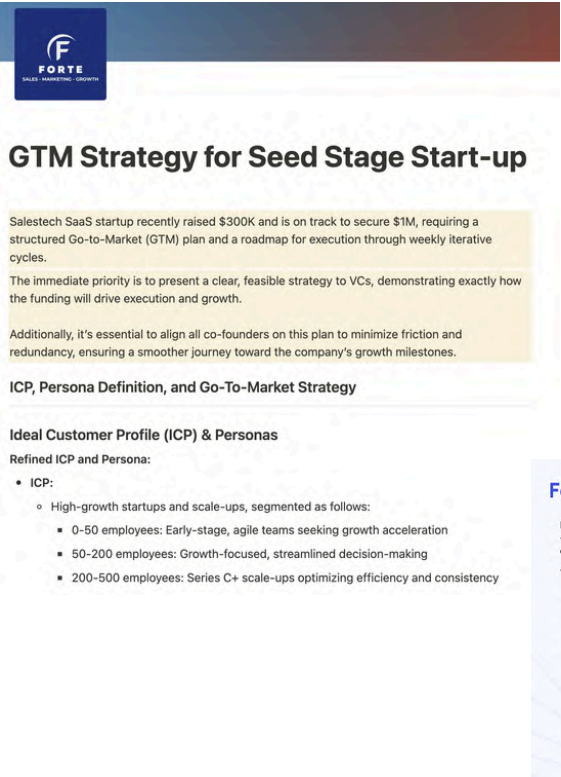
Specific, actionable plan in cost-effective ways

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

Founder-led sales: you must sell first as a founder

- No one can sell your product as authentically
- Learn to sell, get coached if needed before hire
- Helps you build the product further, handle objections, your cycle will shorten



Learnings from Scaling GTM

Treat GTM like you treat building your product



Avoid test cycles that are too short (insufficient data)
or too long (missed opportunities).

Learnings from Scaling GTM

Can't outsource “problems”

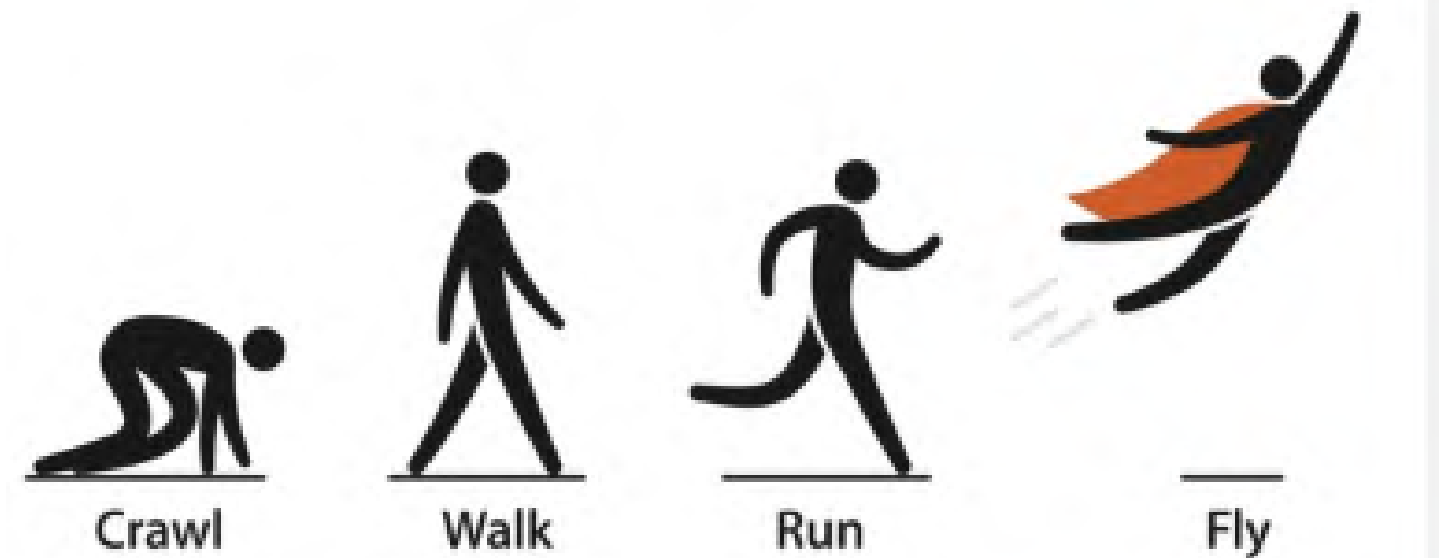
- As a founder, you crack then hire
- Outsource outreach to agency before msg-mkt fit, waste money, time
- My biggest hiring mistake as a founder
- Mistakes I hear every day that cost time, money, mental health

**Stop
looking for a
saviour, you
are your
own saviour.**

Learnings from Scaling GTM

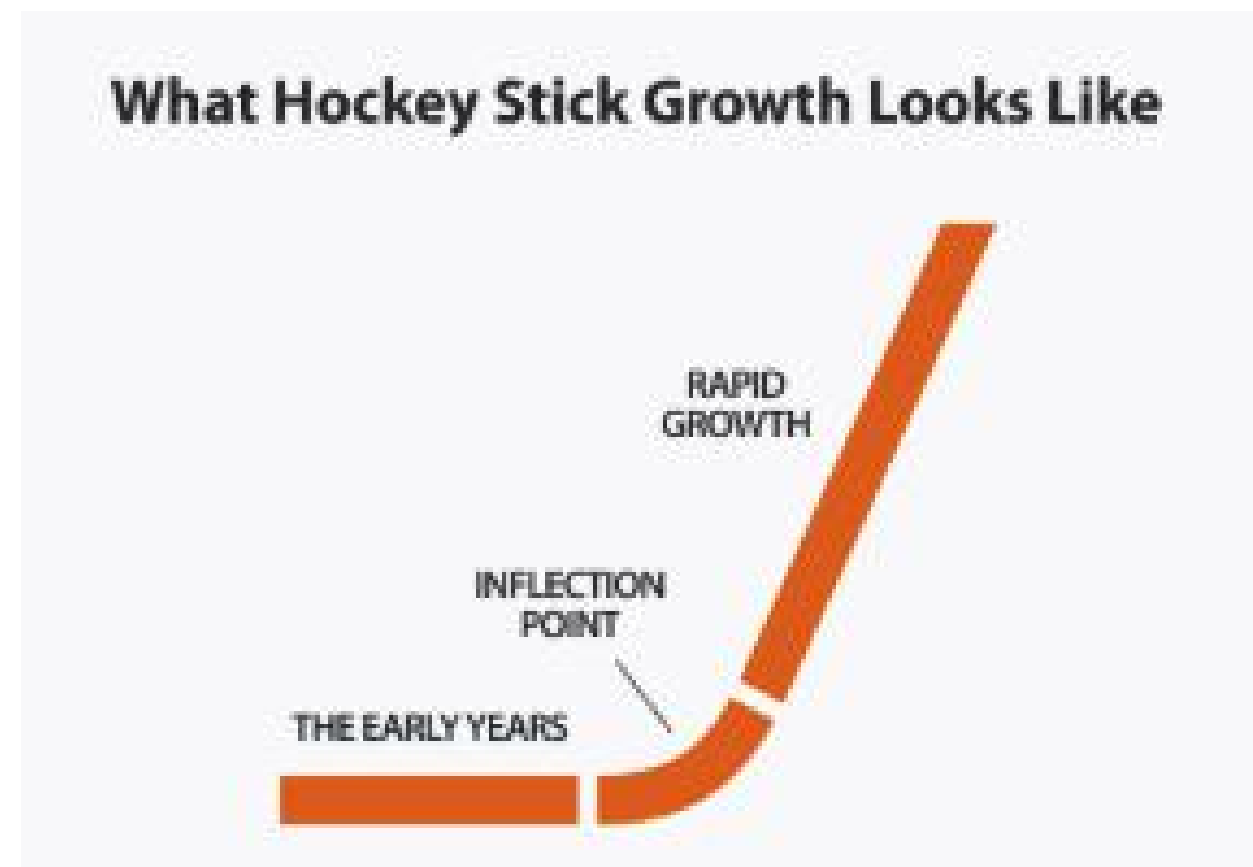
You walk first, then you run!

- Nail message-mkt fit, ICP essentials. Not fluff!
- If not you waste time, money, burn resources
- Can't run paid ads, before you can explain your product in 1 sentence
- This isn't corporate world!



Learnings from Scaling GTM

Hockey stick is real!

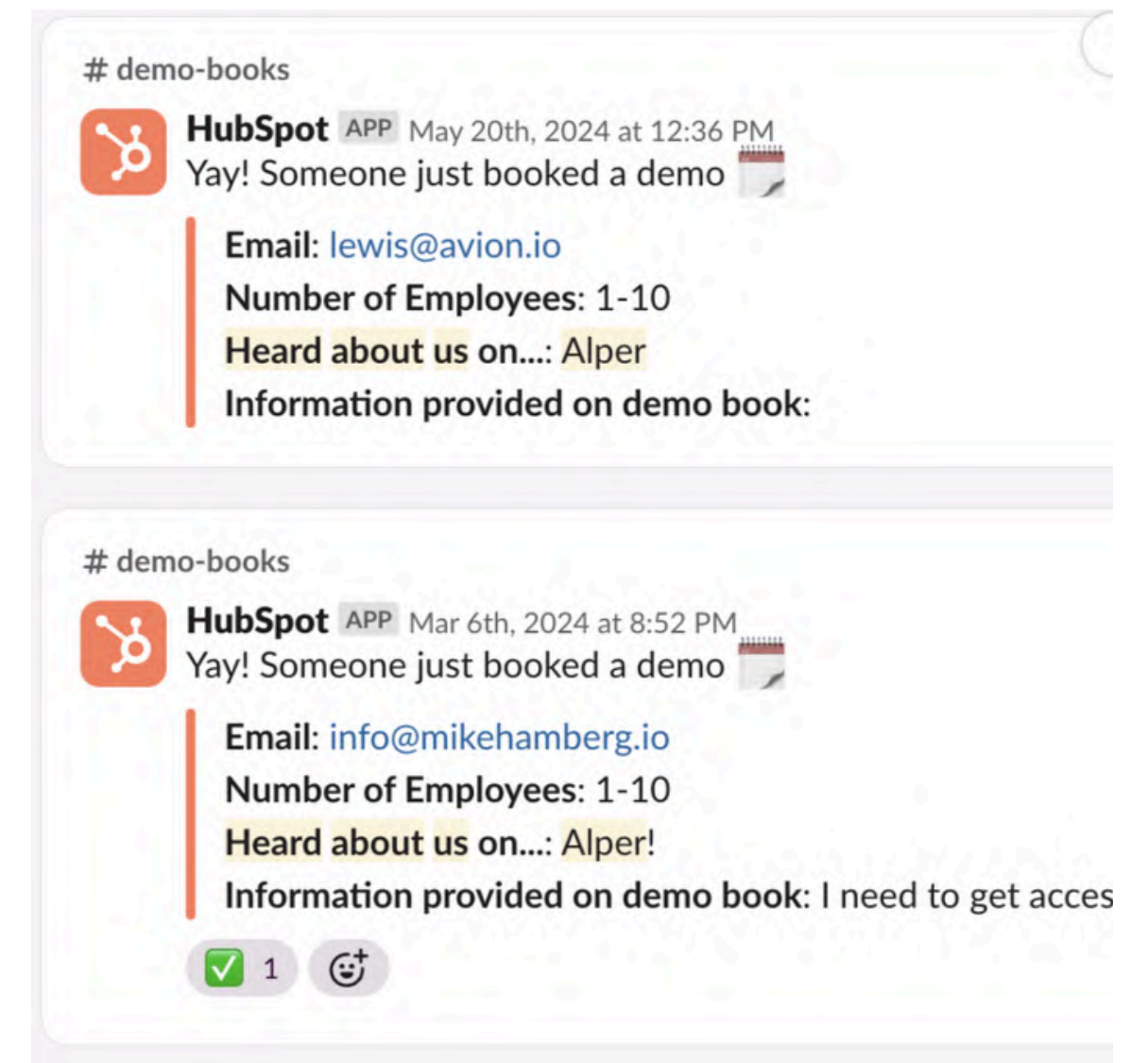
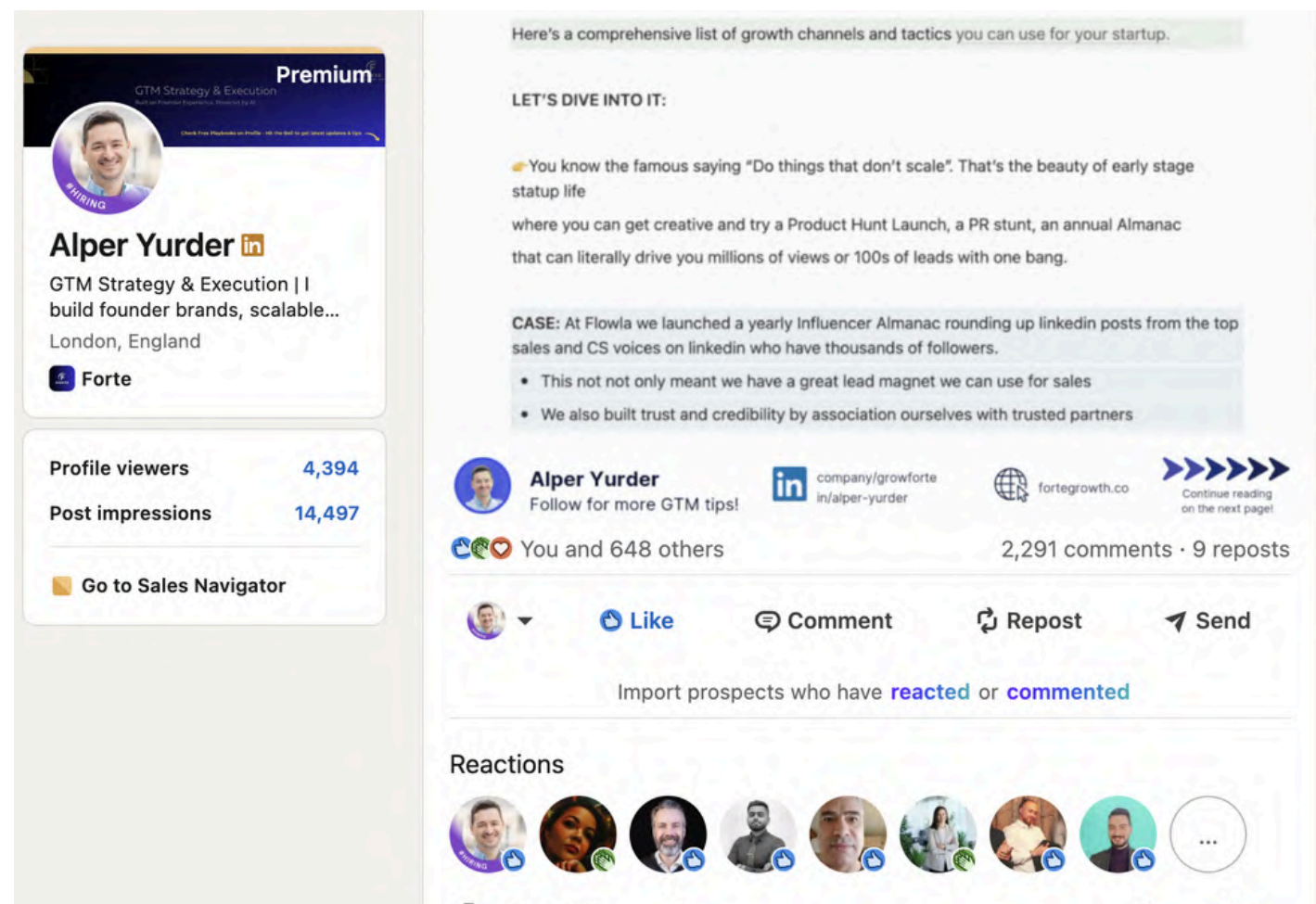


Content, brand, SEO scale over time.
Stick to the plan, show up- to get to 10-20 meetings
Don't change plans every week, stick to it and execute

Learnings from Scaling GTM

Hockey stick is real!

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.



Learnings from Scaling GTM

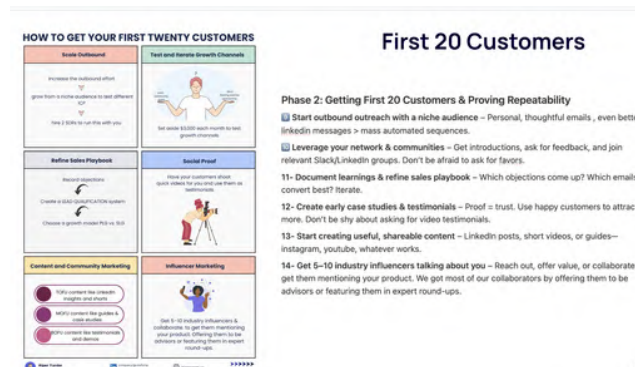
Document every step and record processes before hiring

1)Where you are:

2) Weekly sprints
timeline & scope

3)Test-iterate-improve

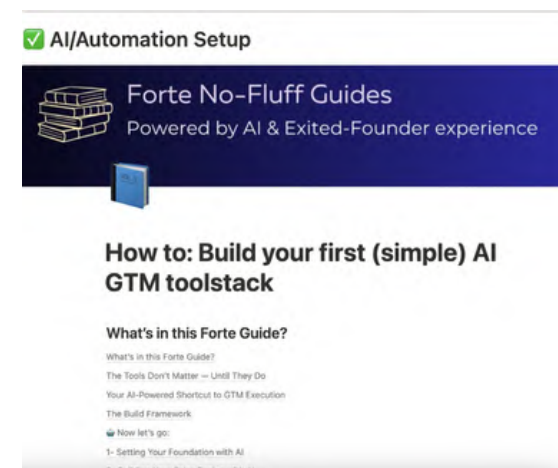
4) Deliver results



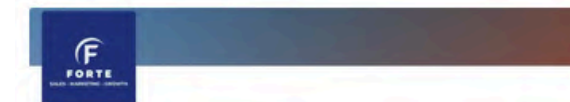
? What's included in the weekly work?

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



✓ GTM & Sales Strategy



GTM Strategy for Seed Stage Start-up

Salestech SaaS 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 Persona:

✓ 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 word

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 5-10 sales people or so.

It shouldn't be!

Having a playbook to iterate at the end of every week can increase your win 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 break-down of steps to nail founder-led sales and then create your own playbook.

Here's a snapshot of my Founder-led sales Accelerator that boosts your lead gen. and closing skills in a matter of 12 weeks.

✓ Founder-led Sales & Personal Brand (LinkedIn)

7

Founder Brand & LinkedIn

EXECUTION

- Abidin linkedin content calendar
- May first week - expanded & upped
- May posts written - to be expanded
- Raw good ideas for abidin calendar-may
- Making chatgpt smarter and more abl...
- May re-visit

STRATEGY

- Founder Brand & LinkedIn Strategy
- Content calendar_all ideas
- LinkedIn engagement & outreach
- LinkedIn ideation
- Content calendar_Simple

RAW DATA

- Personal Brand Interview
- Content dump from client calls

✓ Inbound Engine & Distribution

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 Flowla, we launched an expert round-up blog featuring industry leaders. It got us organic backlinks and media coverage, which drove consistent traffic.
- Repurpose your content: a blog post can become a carousel, a video, or a newsletter.

Final word here:

A strong inbound engine positions your brand as the go-to expert in your space. With consistent, valuable content, you'll build trust, drive organic leads, and reduce dependency on paid channels over time.

Hiring: Tip in the beginning you might work with a generalist or outsource your content work like initial linkedin posts and some blog posts. Then as things pick up you'll need a head of content & community to drive inbound-led-outbound growth



Alper Yurder, June 2025

Learnings from Scaling GTM

Hustler to the hacker & hipster



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

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



2- Let's get super tactical



Early stage Growth

1-Your first 20 customers



Non-Scalable Approach

- Unreasonable hospitality
- Building 100 true fans*
- Personal relationships
- White-glove service
- Living, breathing, nailing your audience

Do things that don't scale - while laying the foundations for scalability

Non-Scalable Approach

- *Unreasonable hospitality*
- *Building 100 true fans*
- *Personal relationships*
- *White-glove service*

Scalable Channels

- Content marketing engine
- Outbound sales systems
- SEO and organic growth
- Paid advertising channels

Most of us try outbound, content, paid ads., hire & fire people hoping for more customers

LinkedIn posts? "Lead gen."
Cold email? "Lead gen."
Events? "Lead gen."
DMs? "Lead gen."

No wonder nothing compounds.

The truth: Each channel has ONE job it does brilliantly.

And each one feeds the other when done in parallel.

And that's where the problem lies.

The Channel-Purpose Matrix

	Awareness	Trust	Conversion
LinkedIn Posts	✓	✓	
LinkedIn DMs			✓
LinkedIn Comments	✓	✓	
Outbound Email	✓		
Events/Webinars		✓	✓
Founder Brand	✓	✓	✓

It takes 8-12 touches before someone pays attention.



**This is why one-channel approaches fail.
The system is the strategy.**

How to balance it all:

THE 2 + 1 RULE

Scalable Channels

Focus on perfecting two scalable channels for efficient customer acquisition

2

Per year

1

Per quarter

Experimental Tests

Run one non-scalable experiment to try-learn-improve: growth hack your way to exponential growth

As a cofounder I was not given a GTM Handbook

So I've created one after working with 20 startups, that shows results fast - while building a GTM system that compounds

Forte B2B Revenue Growth System: Core Build

Strategy & Essentials

Set strategy, Lead channels & GTM Essentials

- Work backwards from revenue goal
- GTM Essentials: Channel, ICP, Persona
- Messaging & Positioning that converts from awareness to consideration to closing.

WEEKS 1-4

Quick wins

First campaigns

- Learnings
- Book quick meetings
- Tactical + Strategic

Outbound

Linkedin
(DM + commenting engine)
Better for booking meetings

Email
Better for awareness building, website traffic invitations and scale the top of the funnel

WEEKS 4-16

Inbound

Linkedin posting

- Thought leadership
- Social Proof
- Echo chamber of buyers (nurture and move from we know this person to "let's give it a go"
- Founder brand
- Lead magnet

WEEKS 6-16

Sales Proces

From lead gen to follow up, nurturing and closing

Sales collaterals
(one pagers, pitch case study, video)

CRM & Tracking
(Nurture, track, close newsletter)

WEEKS 8-16

Growth channels

Trust building activities
like podcast, webinar, event

Guerilla tactics like creator marketing, B2B influencers, product Jaunches

WEEKS 12-16

Scale & increase

Hire to hand over SDR & Content

Try blog + SEO 4 AI Engine optimisation

Review sites

AFTER WEEK 16

⇒ ON-GOING LEAD GENERATION

⇒ TRUST BUILDING + SHORTEN SALES CYCLE

⇒ CRM, TRACK, NURTURE, CLOSE

⇒ NON-SCALABLE EXPERIMENTS BRING MORE LEADS

⇒ MORE SCALABLE CHANNELS BRING PREDICTABLE REVENUE

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



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Case study: Direct sales meets founder brand & trust-building activities

From 2K to 6K

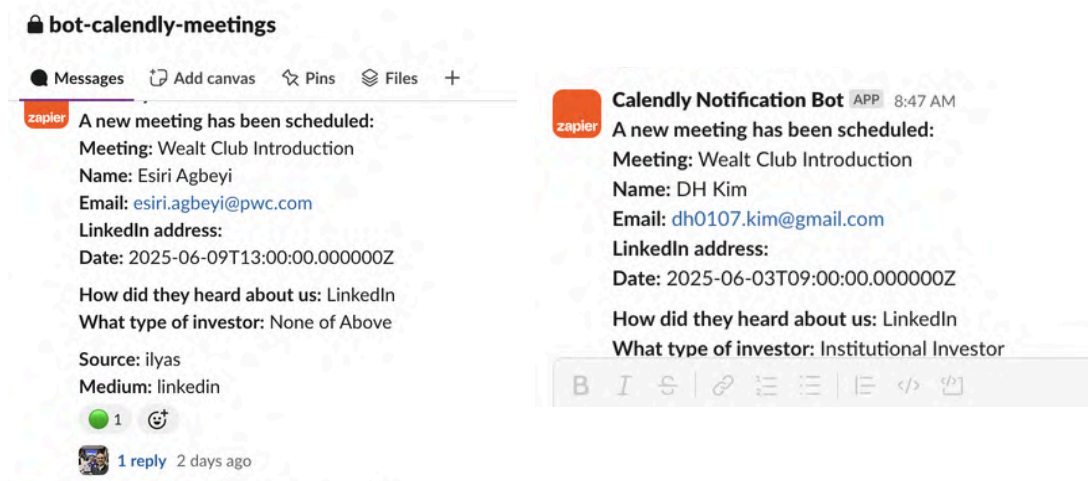
Followers

\$100K

Sales pipeline in one month

12 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



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

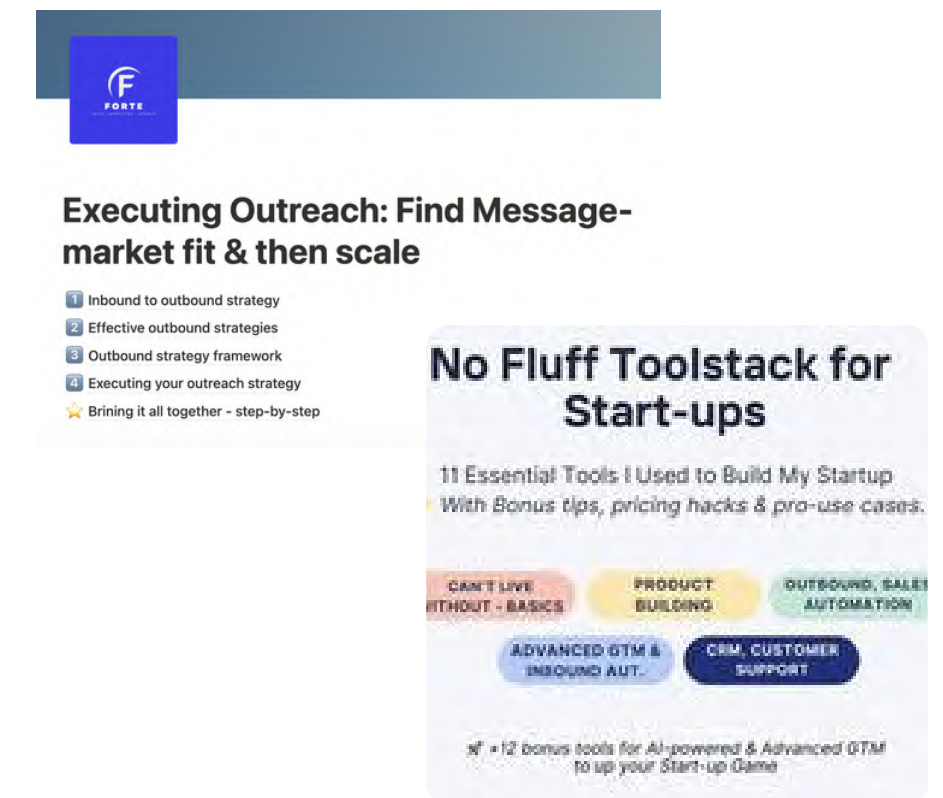
- Start small with an audience
- Look for signals that close deals fast: Shorter sales cycle is your goal
- Determine objections and how to tackle them at scale

Growing to 100 customers

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



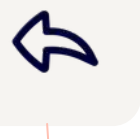
Inbound & Outbound Together

Building and scaling trust while reaching new audiences



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

★ Here's an example to get you started: [15 Revenue Experts Share the Tactics to Enable Buyers and Cl...](#)



Step 9: Combine Inbound and Outbound for Growth Loops

Inbound and Outbound Work Best Together

A growth loop works when inbound and outbound strategies complement each other.

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. **Exercise:** 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

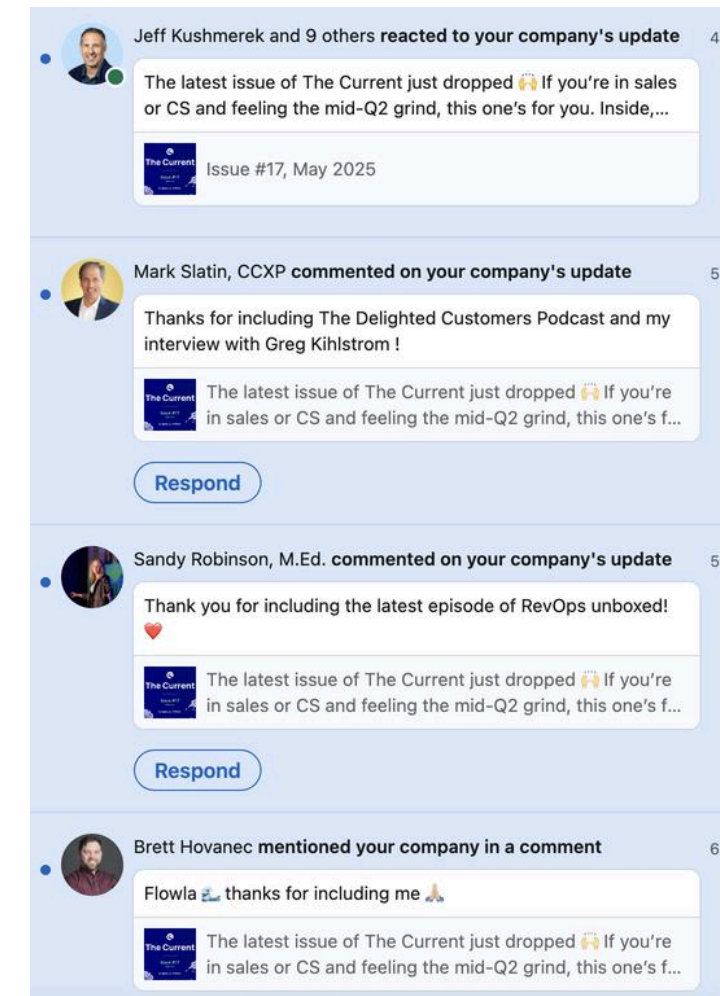
Detailed success stories from satisfied clients

Testimonials

Use Senja or similar for Love Walls

Events & Awards

PR events, launches like PH launch are great



Build your founder brand first

1,000+
Leads generated

From founder-only content strategy

3x
Engagement rate

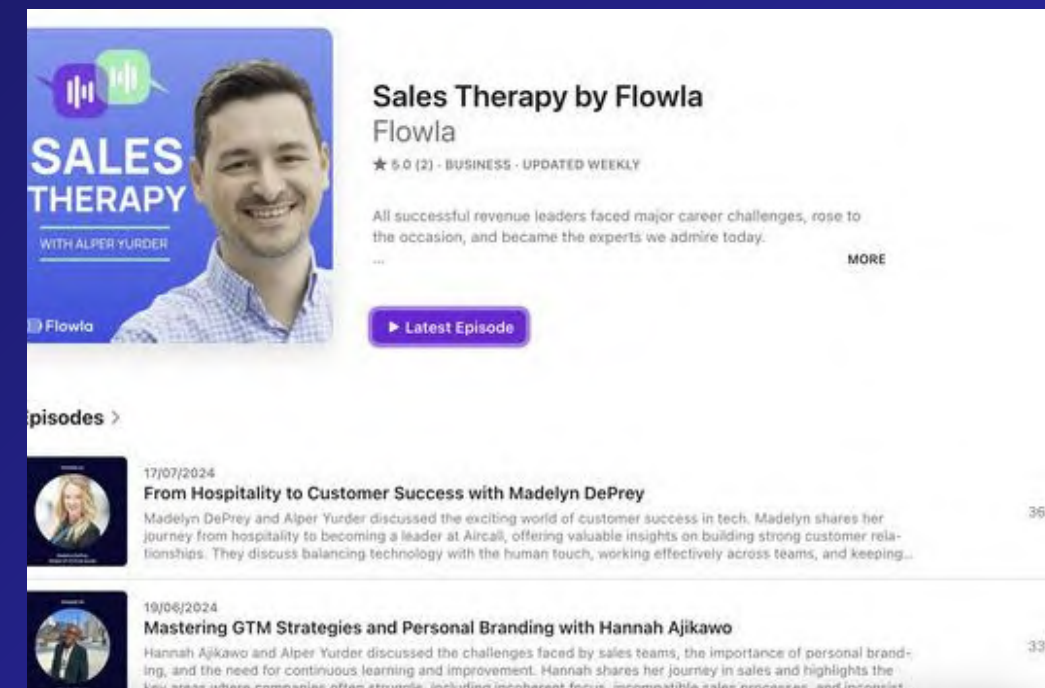
Compared to company content

52
Weekly posts

Consistent sharing builds audience

Your unfair advantage: Founder-Brand

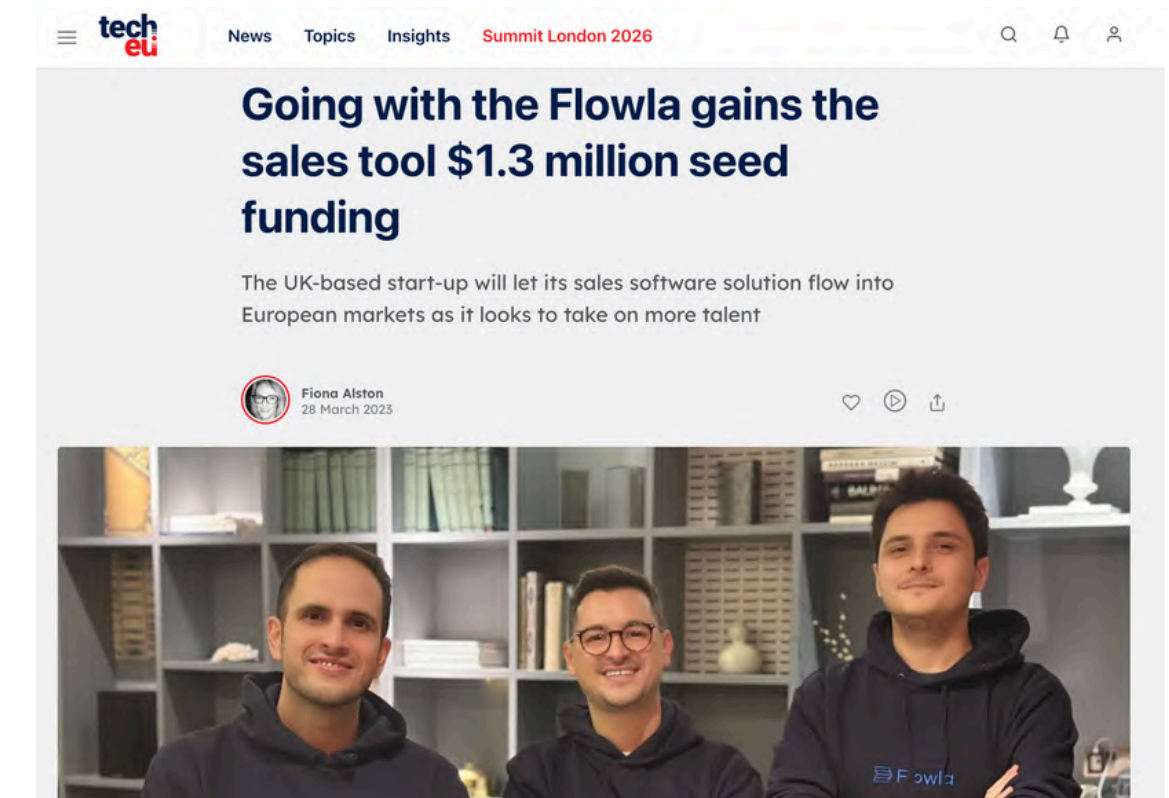
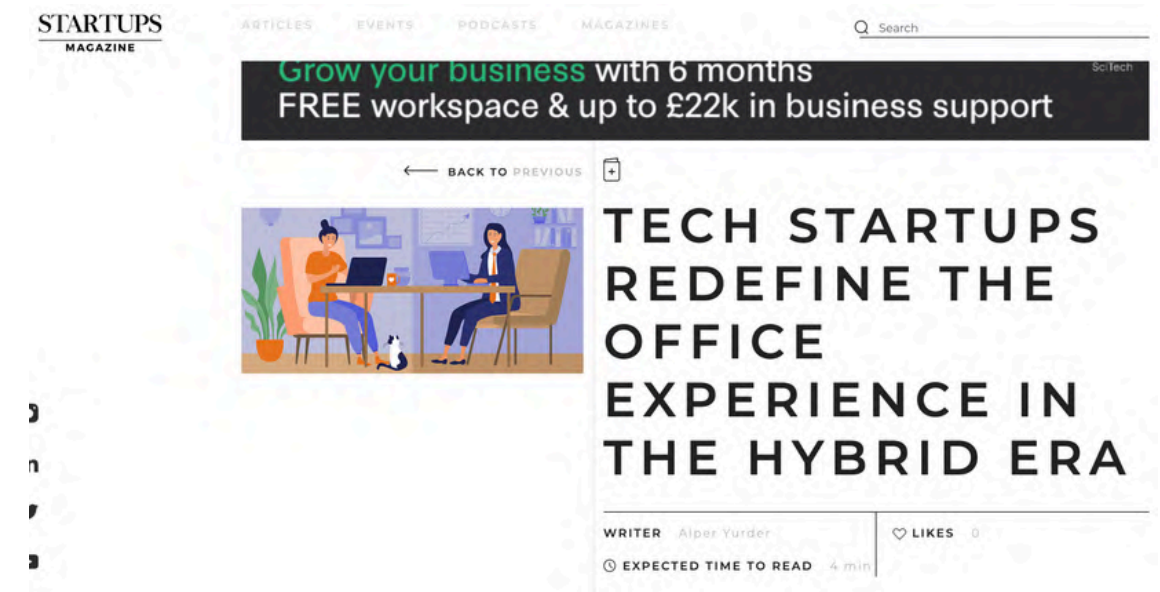
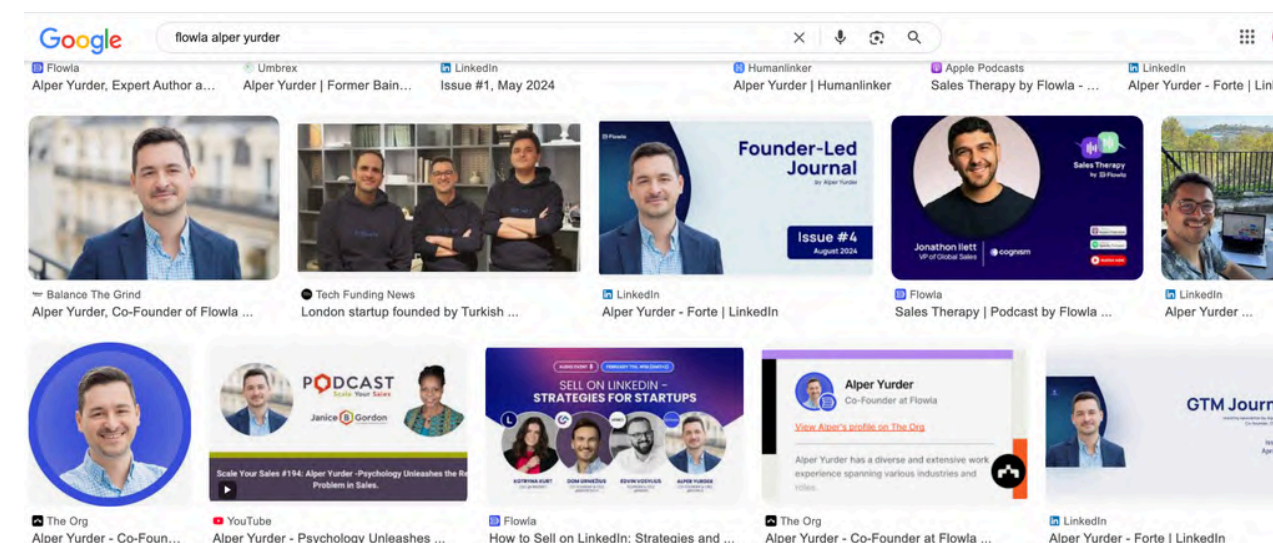
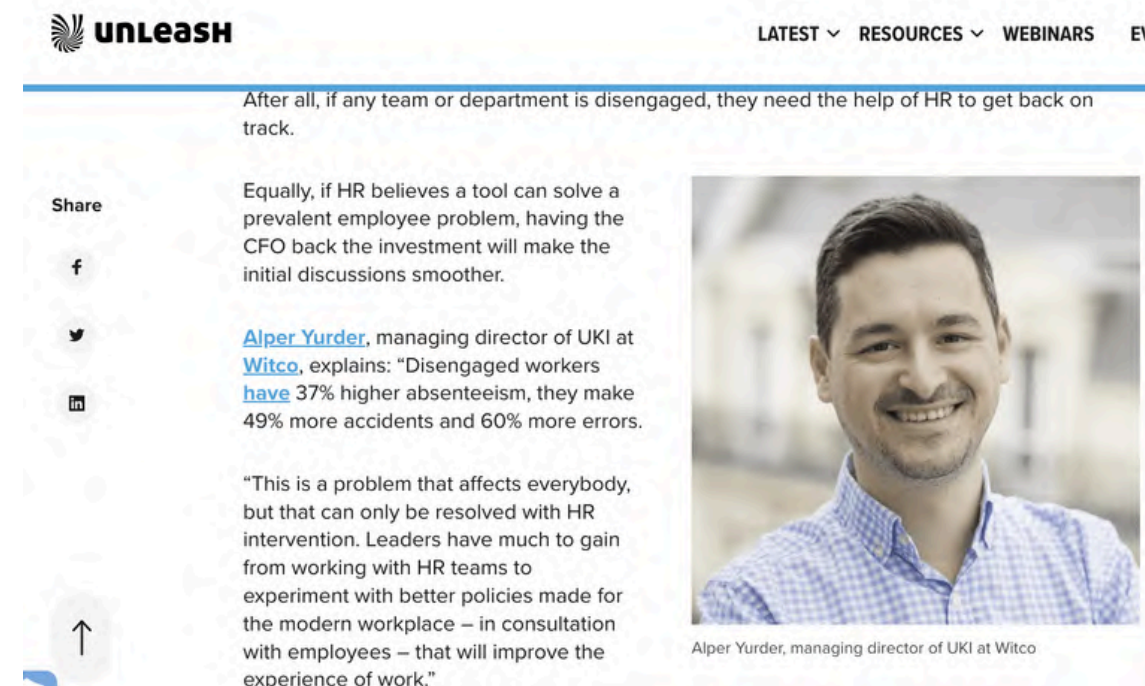
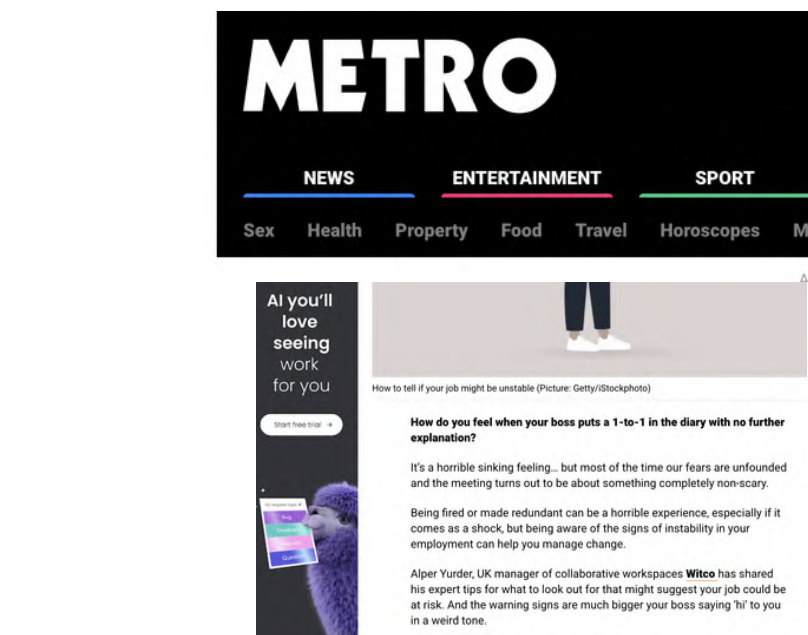
- People buy you before your product.
- A founder's personal brand builds trust faster than company posts.
- Share wins, failures, and behind-the-scenes weekly to stay human and relatable.



Paid ads

Sustainable scalable systems:

Building trust at scale For “FREE”



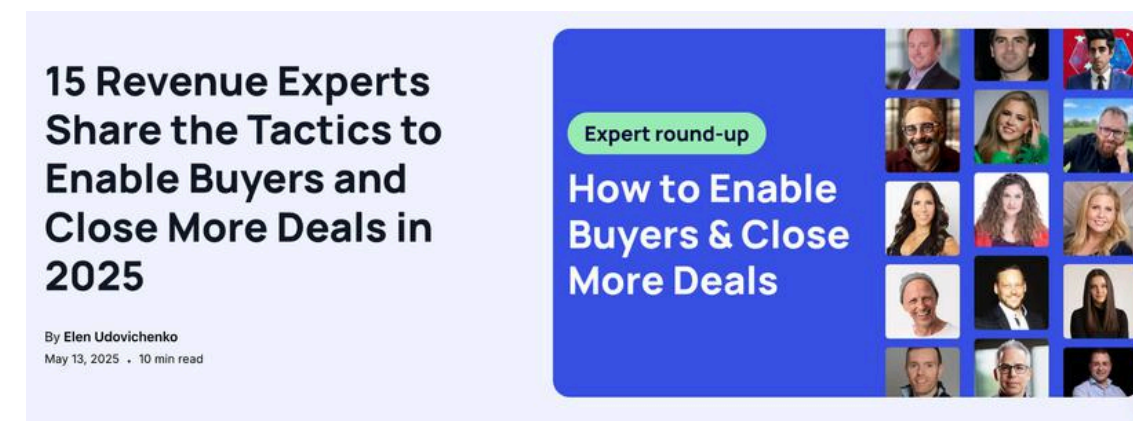
Doing marketing with limited sources

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

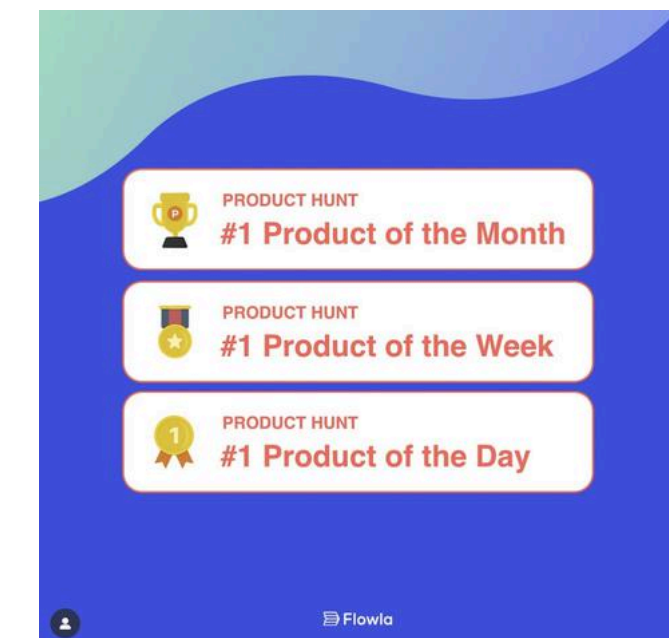
SEO

Compound over a year in blog views

5K downloads

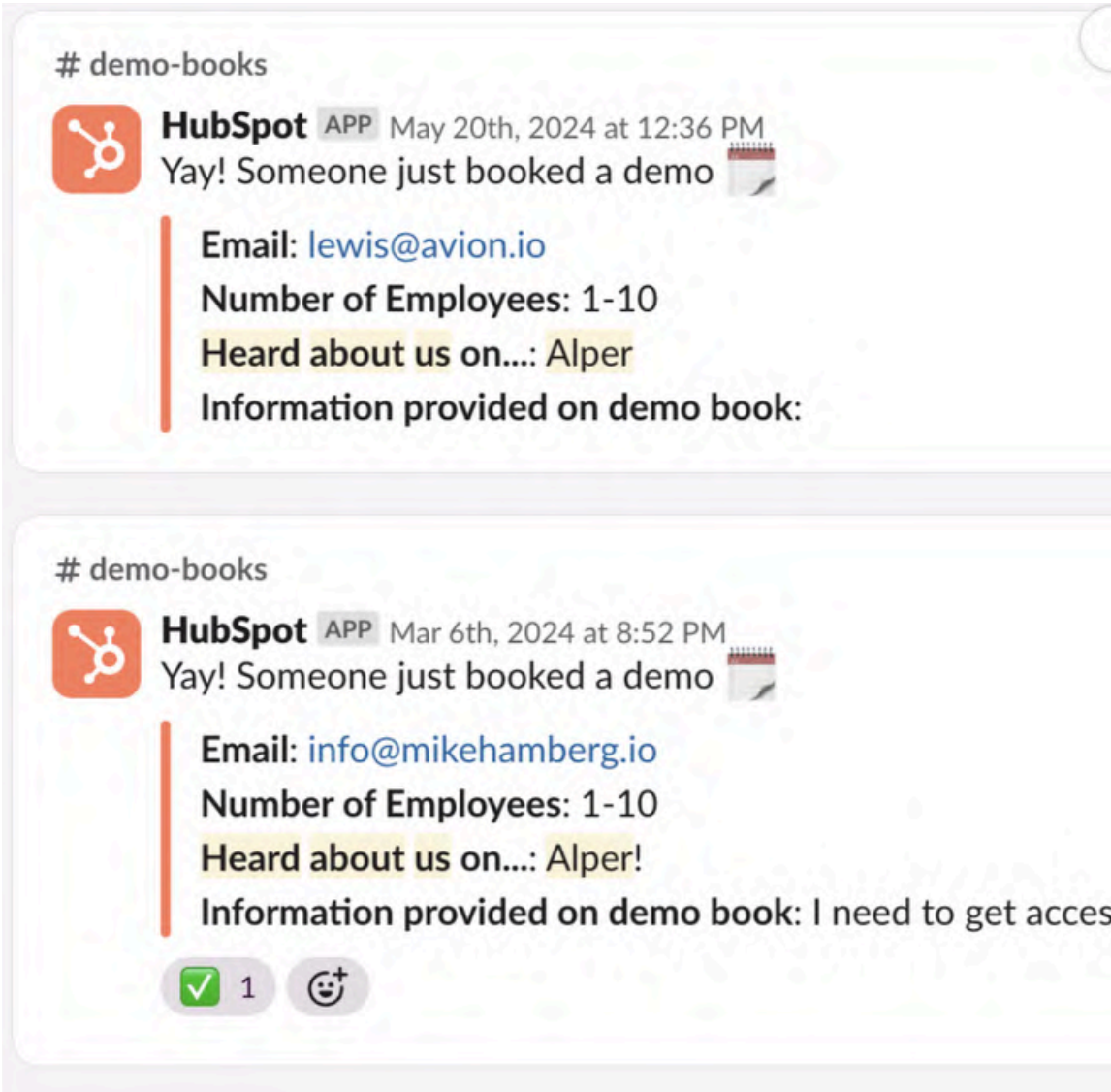
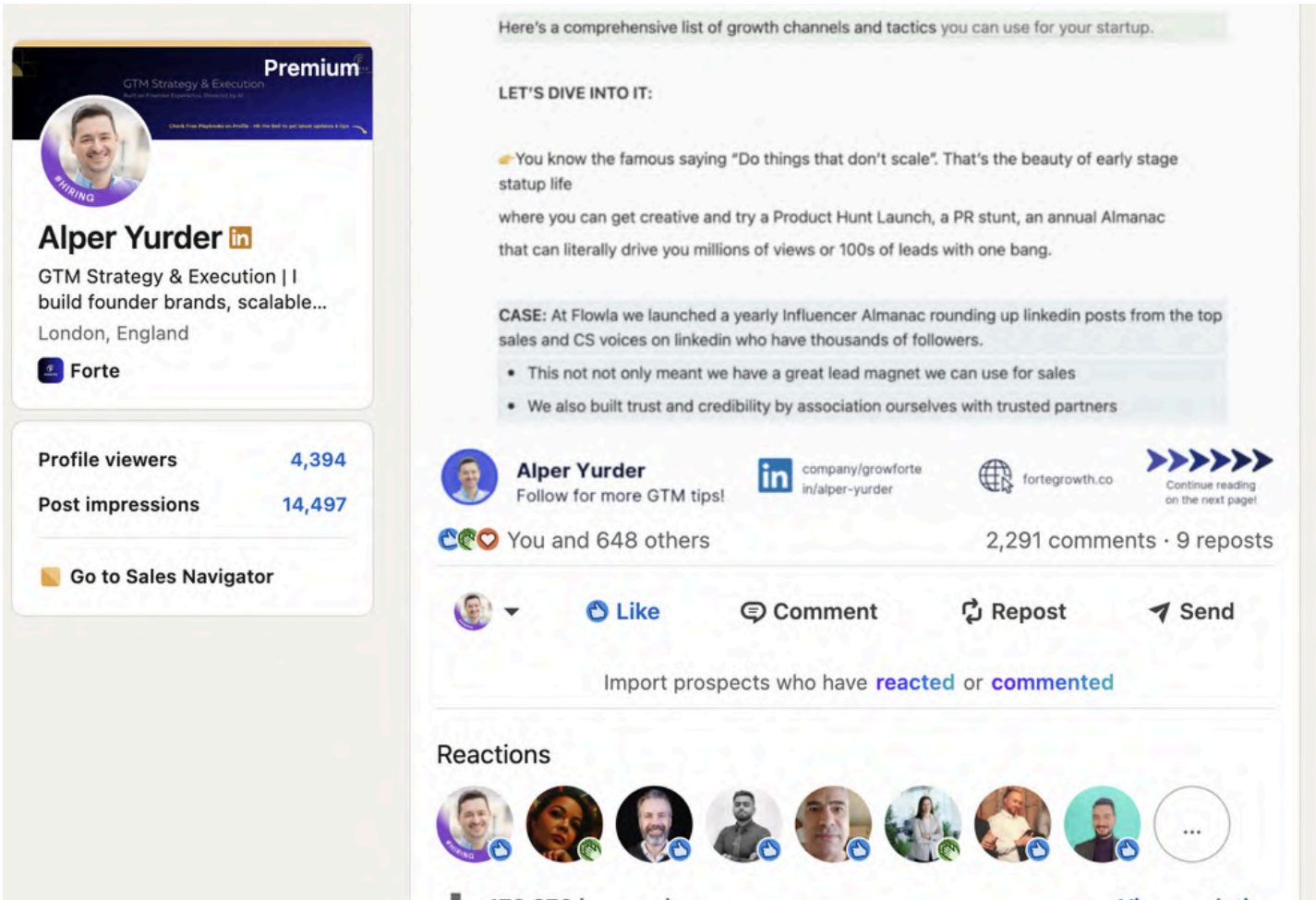
Expert roundups & Lead magnets

Weekly visits to the website



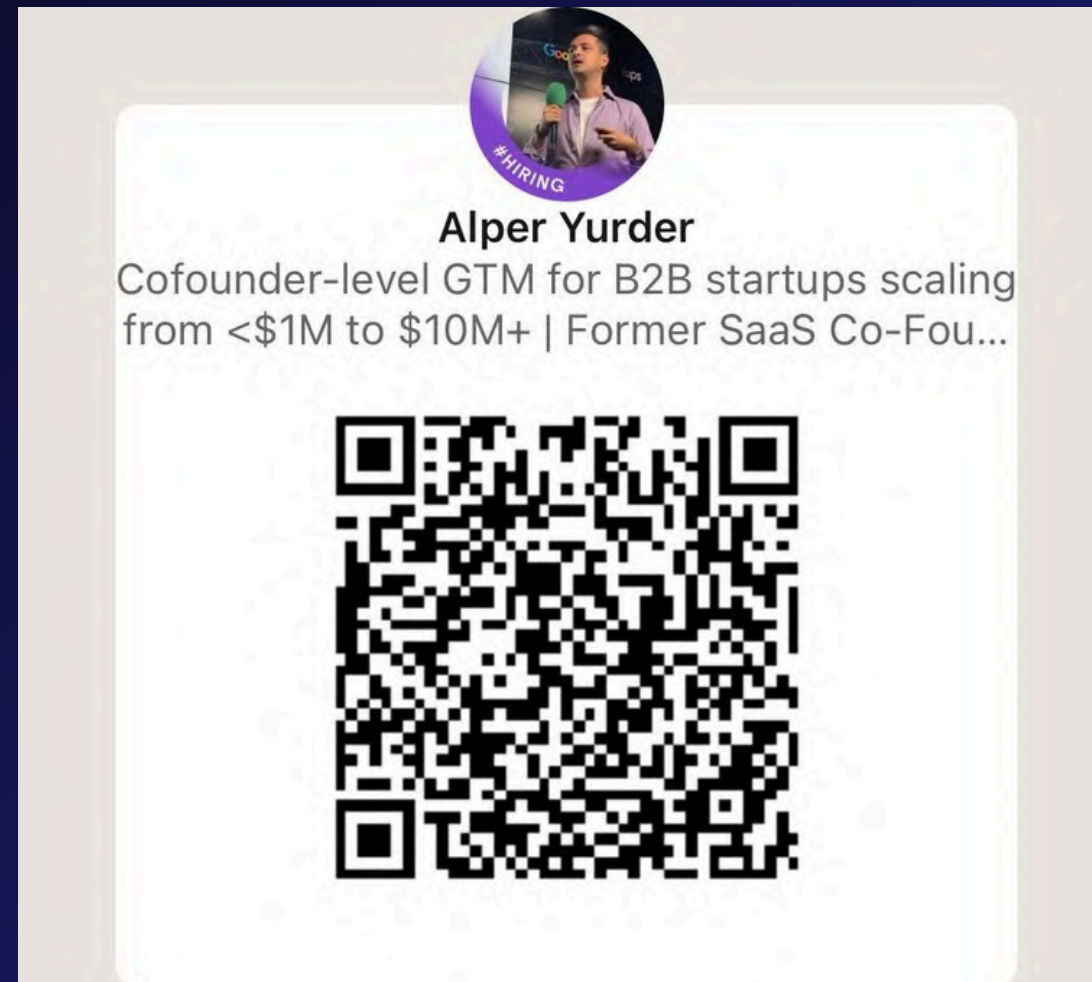
Founder brand & LinkedIn

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.





Drop a comment:



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