



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

How to use story telling & Founder Brand to scale your startup



Alper Yurder, January 2026

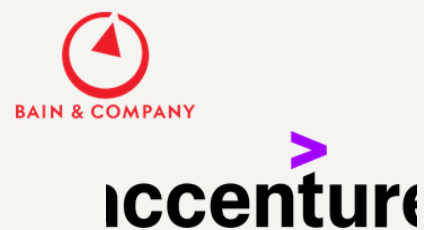
Hi Allow me to introduce myself



I'm Alper, a SaaS co-founder and **GTM system builder** with 15 years in startup and scale-up growth, including two exits. I've closed +\$60M and raised VC funding for my startups, and now **I help founders build the same repeatable revenue systems.**

Consulting & Working with 20 Sales teams in FMCG, RETAIL

GOT THE BUG FOR SALES & GTM



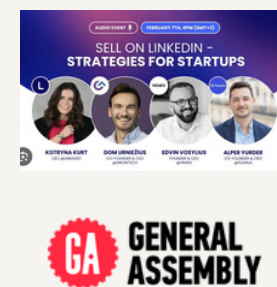
Start-up-1: From IC to Sales Leader & Scale Sales Teams +10

LED SALES TEAM TOWARDS IPO IN HR, EDTECH WORLD BOTH HIGH VELOCITY AND ENTERPRISE SALES



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

ENTERPRISE SALES, CS & PRODUCT MARKETING FROM SERIES-D TO ACQUISITION



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

BUILT THE GTM PLAYBOOK, FROM SEED TO SERIES-A, MARKETING ENGINE AND MAKING THE UNKNOWN BRAND KNOWN



Co-founded, raised & Scaled GTM with Zero Paid ads

RAISED FUNDING, BUILT MY OWN STARTUP, PUT ON TRACK TO \$1M ARR AND MOVED ON TO ADVISORY ROLE



Building GTM Systems for Founders

HELPING FOUNDERS GO FROM 0 → 1, 1 → 10 WITHOUT HIRING A FULL TEAM
20 STARTUPS, \$12M PIPELINE GENERATED FRACTIONAL, HANDS-ON,



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.



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.

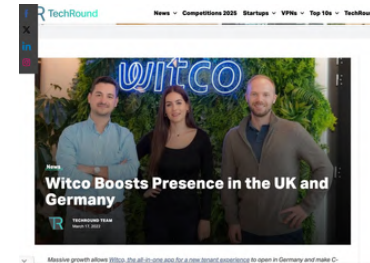


The Expanding Founder

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



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.

The cost of not getting it right is brutal

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

£30-60K

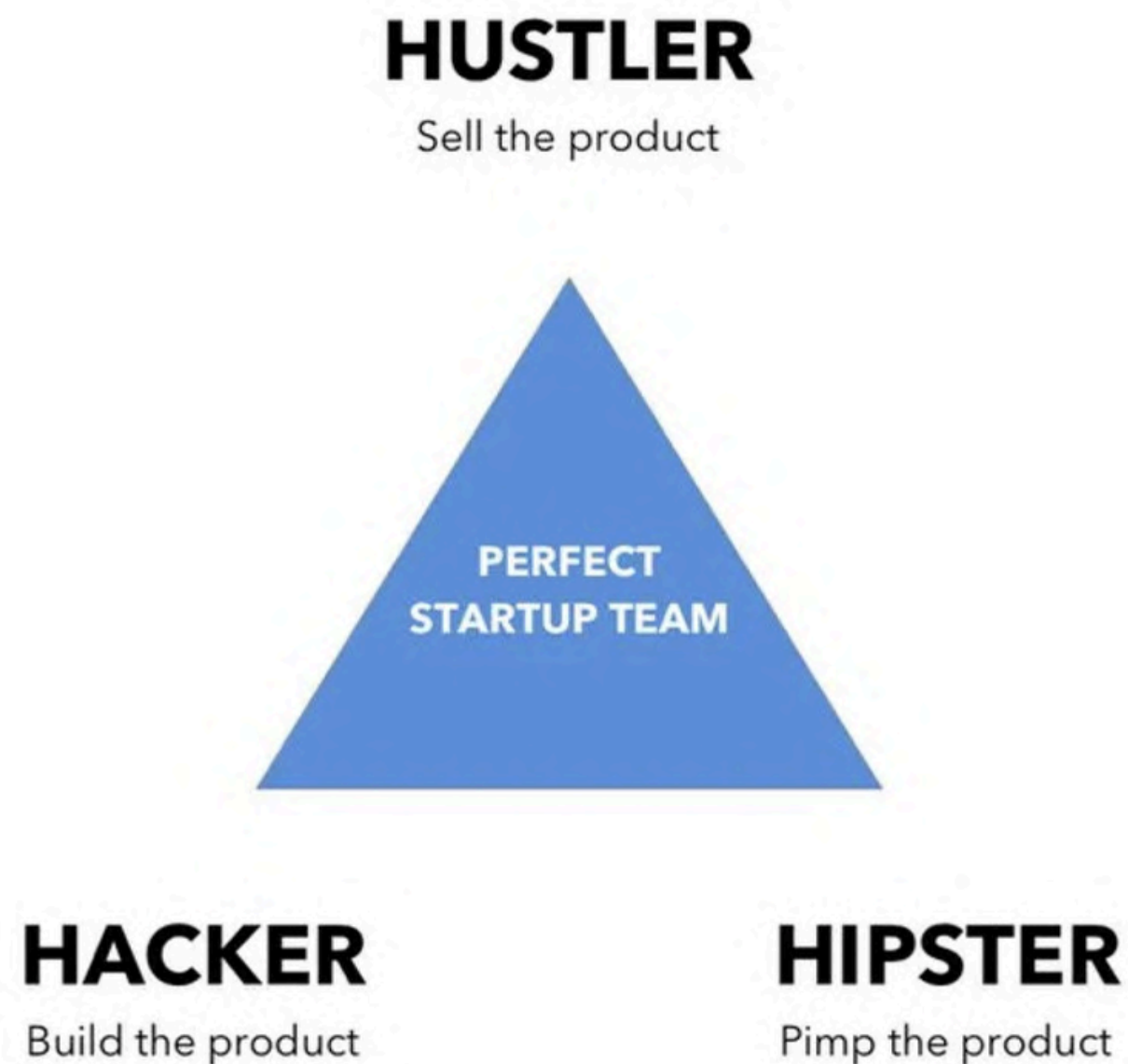
Burnt on wrong hires,
ineffective tools, and
agencies that don't deliver

Capital Wasted

You've gotten here on hustle. But hustle doesn't scale. Systems do.

In fact I've been on a similar path

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



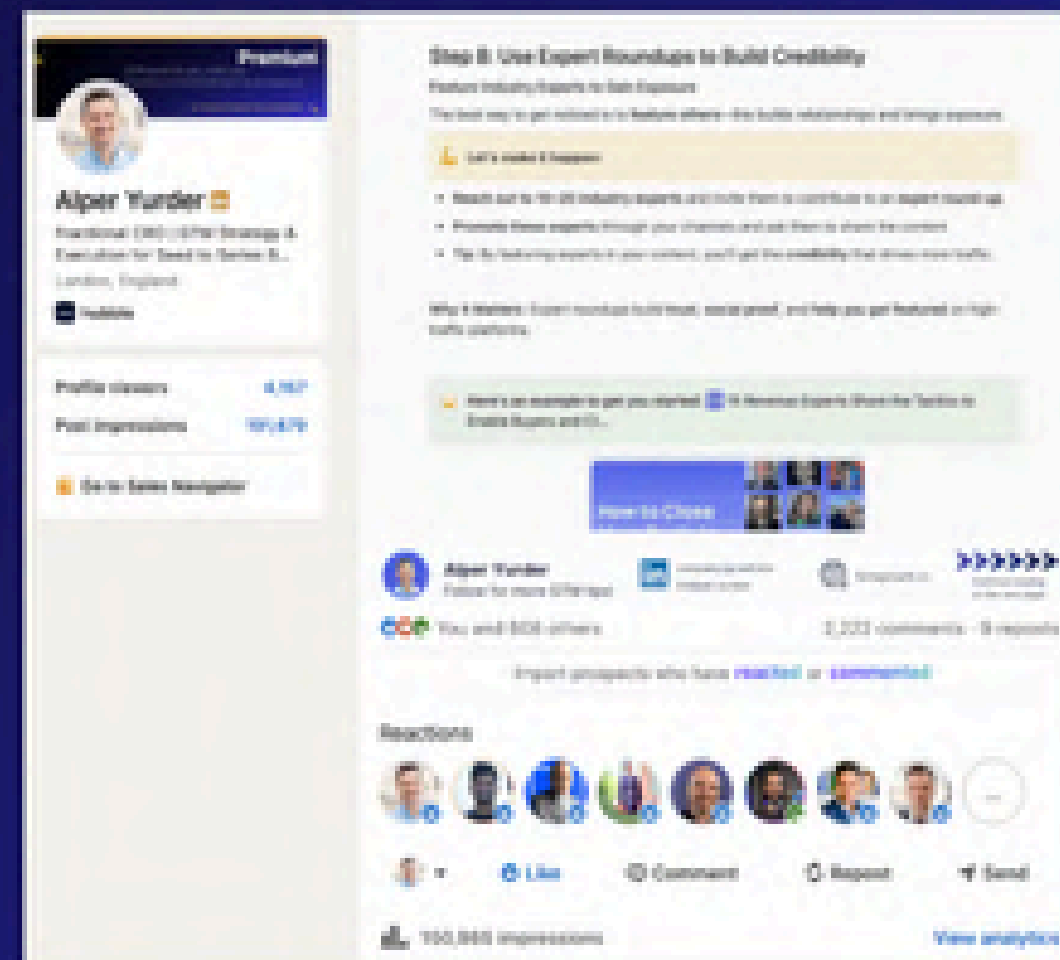
London startup founded by Turkish cousins raises \$1.3M for its B2B deal closing software, Flowla

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



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

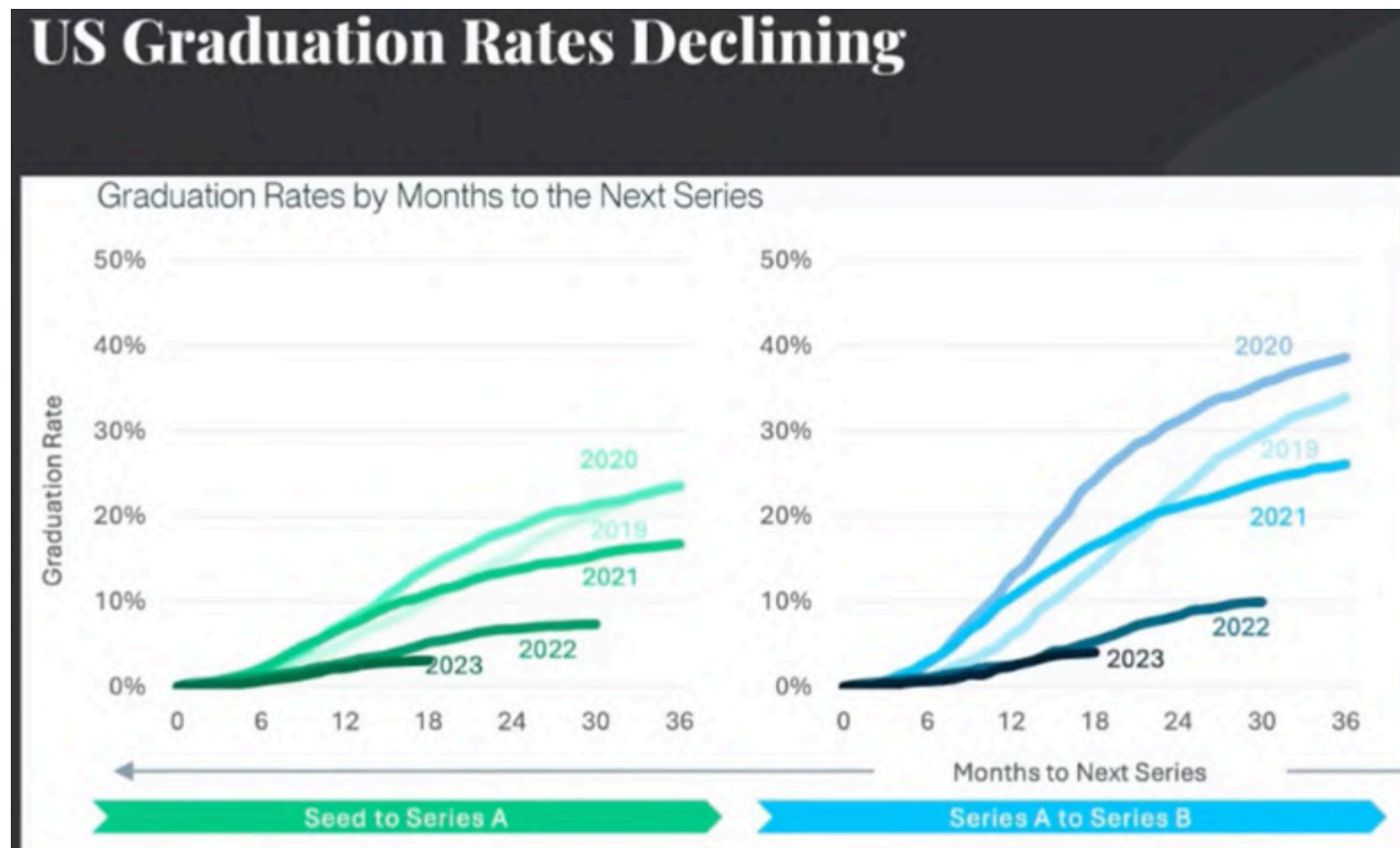
Getting from Zero to \$1M ARE in 20 actionable steps



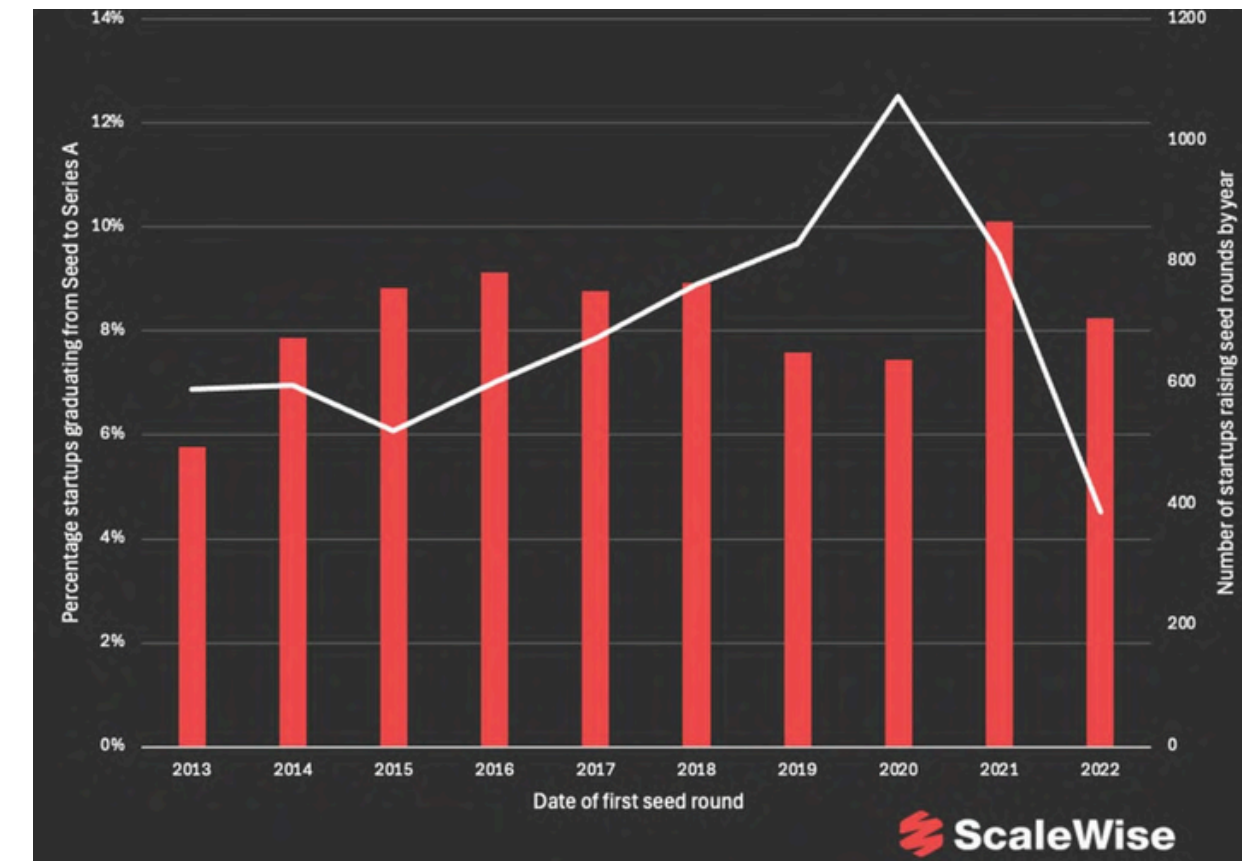
[Zero to 1 Playbook](#)

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



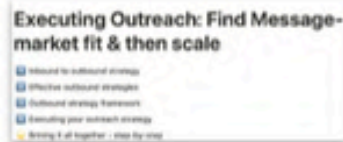
Founder-led sales & marketing

Proven ability to close deals yourself



Efficient customer acquisition at scale

AI-powered demand gen: do more with less



Telling your story to fuel your growth



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.

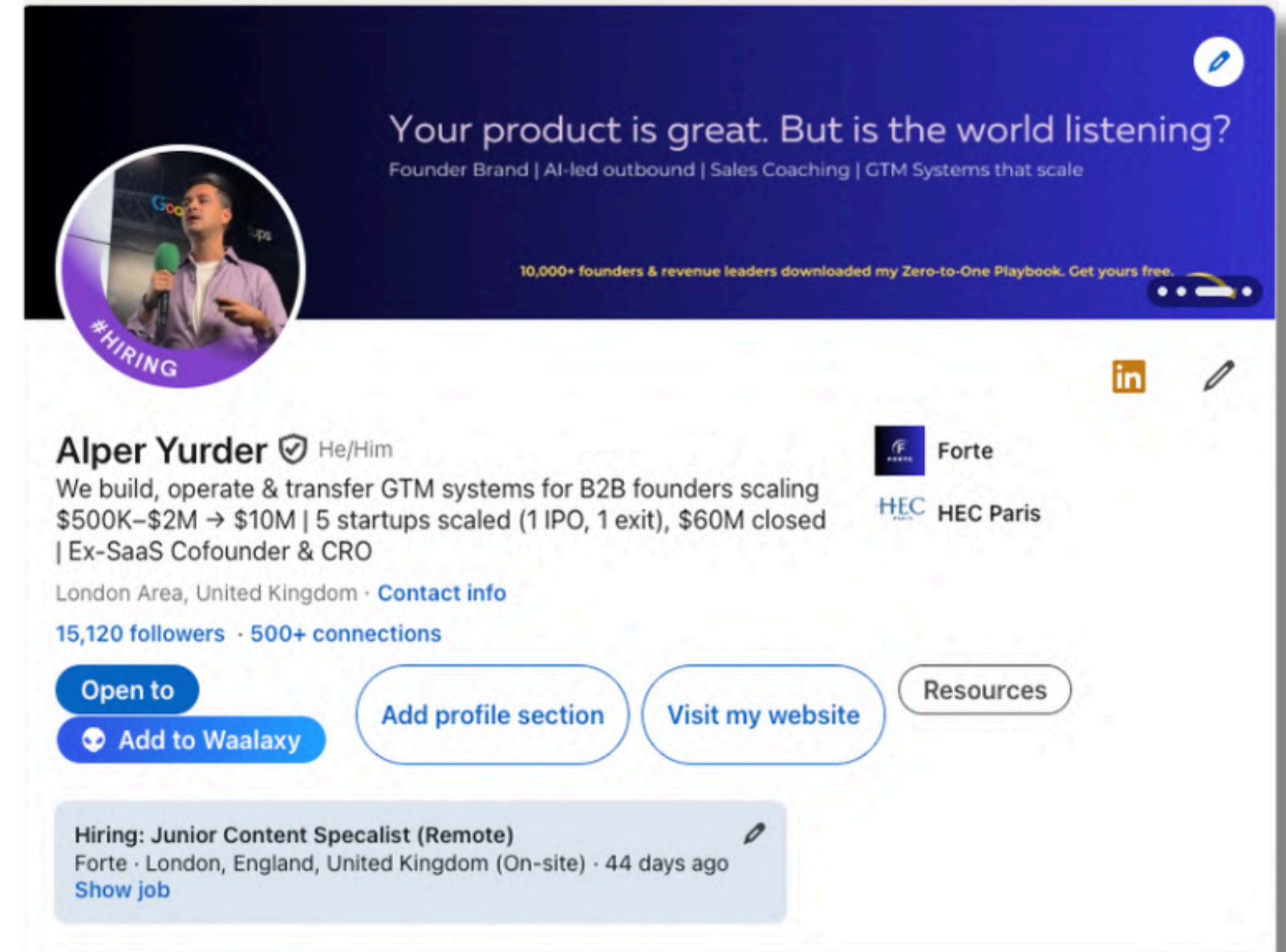
Early traction is always founder-led. No one else will build your dream.

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

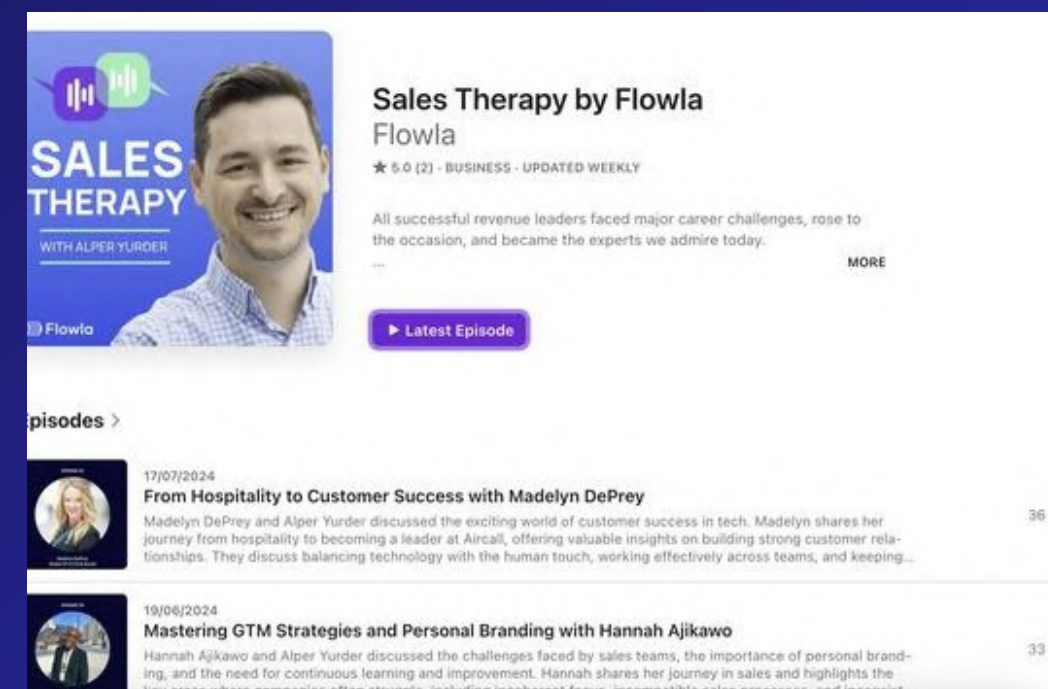
Compared to company content

52
Weekly posts

Consistent sharing builds audience

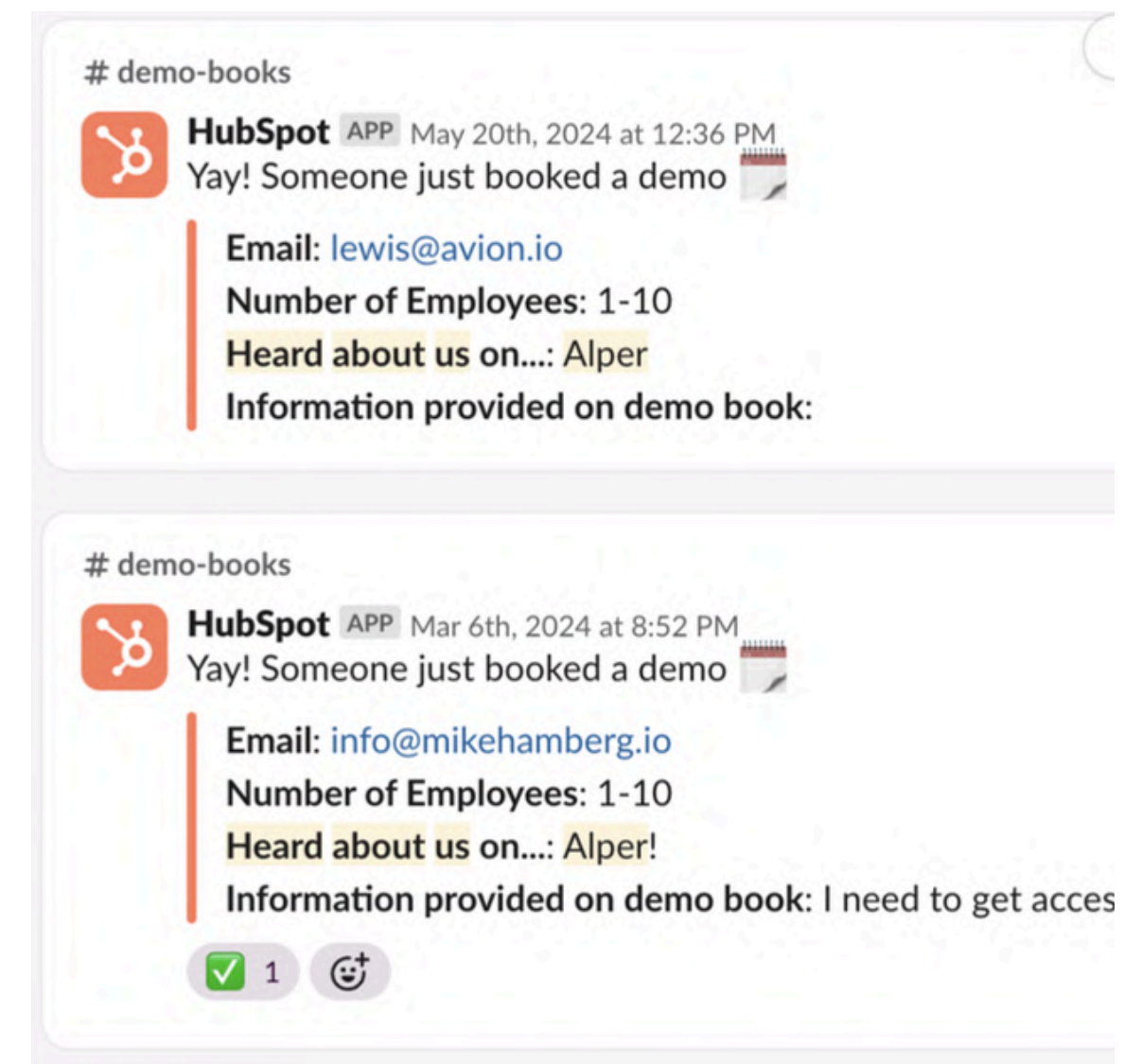
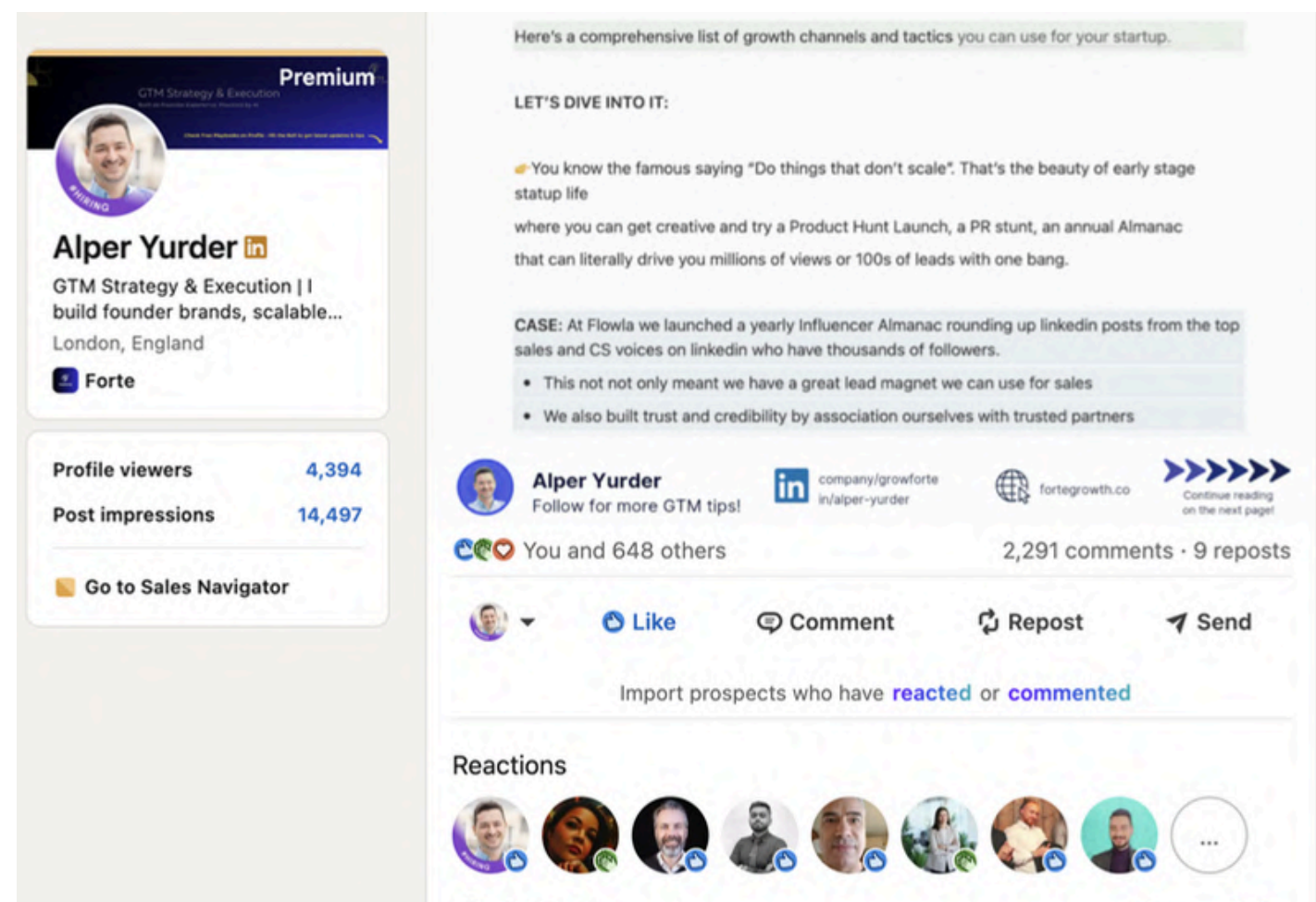
Your unfair advantage: Founder-Brand

- 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!



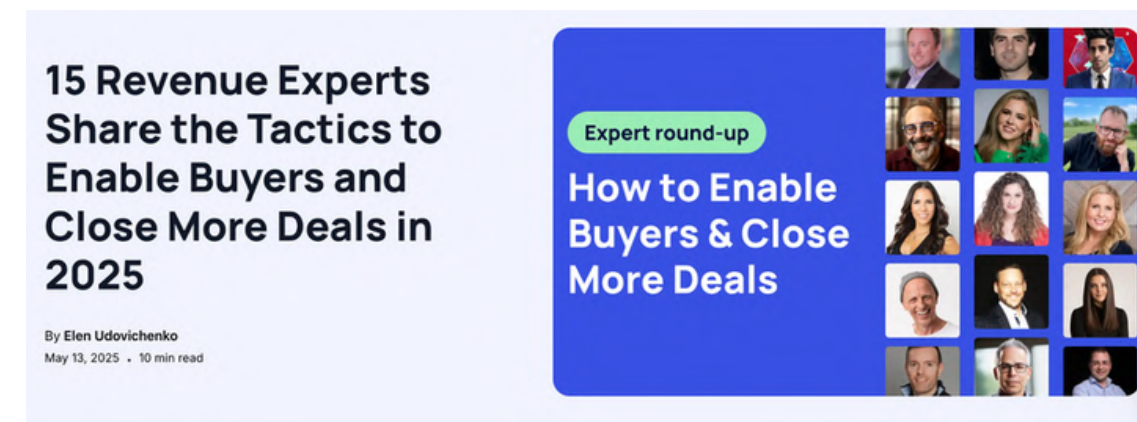
Doing marketing with limited sources

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

1M views

On influencer almanac

From guerilla marketing - 52 influencers share for free



10x

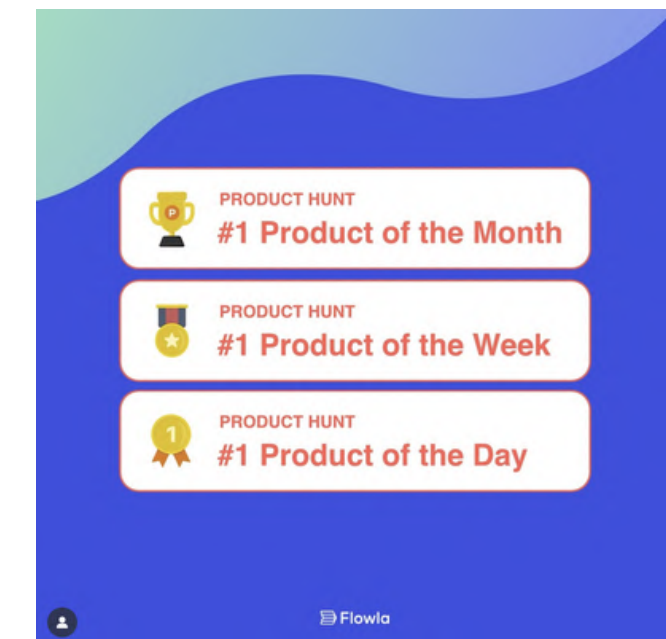
SEO

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 | 

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...



Hannah Ajikawo
CEO & Founder | 

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...



Jonathon Ilett
VP of Global Sales | 

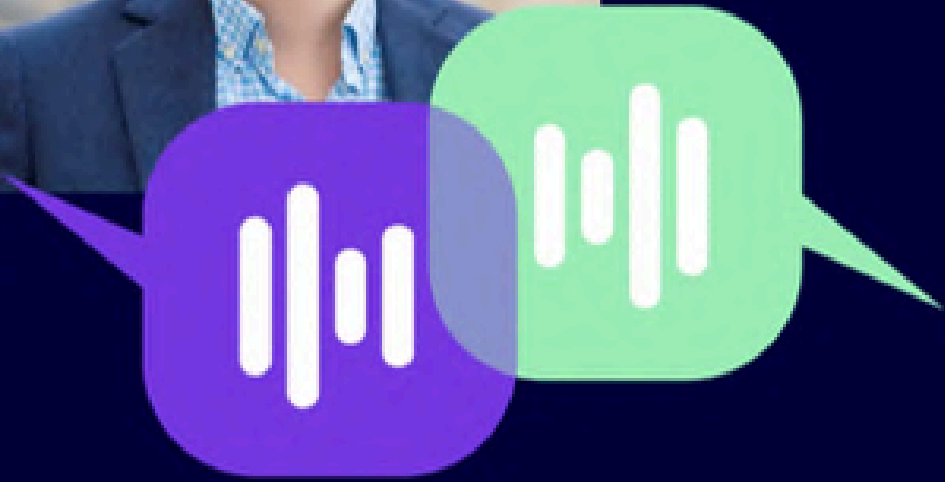
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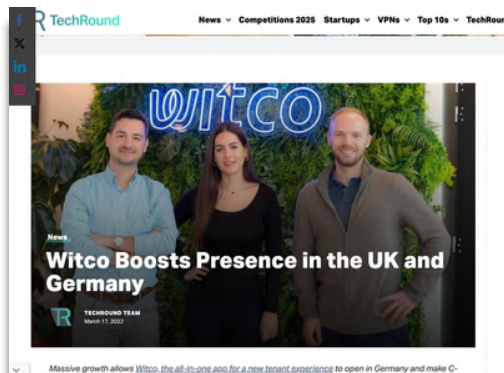
[See all episodes →](#)

About Sales Therapy



The power of brand & PR

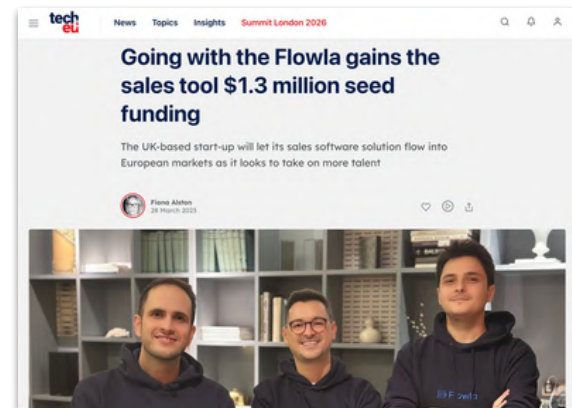
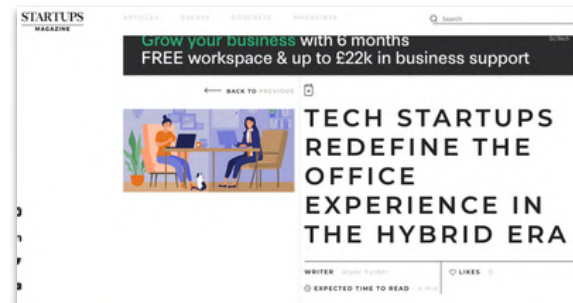
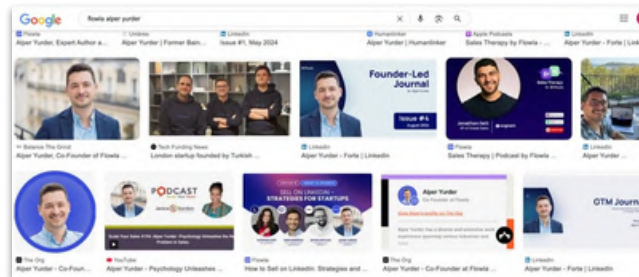
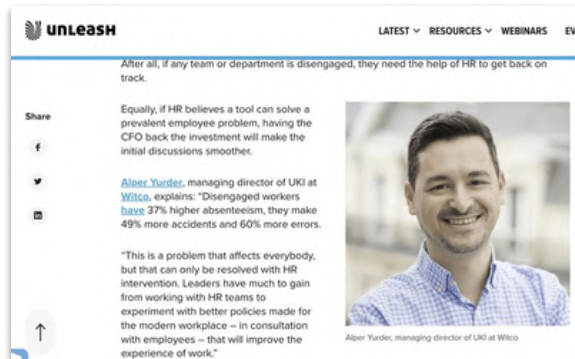
Make an unknow brand known, trusted and bought!



Atria AI secures £720,000 backing to revolutionise legal workflows with lawyer-grade AI

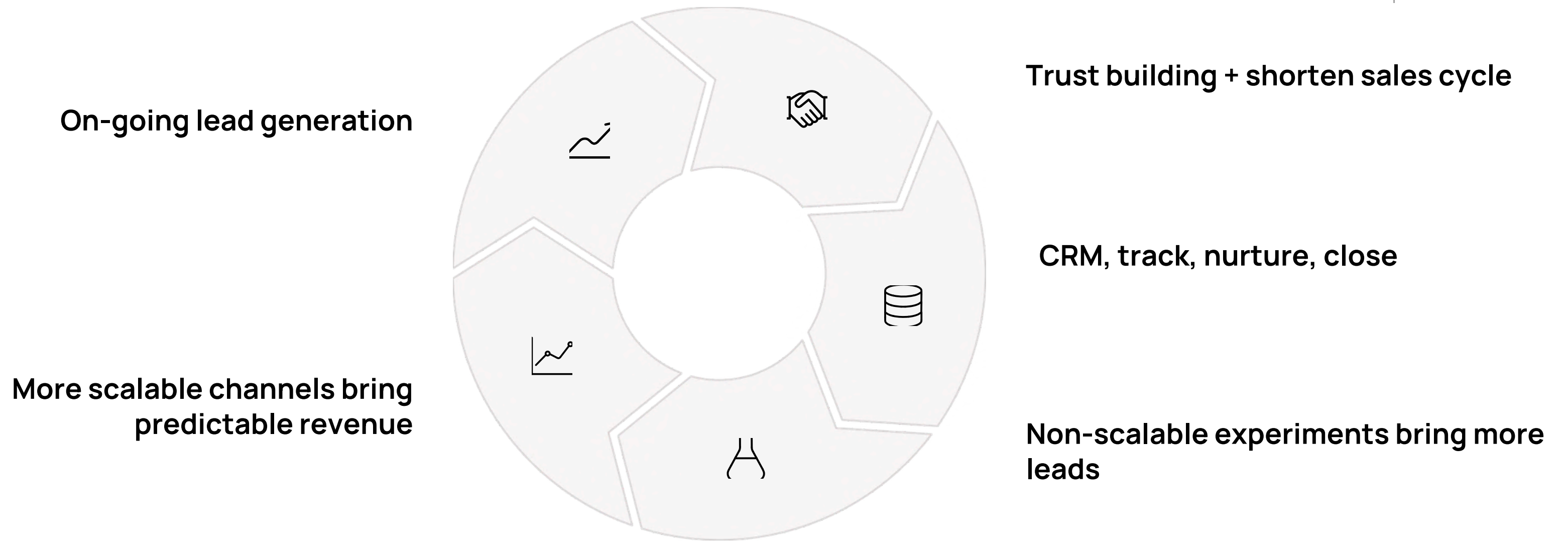


Atria AI, a pioneering provider of generative AI solutions tailored for the legal industry, has successfully completed its pre-seed funding round (\$720,000) led by Fuel Ventures and a network of esteemed angel investors. This investment marks a pivotal step in Atria AI's mission to revolutionise legal workflows with cutting-edge artificial intelligence.



The most important thing: Virtuous loop!

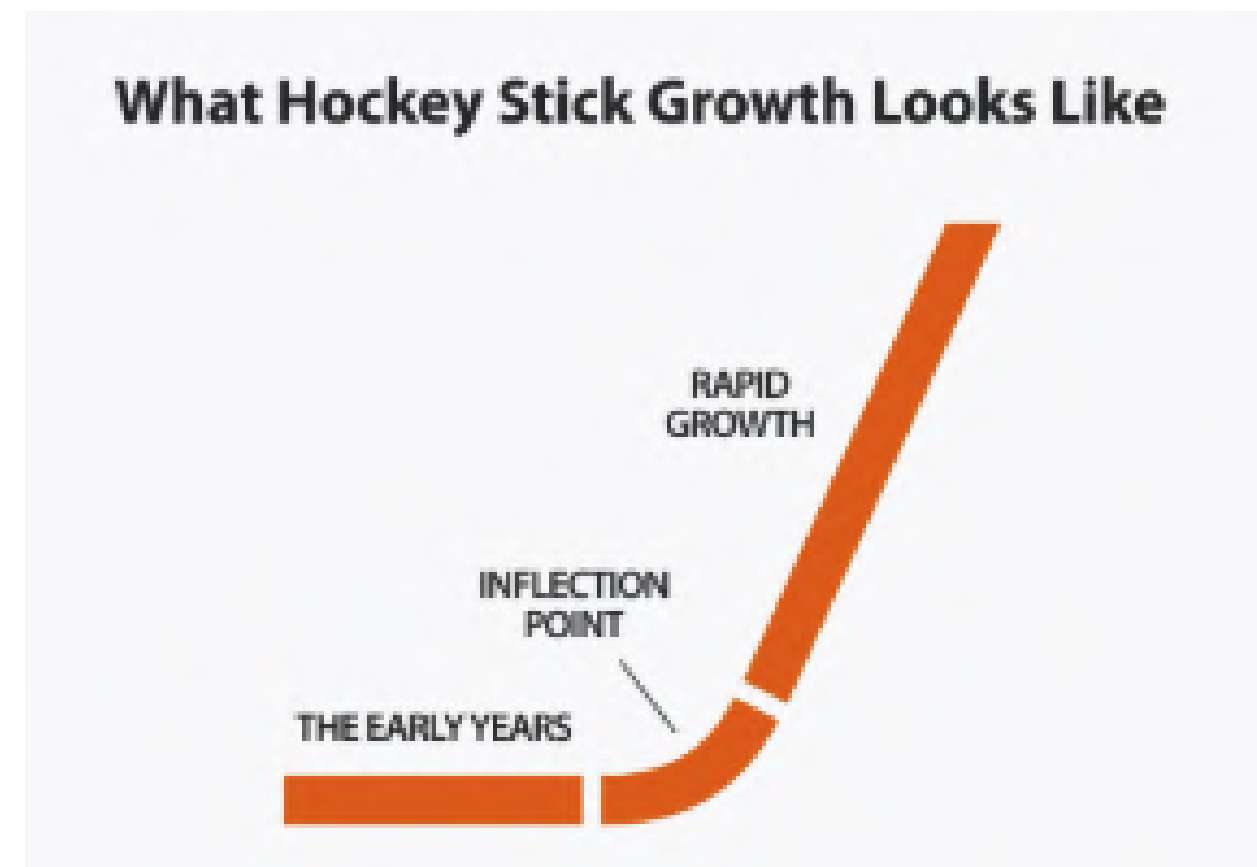
What matters is to combine all these efforts into a virtuous loop that one, feeds the other.



"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



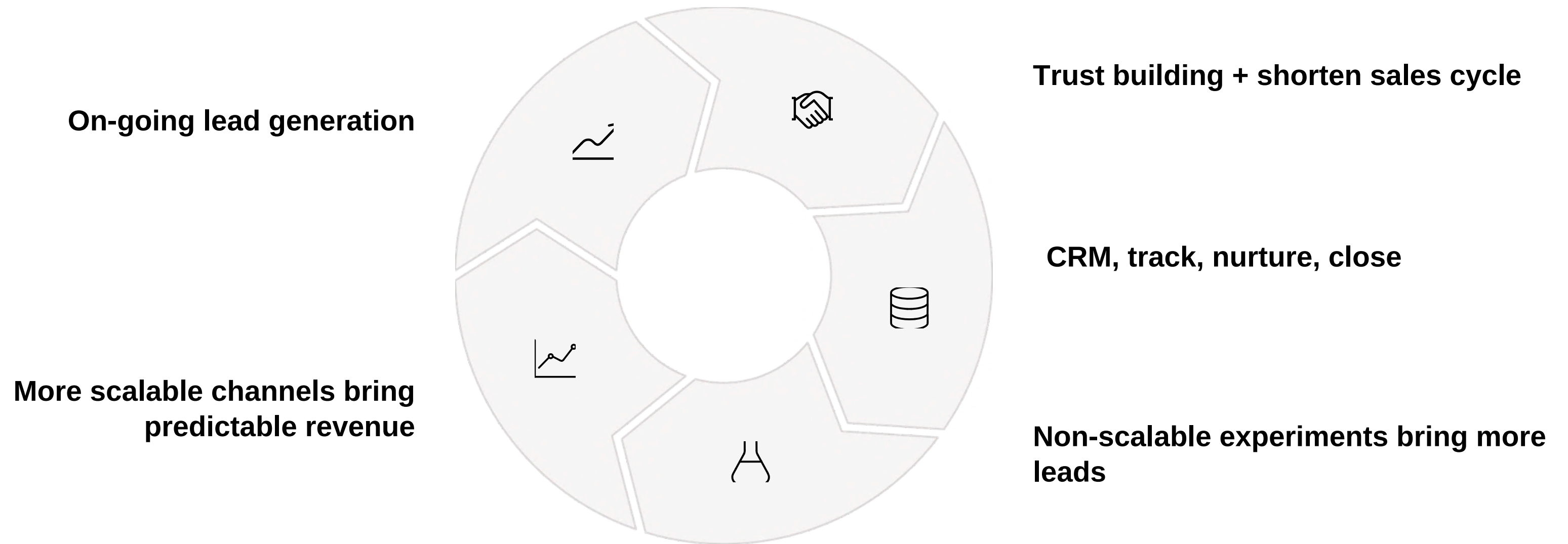
FORTE GROWTH SYSTEM:

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

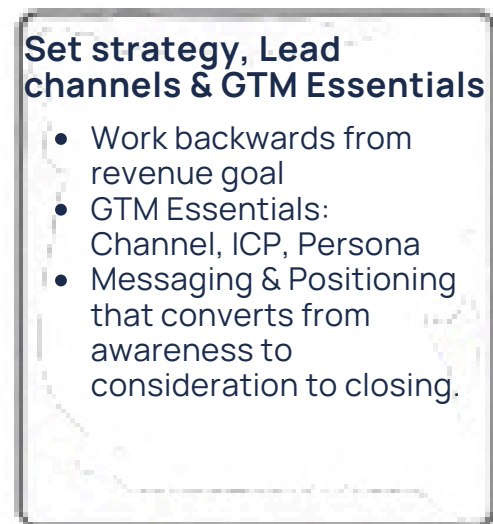
- Weekly founder call, channel review call, 1 day a week including our team
- 24-hour Slack reply guarantee

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

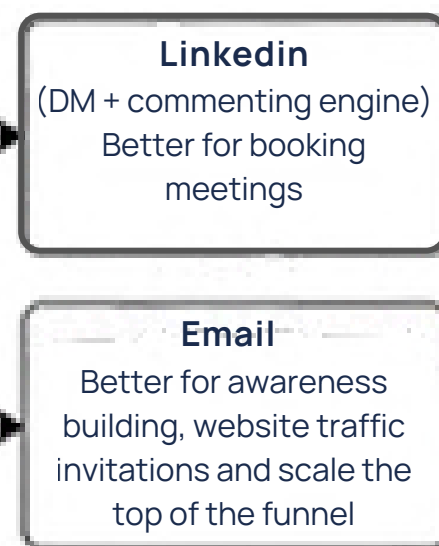


WEEKS 1-4

Quick wins

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

Outbound



WEEKS 4-16

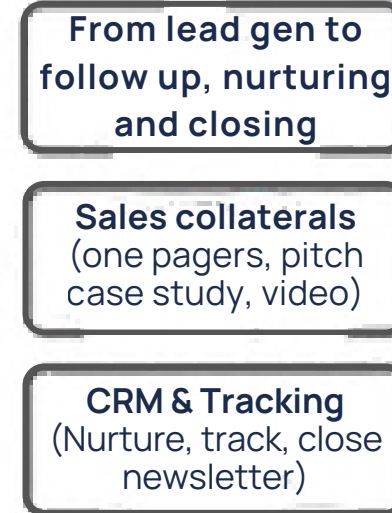
First SQLs

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



WEEKS 8-16

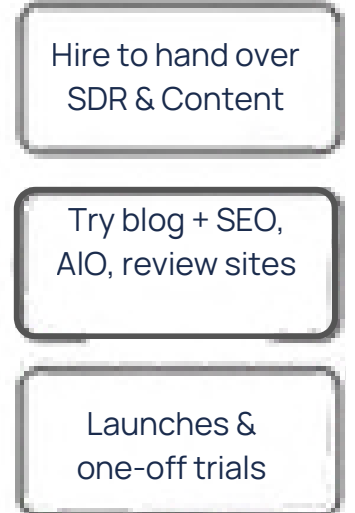
System starts paying for itself

Growth channels



WEEKS 12-16

Scale & increase



AFTER WEEK 16

⇒ ON-GOING LEAD GENERATION

⇒ TRUST BUILDING + SHORTEN SALES CYCLE

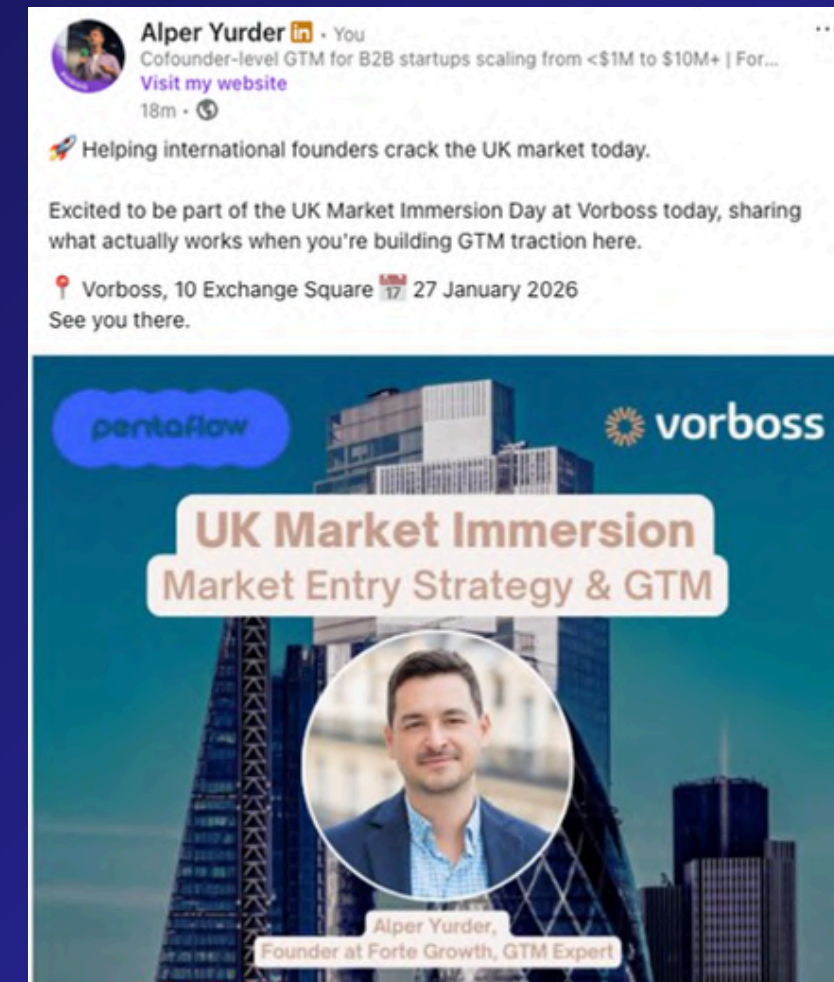
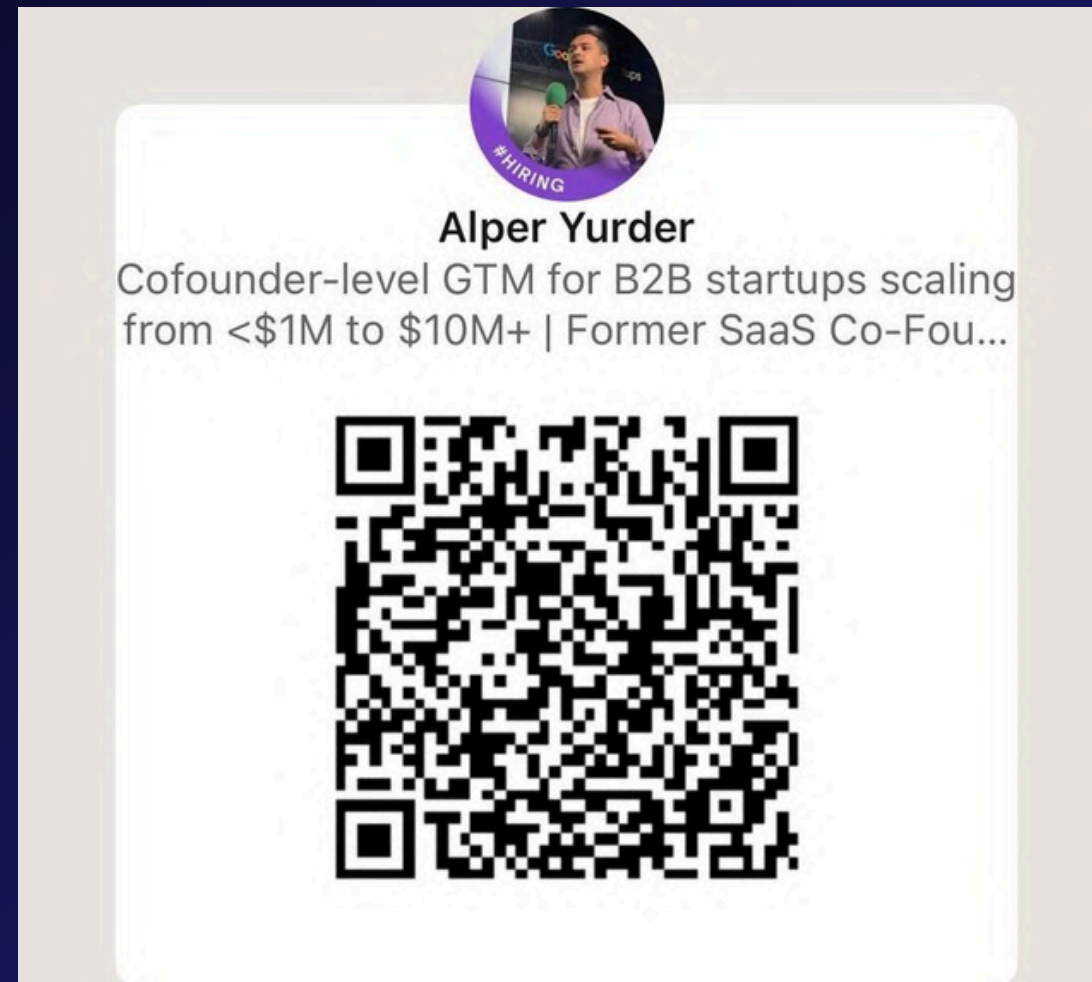
⇒ CRM, TRACK, NURTURE, CLOSE

⇒ 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

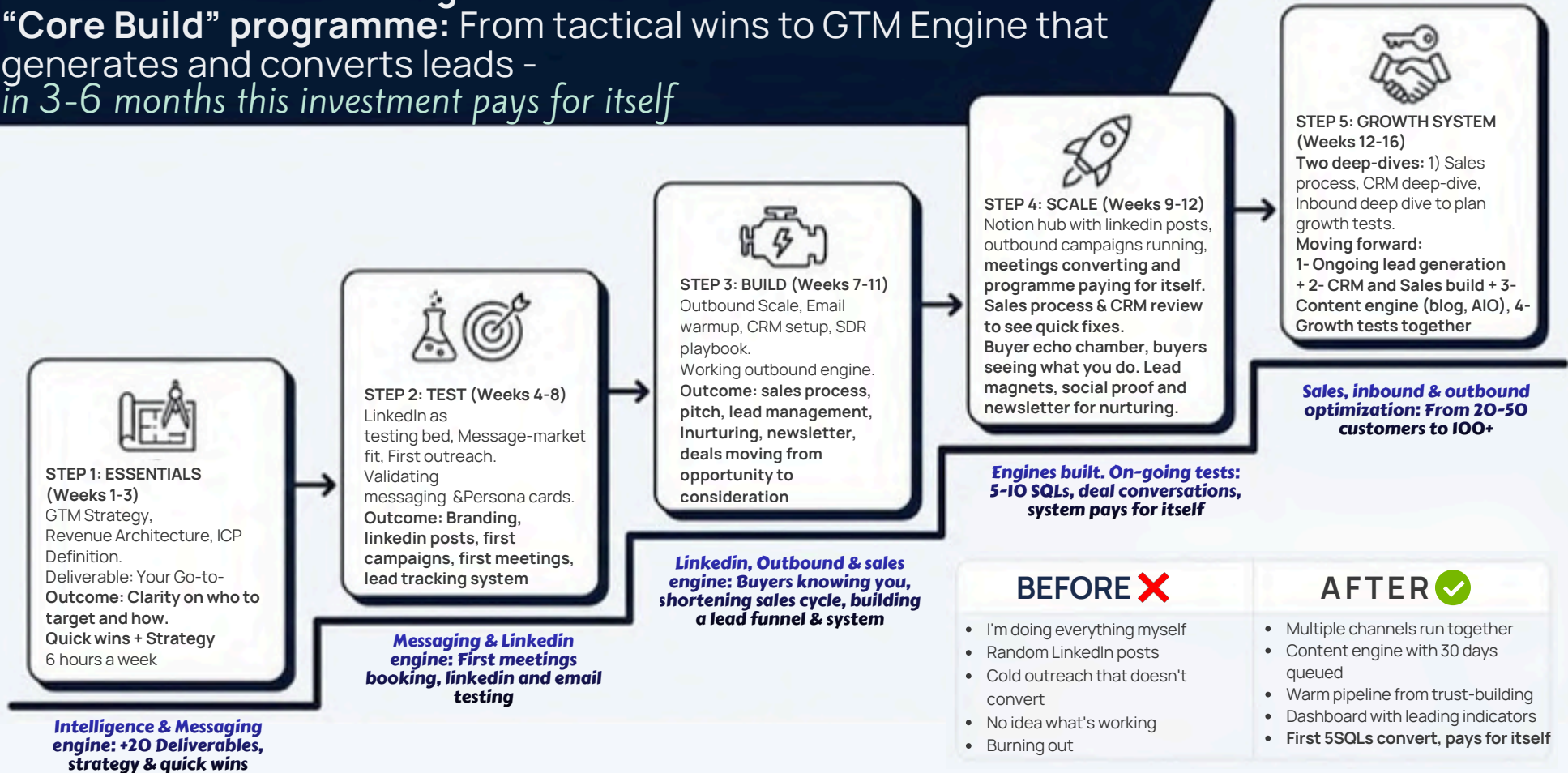
Automation for speed and scale.

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



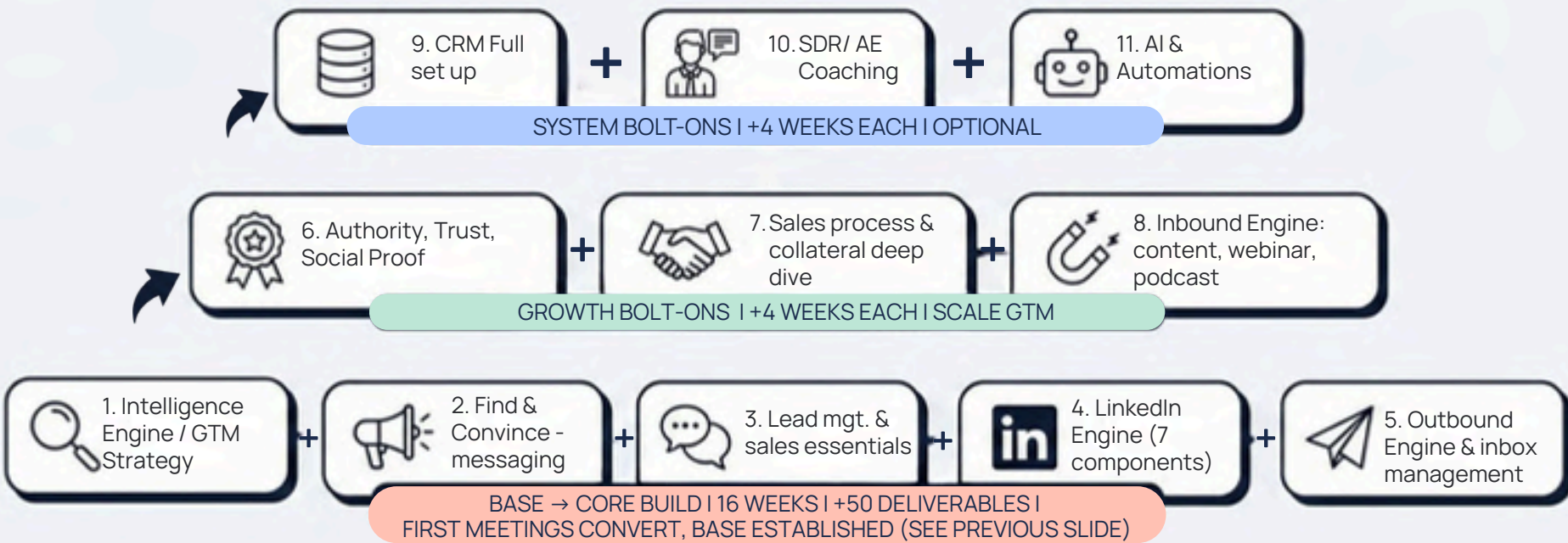
ONCE THE GTM BASE IS ESTABLISHED, WE CAN DO DEEP DIVES & OTHER ENGINES

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.

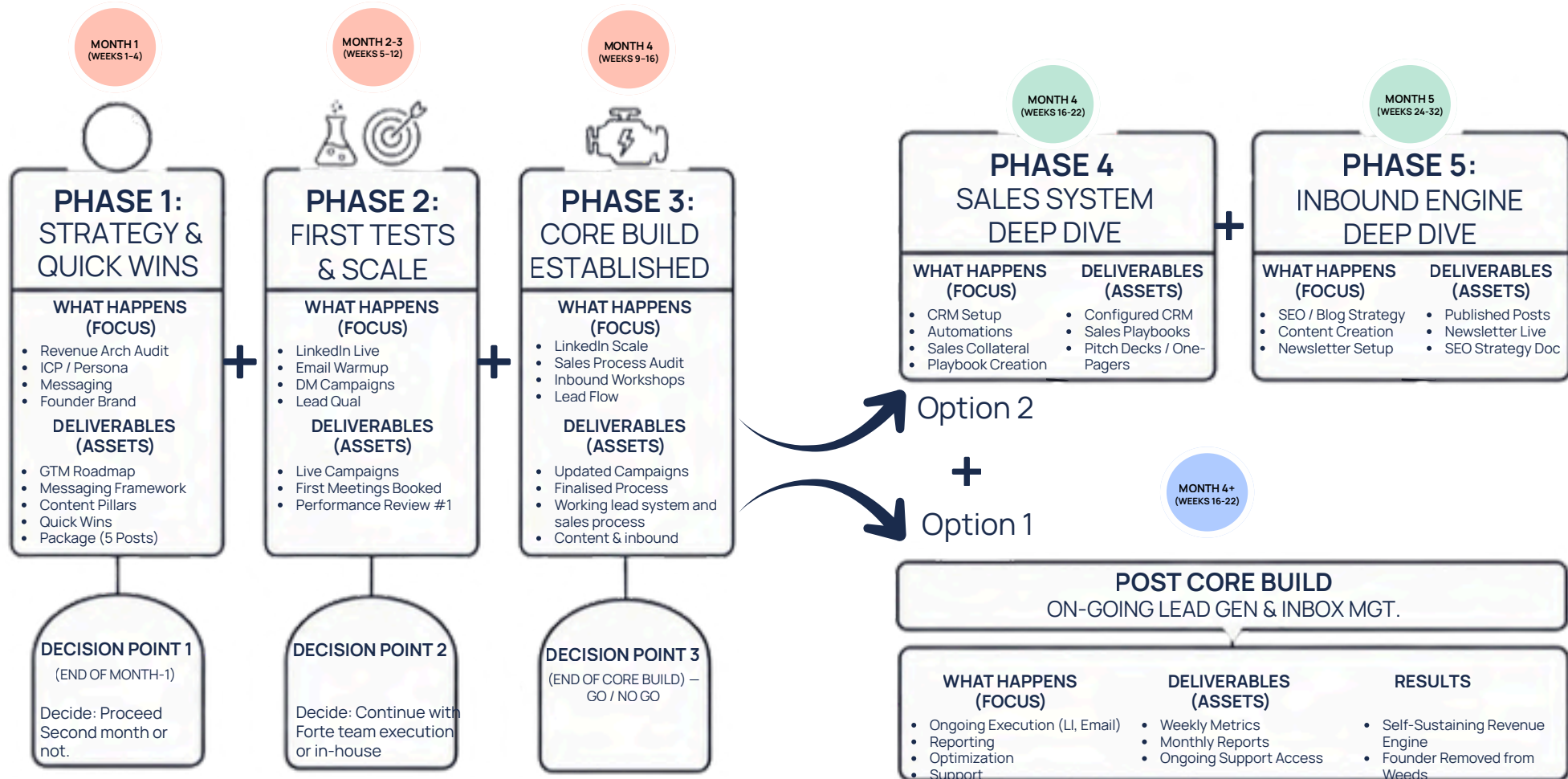
FORTE FULL GTM ENGINE STACK

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.

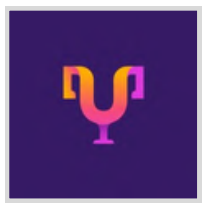


UJJI – Founder-Led Growth for Edtech AI

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

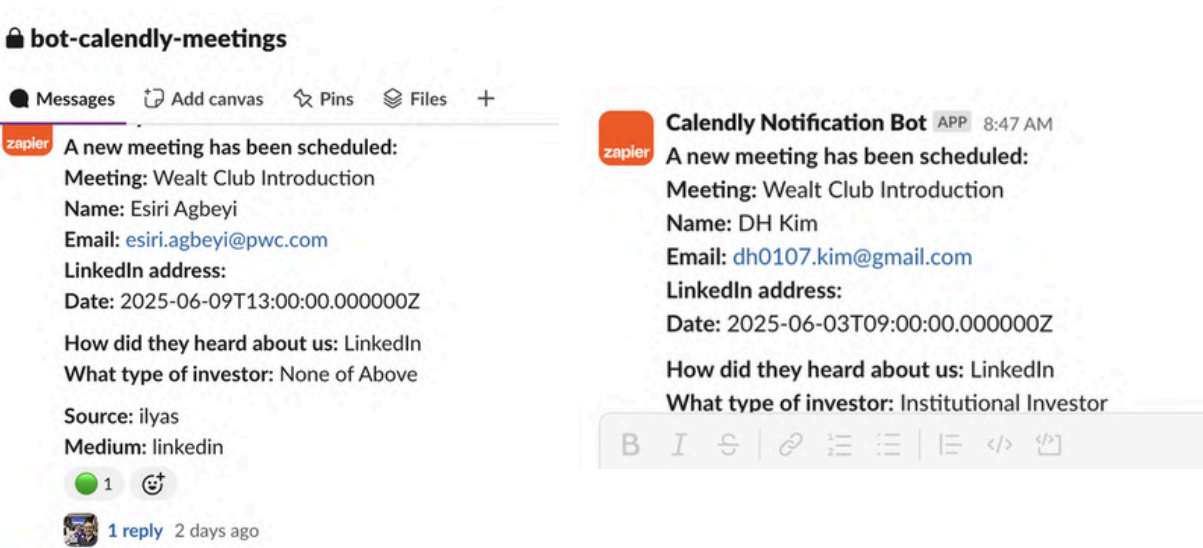
Followers

\$100K

Sales in one month

20 meetings/week

In month 4



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



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

Spotify YouTube Podcast

People Championing Podcast Trailer

Watch later Share

Watch on YouTube

red by UJJI WITH RAFAEL DUPE

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



Atria AI, a pioneering provider of generative AI solutions tailored for the legal industry, has successfully completed its pre-seed funding round (£720,000) led by Fuel Ventures and a network of esteemed angel investors. This investment marks a pivotal step in Atria AI's mission to revolutionise legal workflows with cutting-edge artificial intelligence.

AtriaAI

Delivery

- Final
- Google Docs Atria G2M draft - with Alper ideas
- Draft sales plan
- Simple sales plan
- G2M Strategy One-pager Example
- G2M Strategy One-pager
- 20.11.24 - Post workshop summary
- 20.11.24 - Post workshop summary (1)
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- 31.10-7.11-AtriaAI - Discovery notes

Challenge:

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

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

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

Result:

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



Case Study: 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/badaldixit	Founder & Managing Director	
2	Jitesh Kumaran	linkedin.com/in/jitesh_kumaran	General Manager	
3	Jubeeesh T Kurian	linkedin.com/in/jubeeesh_t_kurian	General Manager - Sales & Oper	January 13, 202
4	Khalid Arafath H	linkedin.com/in/khalid-arafath-h	General Manager	
5	Karim ElSaïd	linkedin.com/in/karim-el-said	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...



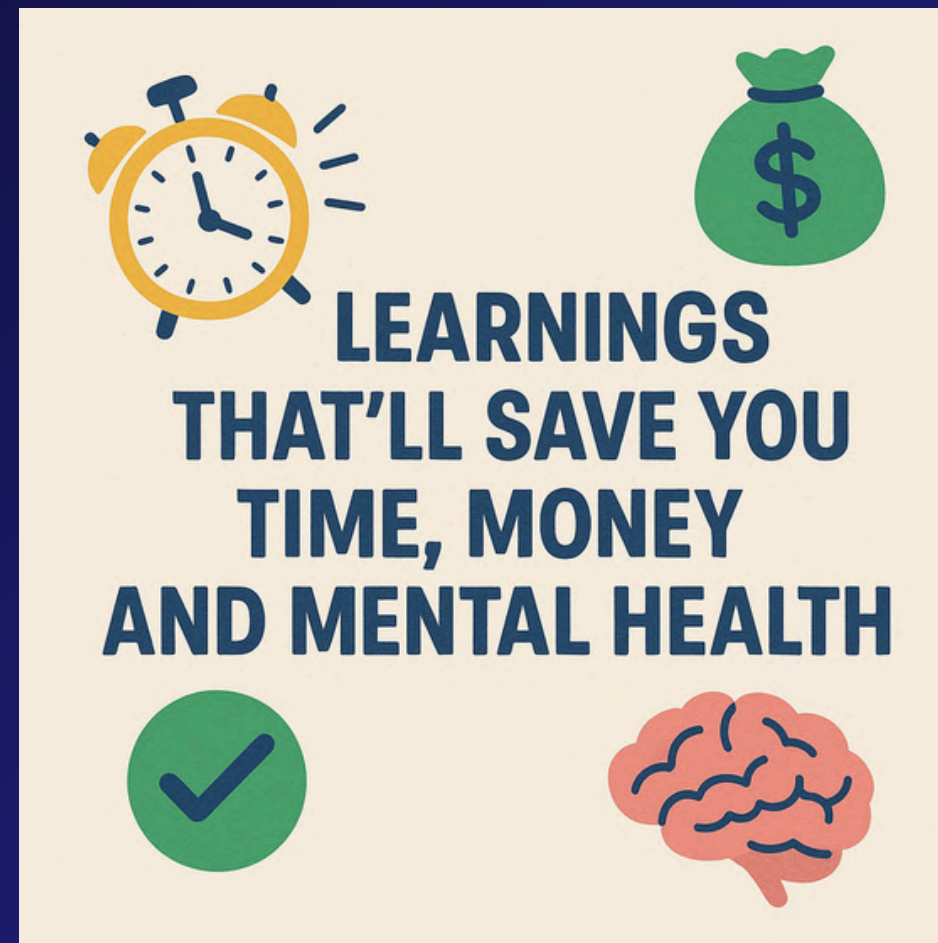
alper@fortegrowth.co
www.fortegrowth.co



Learnings from scaling GTM

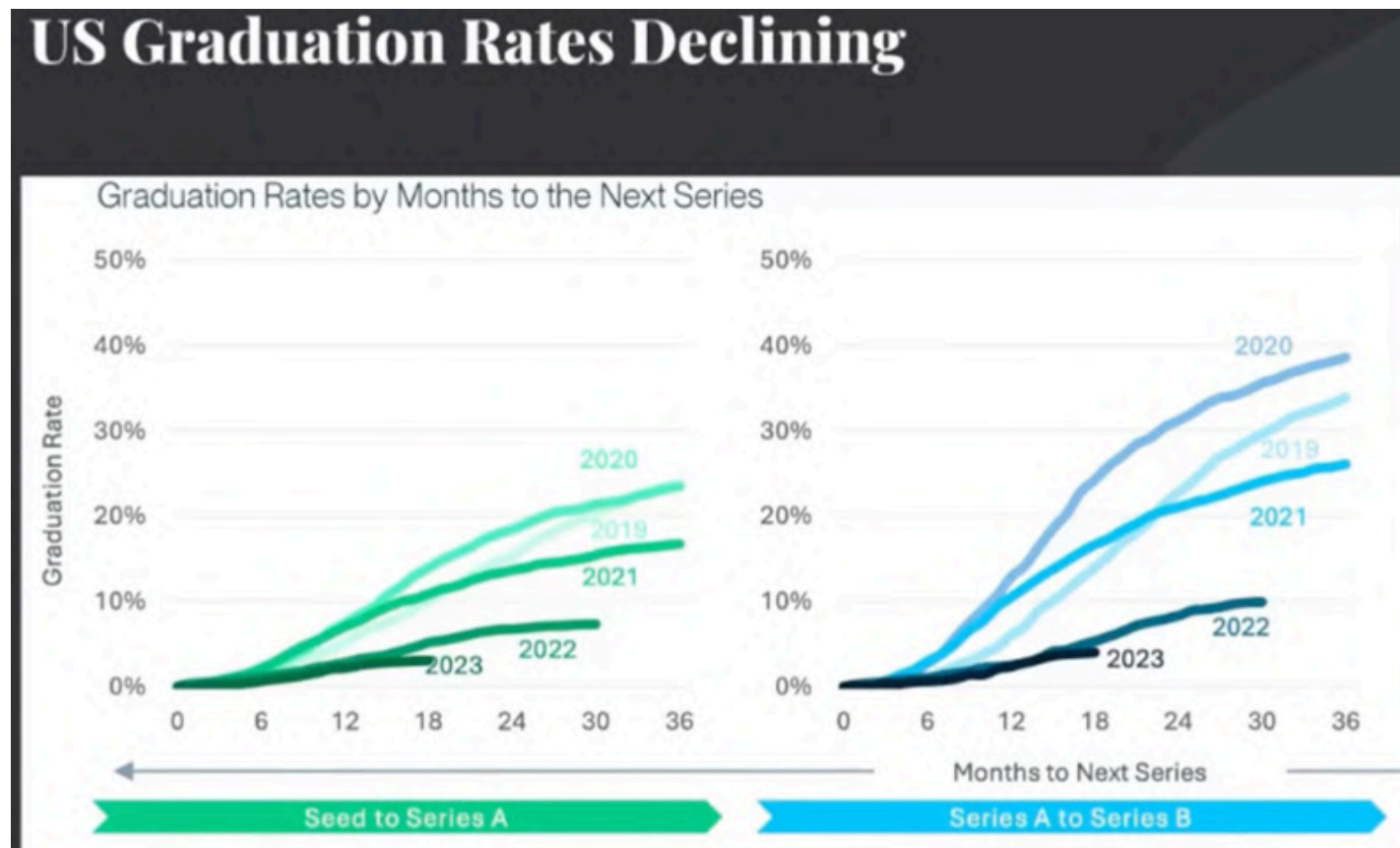


1- Learnings from scaling GTM

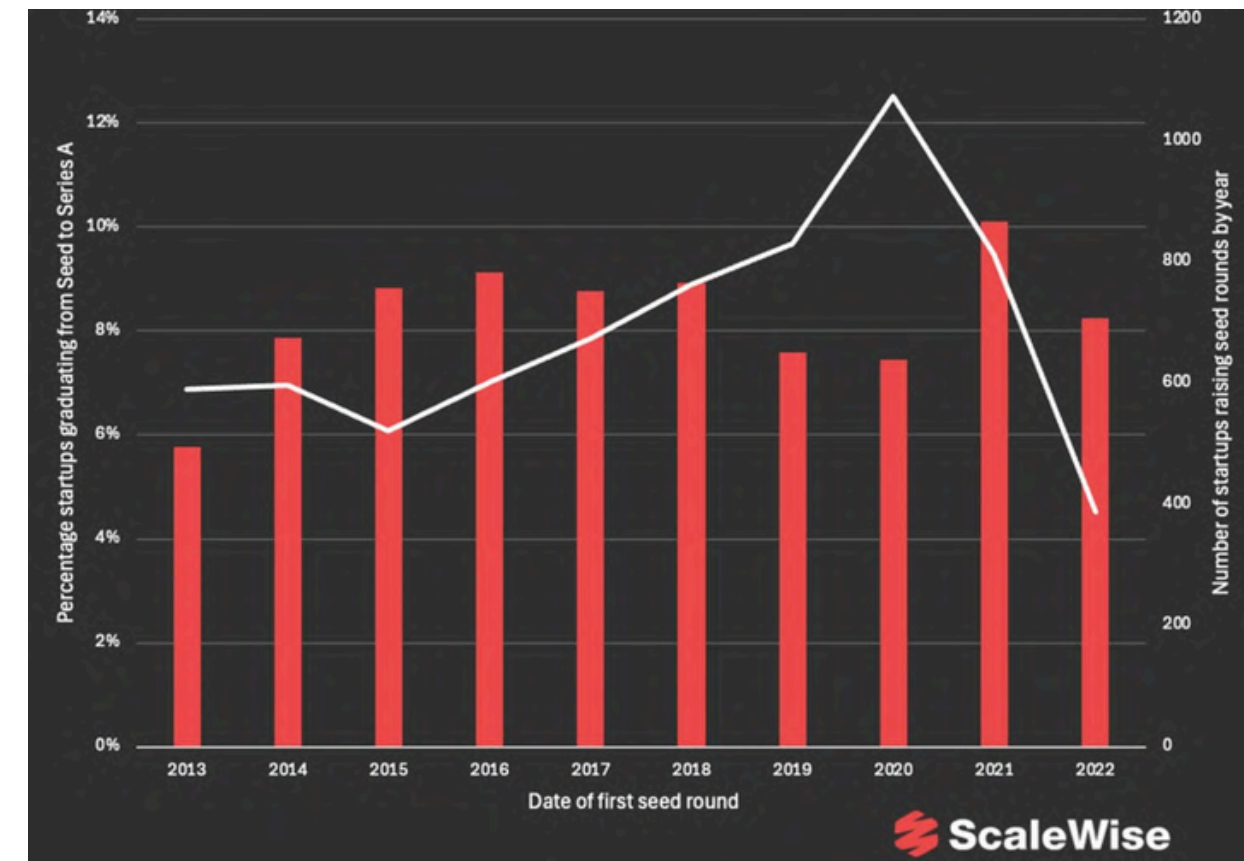


The B2B Startup Landscape Today

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



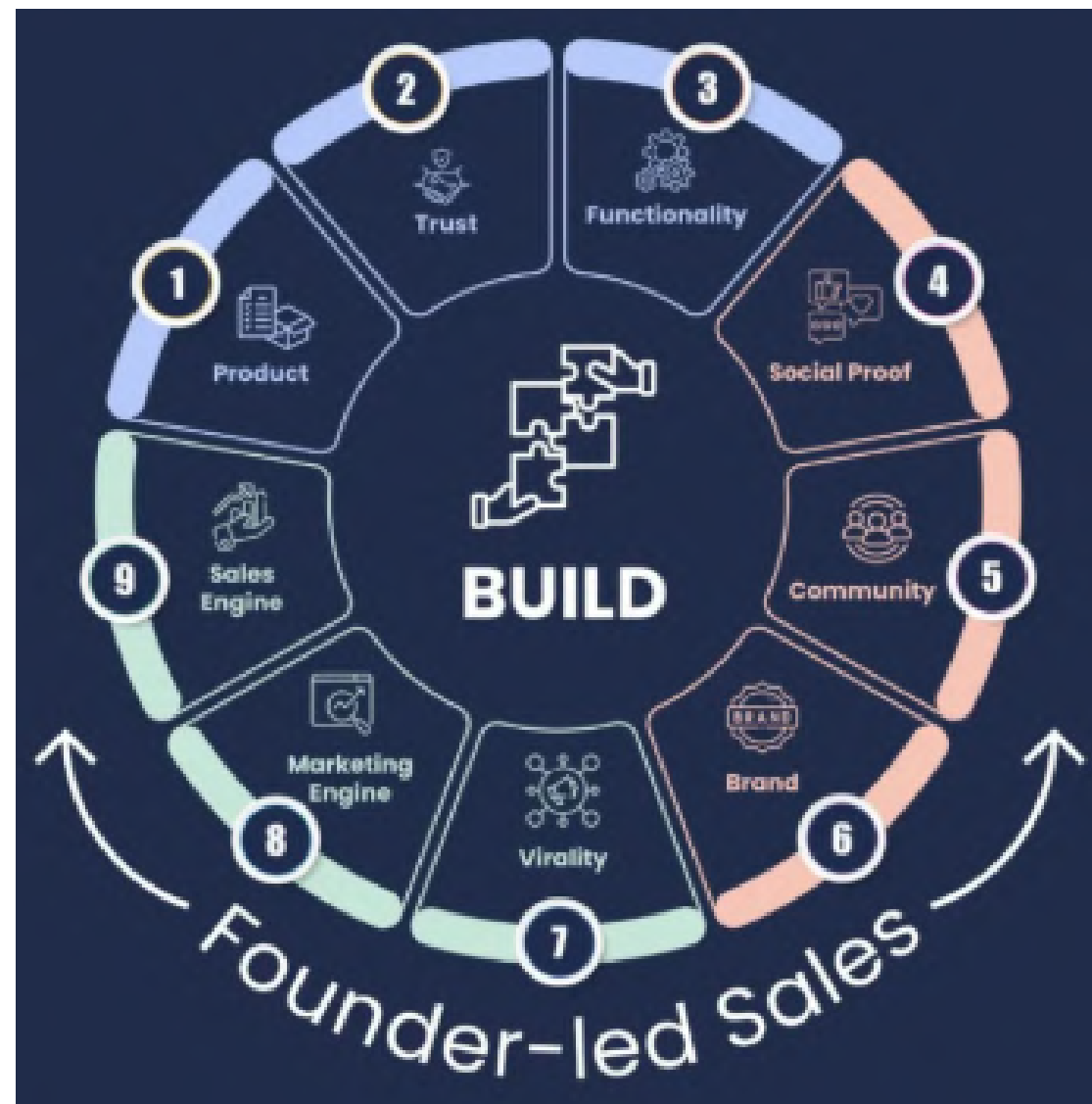
VCs Back People, Not PowerPoints

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

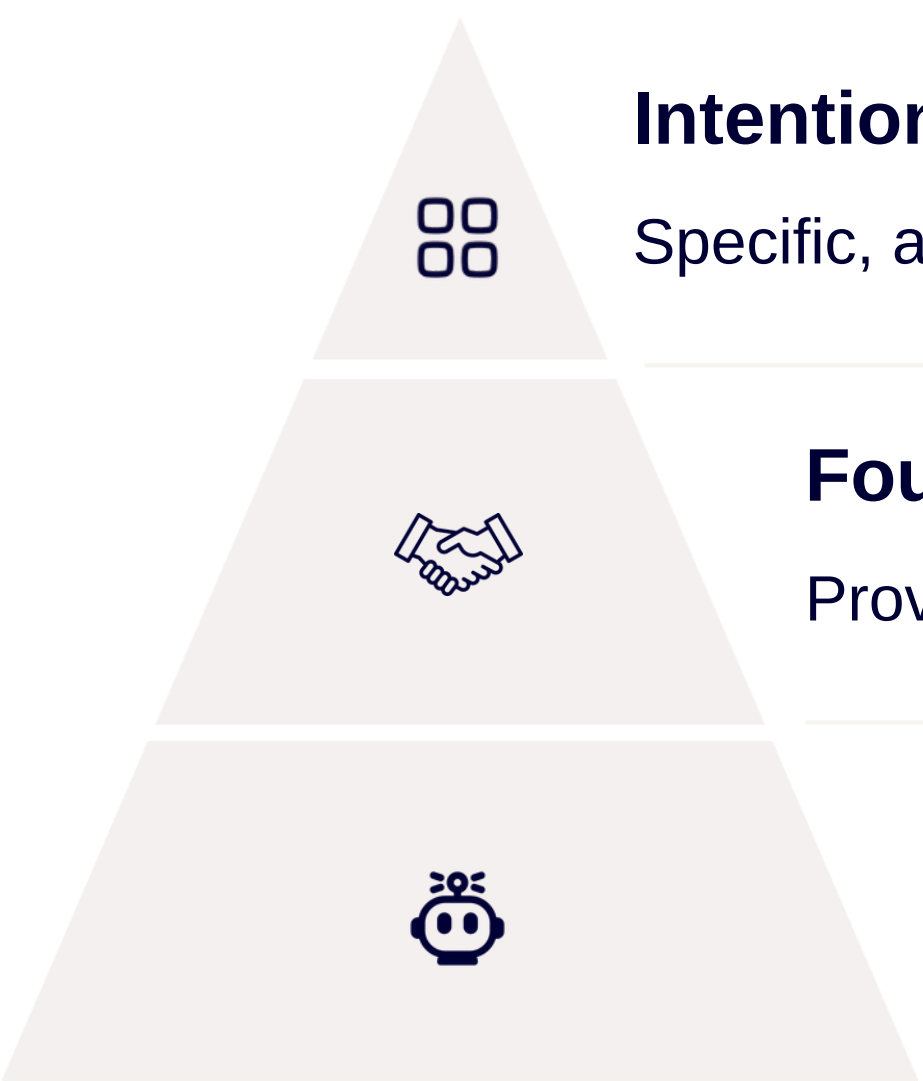
Inbound Engine & Brand

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



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:
- ICP:
 - High-growth startups and scale-ups, segmented as follows:
 - 0-50 employees: Early-stage, agile teams seeking growth acceleration
 - 50-200 employees: Growth-focused, streamlined decision-making
 - 200-500 employees: Series C+ scale-ups optimizing efficiency and consistency



Executing Outreach: Find Message-market fit & then scale

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

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”

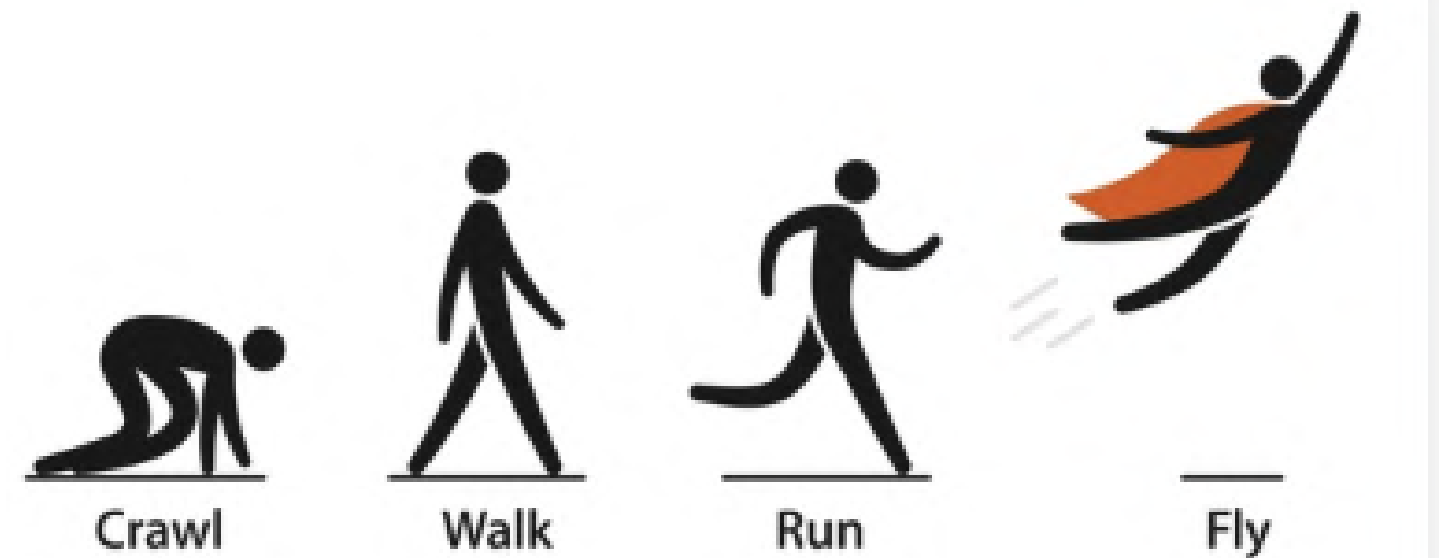
- As a founder, you crack then hire
- Outsource outreach to agency before msg-mkt fit, waste money, time
- My biggest hiring mistake as a founder
- Mistakes I hear every day that cost time, money, mental health

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

Learnings from Scaling GTM

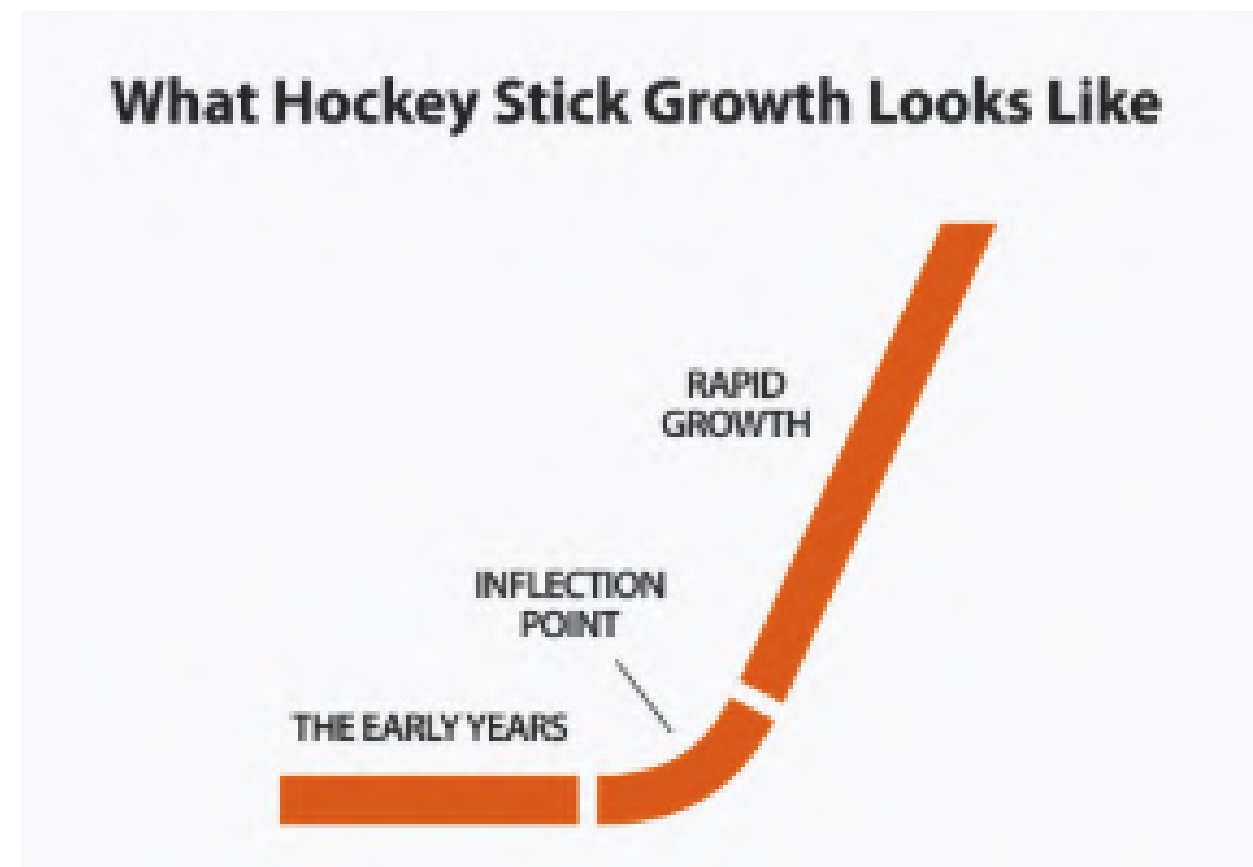
You walk first, then you run!

- 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!

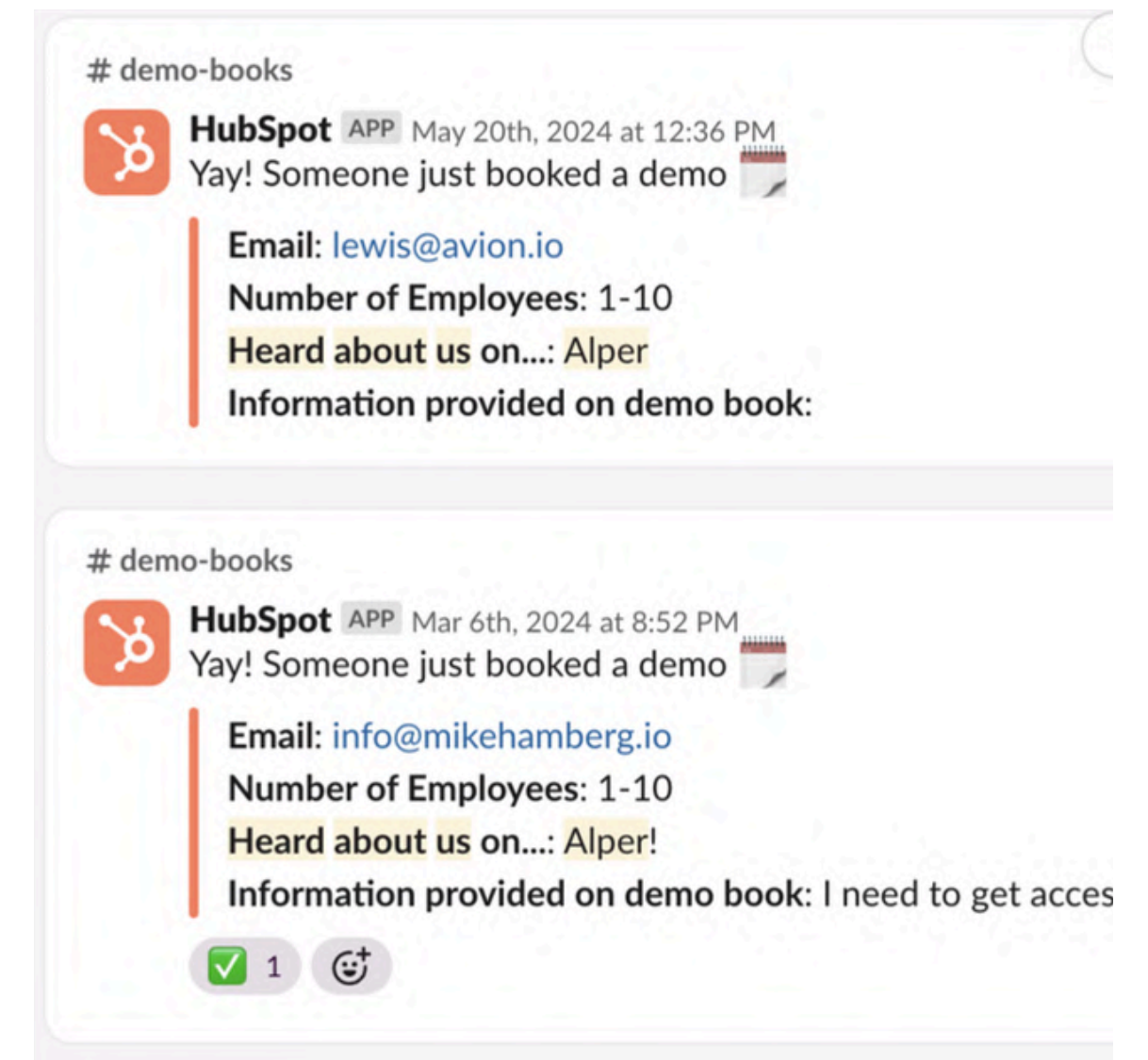
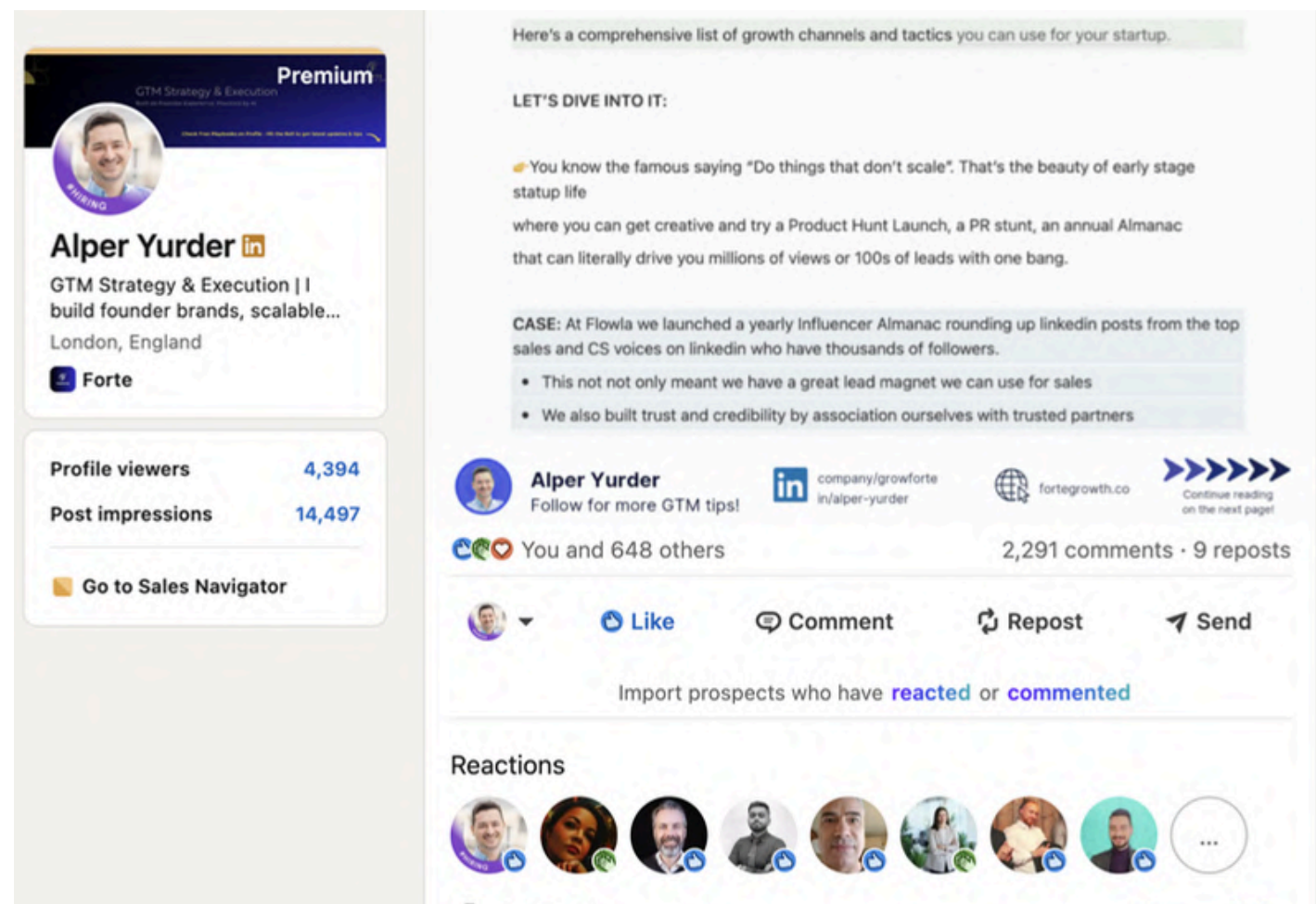


Content, brand, SEO scale over time.
Stick to the plan, show up- to get to 10-20 meetings
Don't change plans every week, stick to it and execute

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

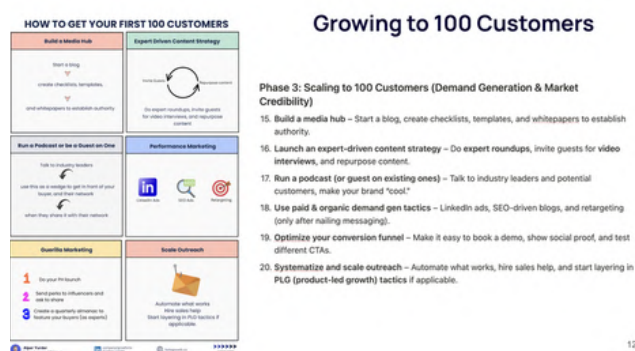
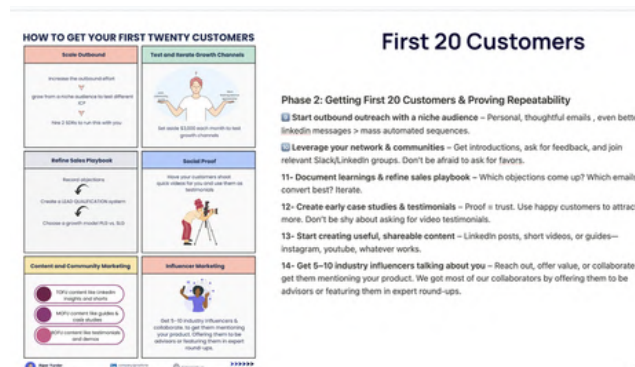
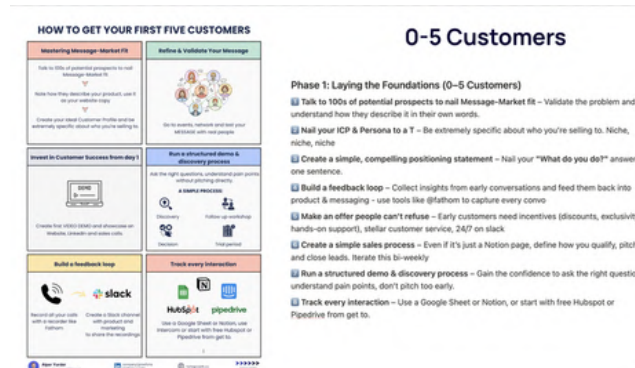
Document every step and record processes before hiring

1)Where you are:

2) Weekly sprints
timeline & scope

3)Test-iterate-improve

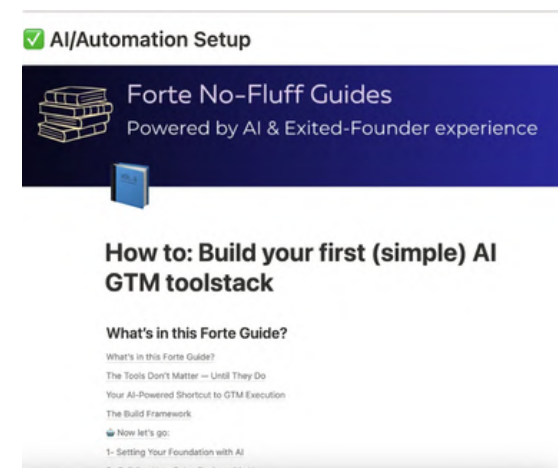
4) Deliver results



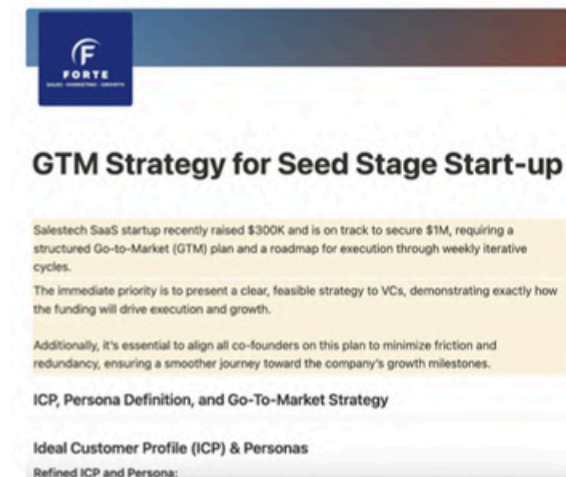
? What's included in the weekly work?

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



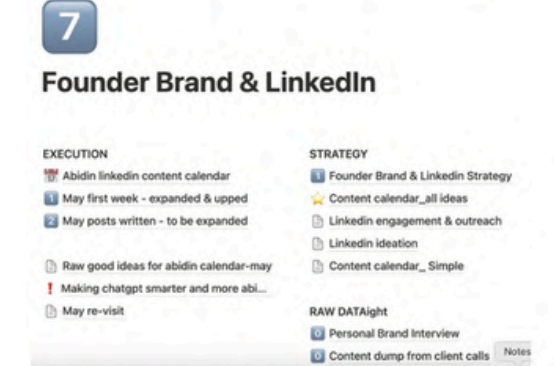
✓ GTM & Sales Strategy



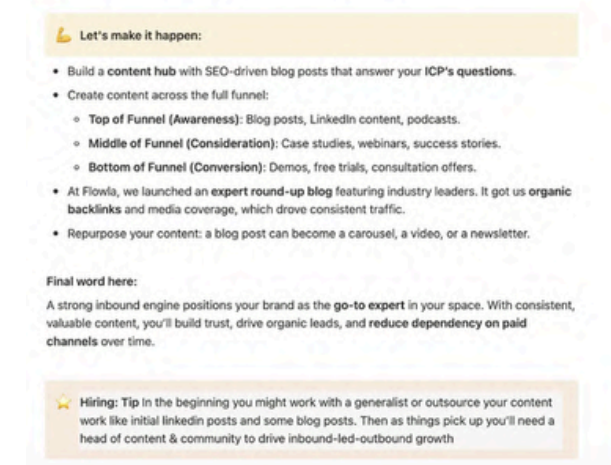
✓ Sales Playbook + Coaching + Tools



✓ Founder-led Sales & Personal Brand (LinkedIn)



✓ Inbound Engine & Distribution



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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- Helped shape the narrative and investor deck for the raise

Result:

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



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

From 2K to 6K

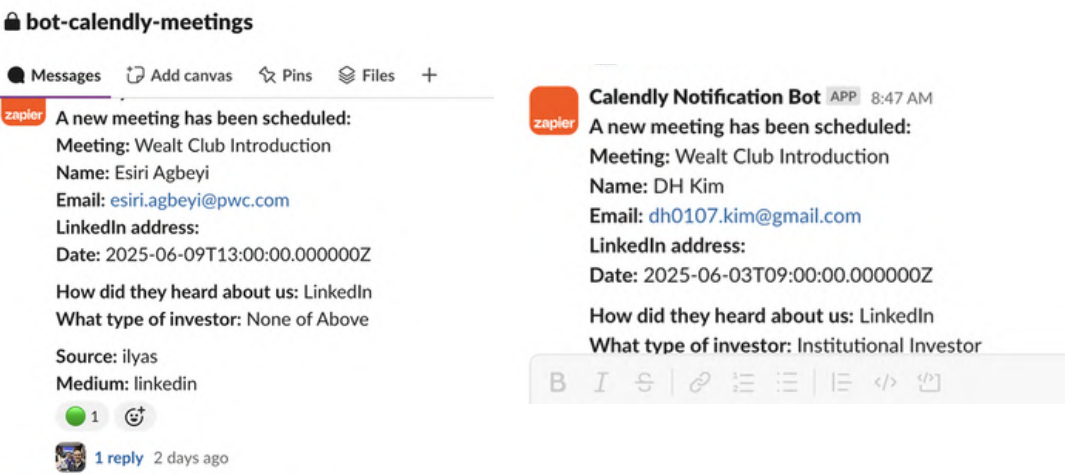
Followers

\$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

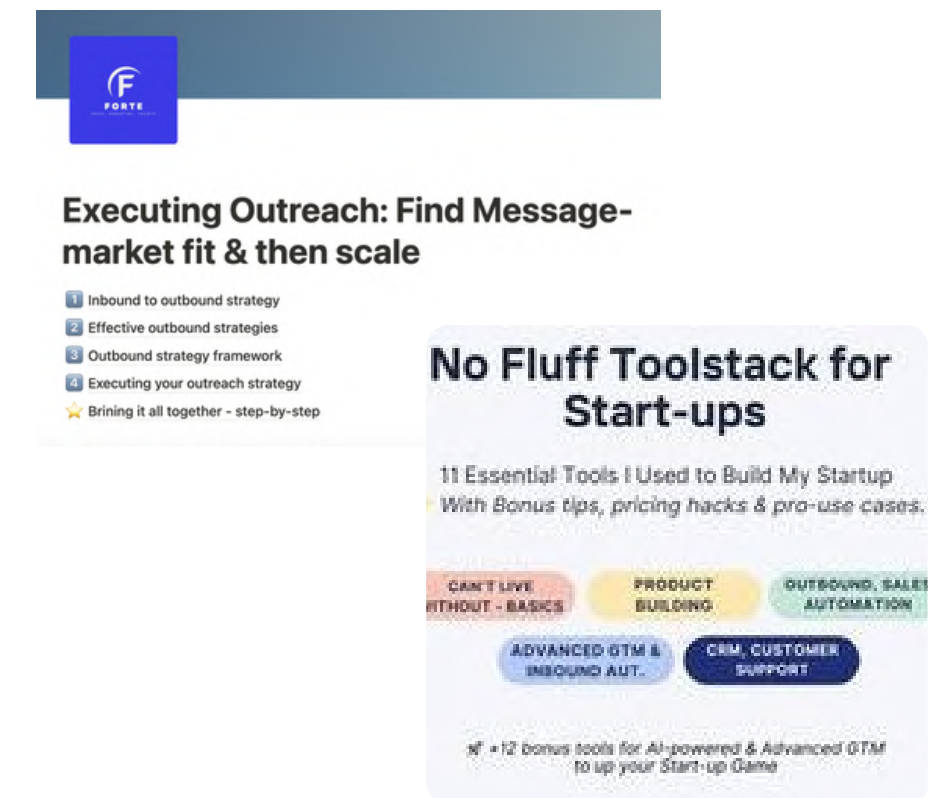
- Start small with an audience
- Look for signals that close deals fast: Shorter sales cycle is your goal
- Determine objections and how to tackle them at scale

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



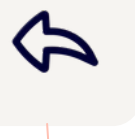
Inbound & Outbound Together

Building and scaling trust while reaching new audiences



TOFU: Top of Funnel

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



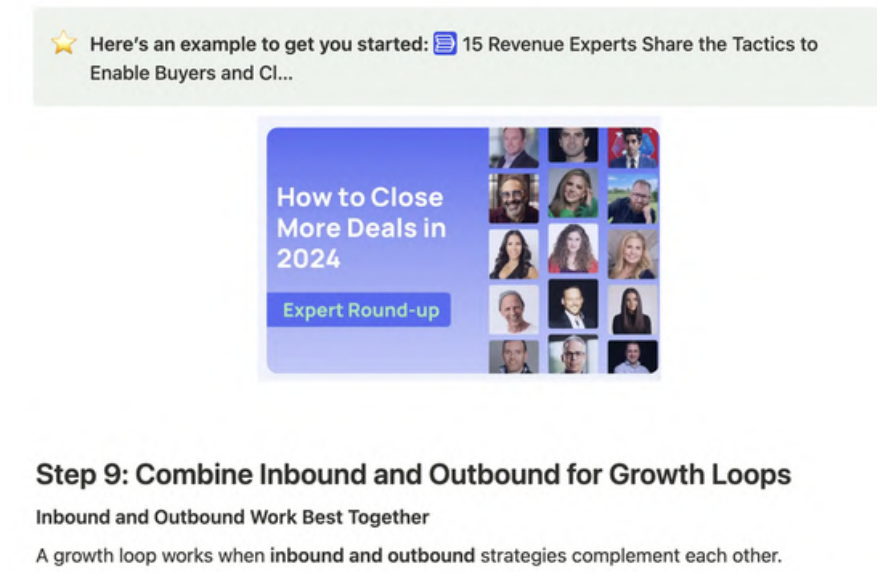
MOFU: Middle of Funnel

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



BOFU: Bottom of Funnel

Comparisons, pricing details, and content addressing common objections



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

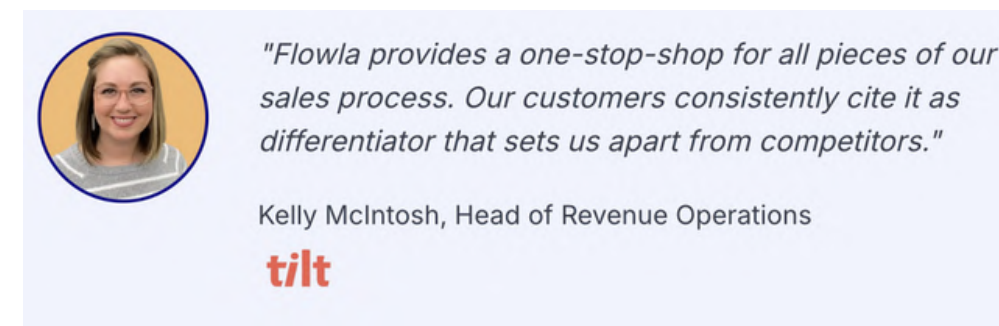
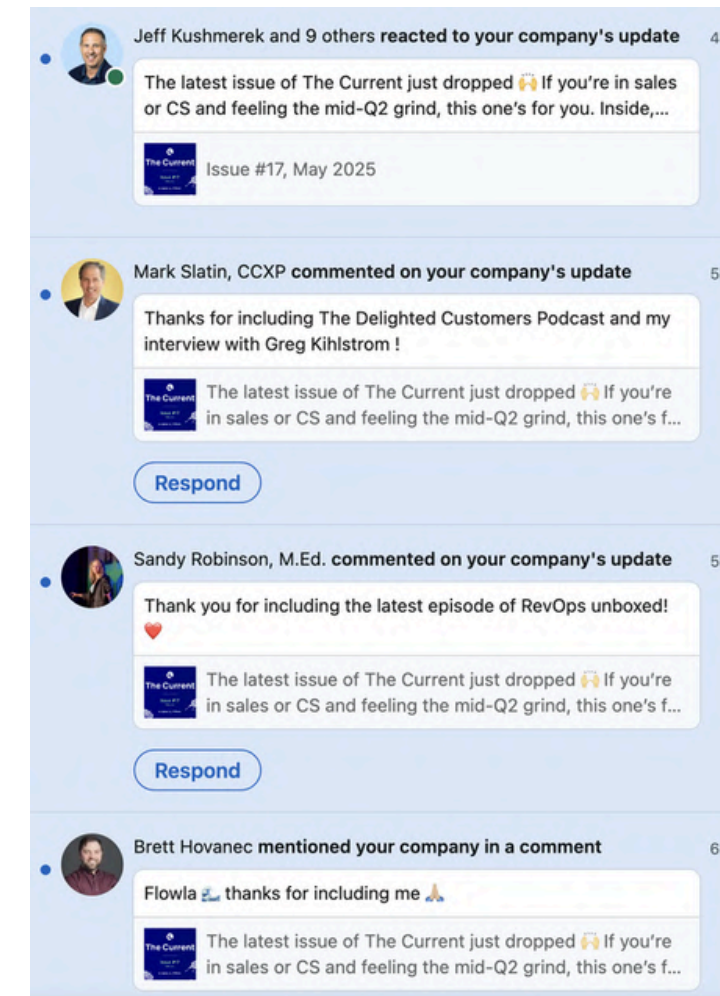
Detailed success stories from satisfied clients

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

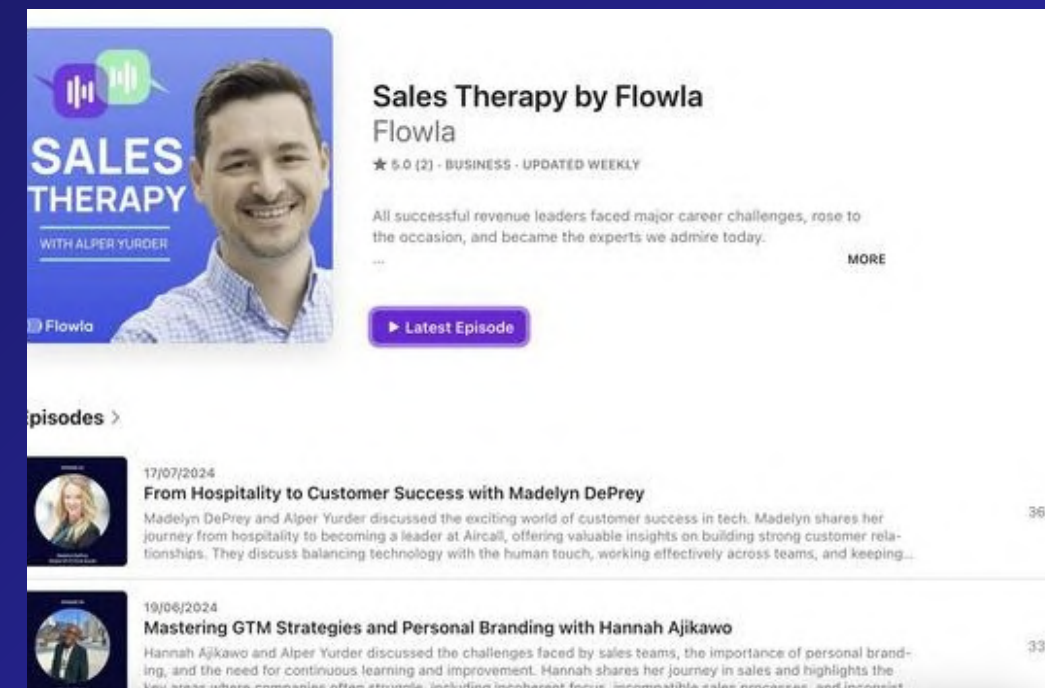
Compared to company content

52
Weekly posts

Consistent sharing builds audience

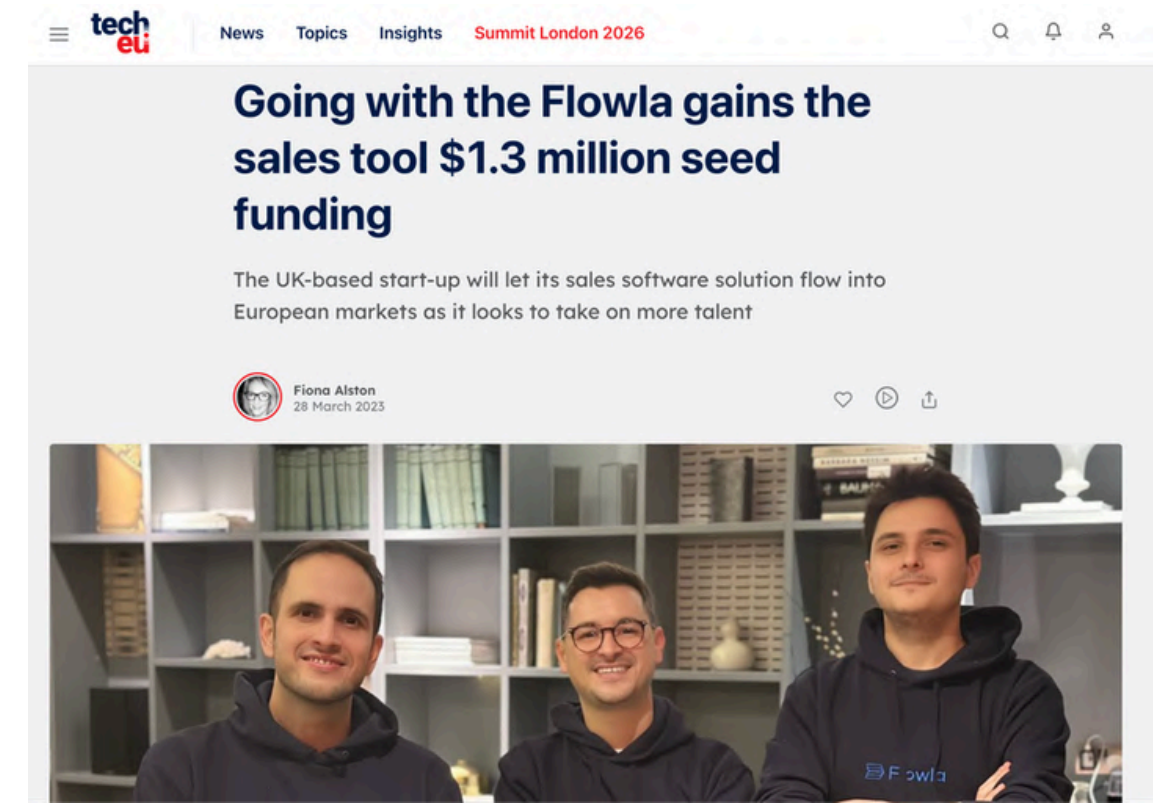
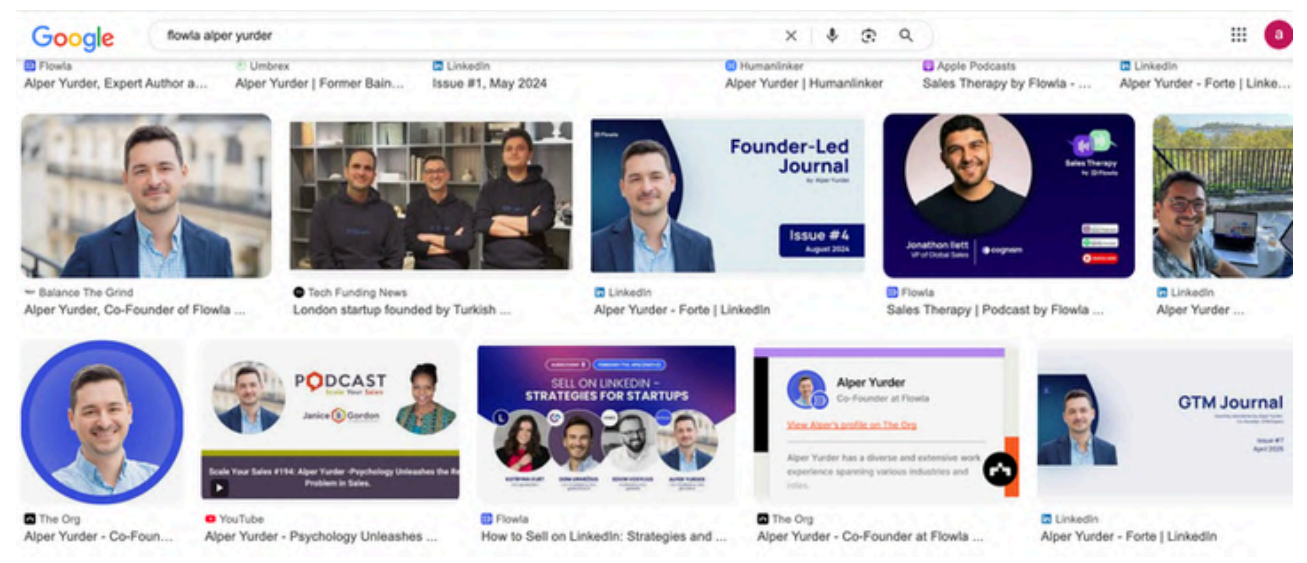
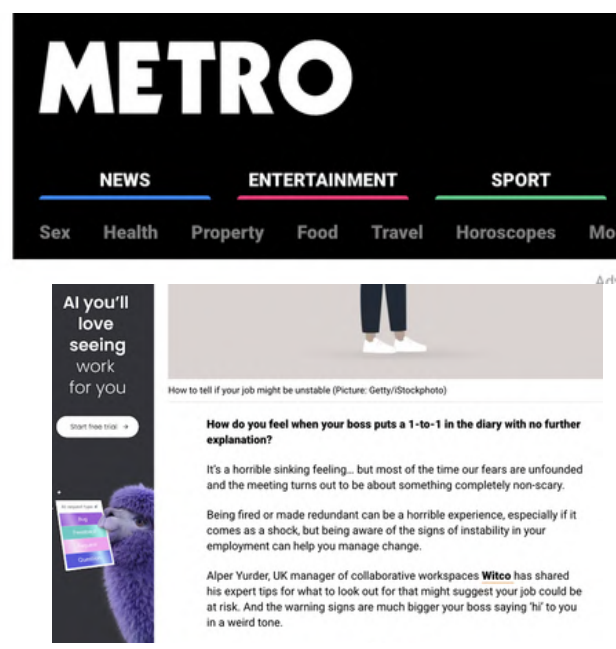
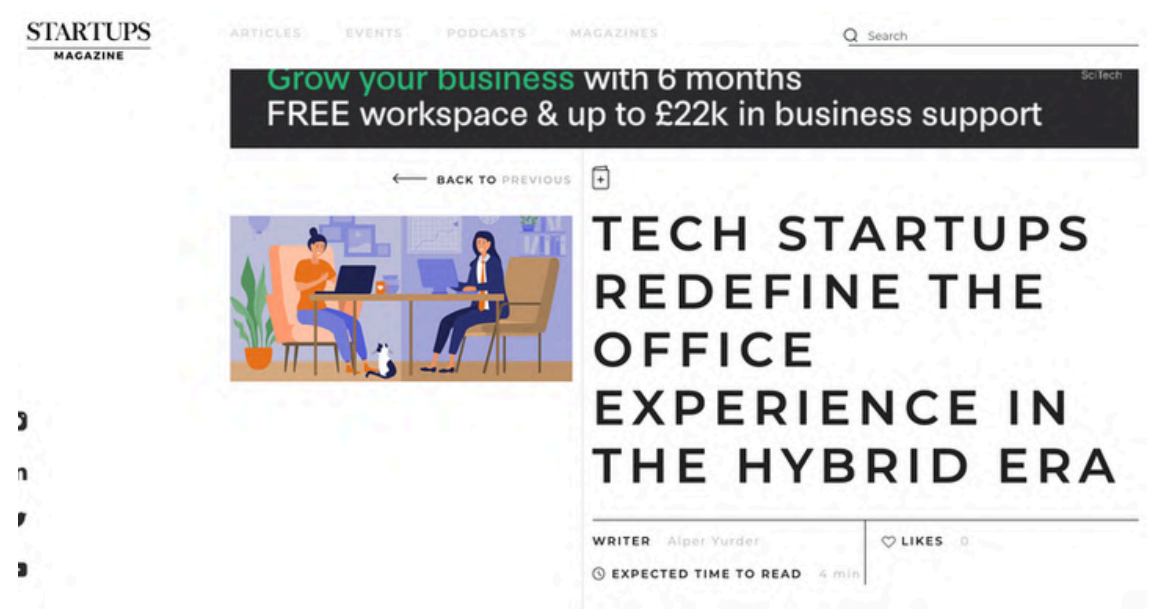
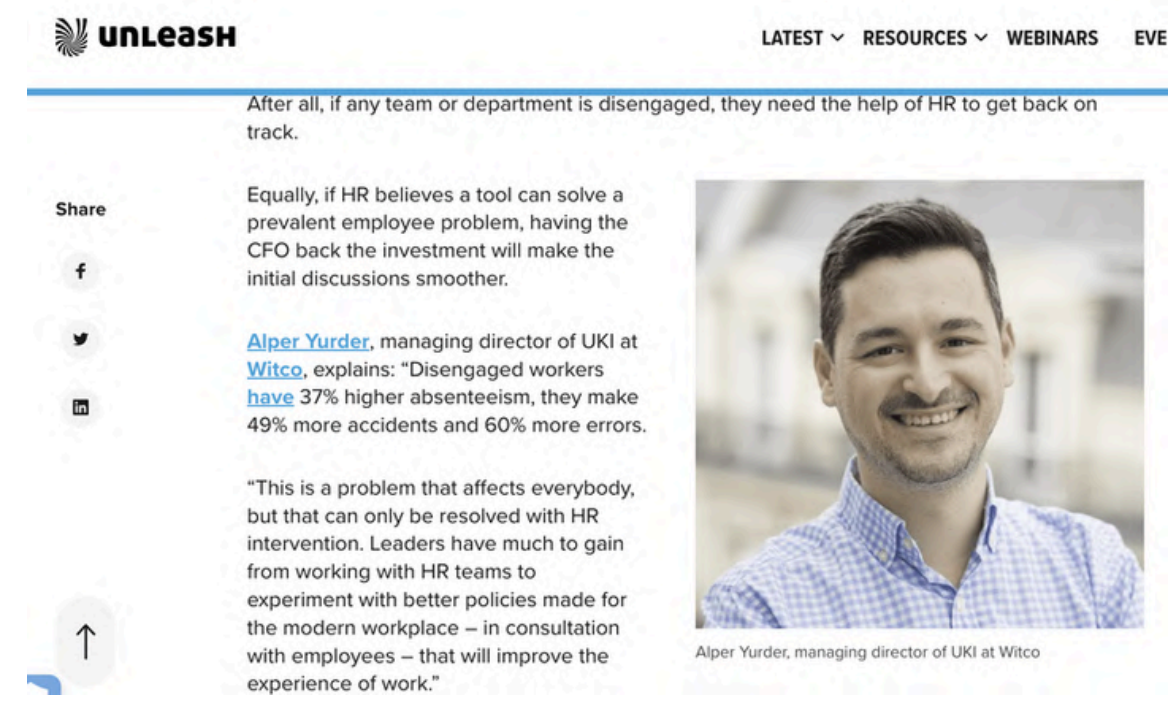
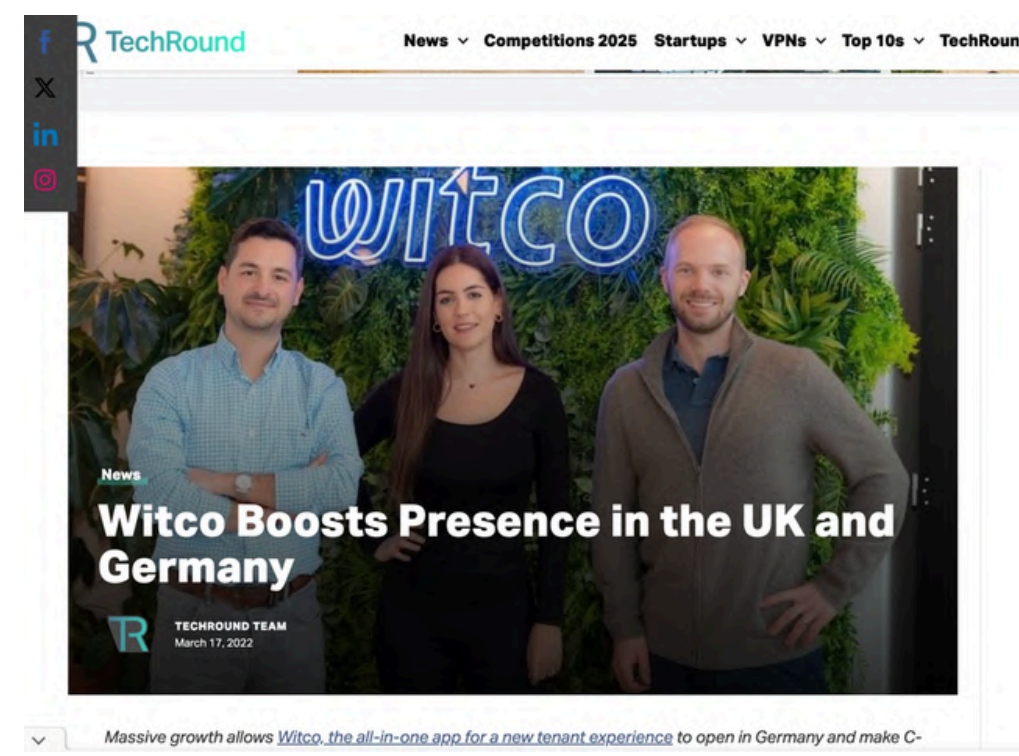
Your unfair advantage: Founder-Brand

- 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.



Sustainable scalable systems: Paid ads

Building trust at scale For “FREE”



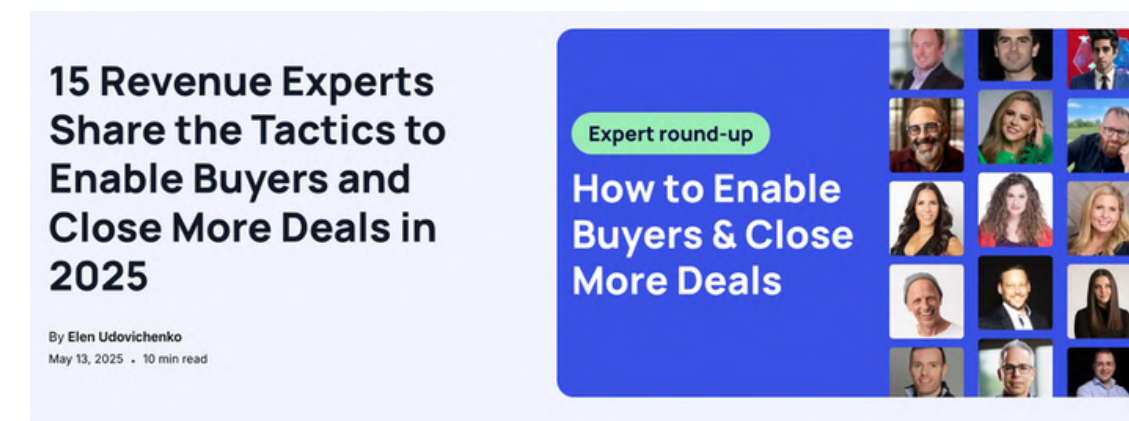
Doing marketing with limited sources

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

1M views

On influencer almanac

From guerilla marketing - 52 influencers share for free



10x

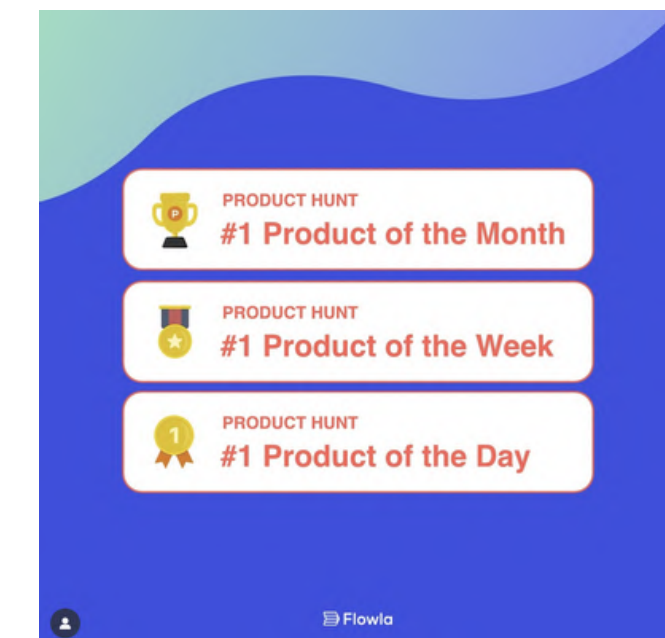
SEO

Compound over a year in blog views

5K downloads

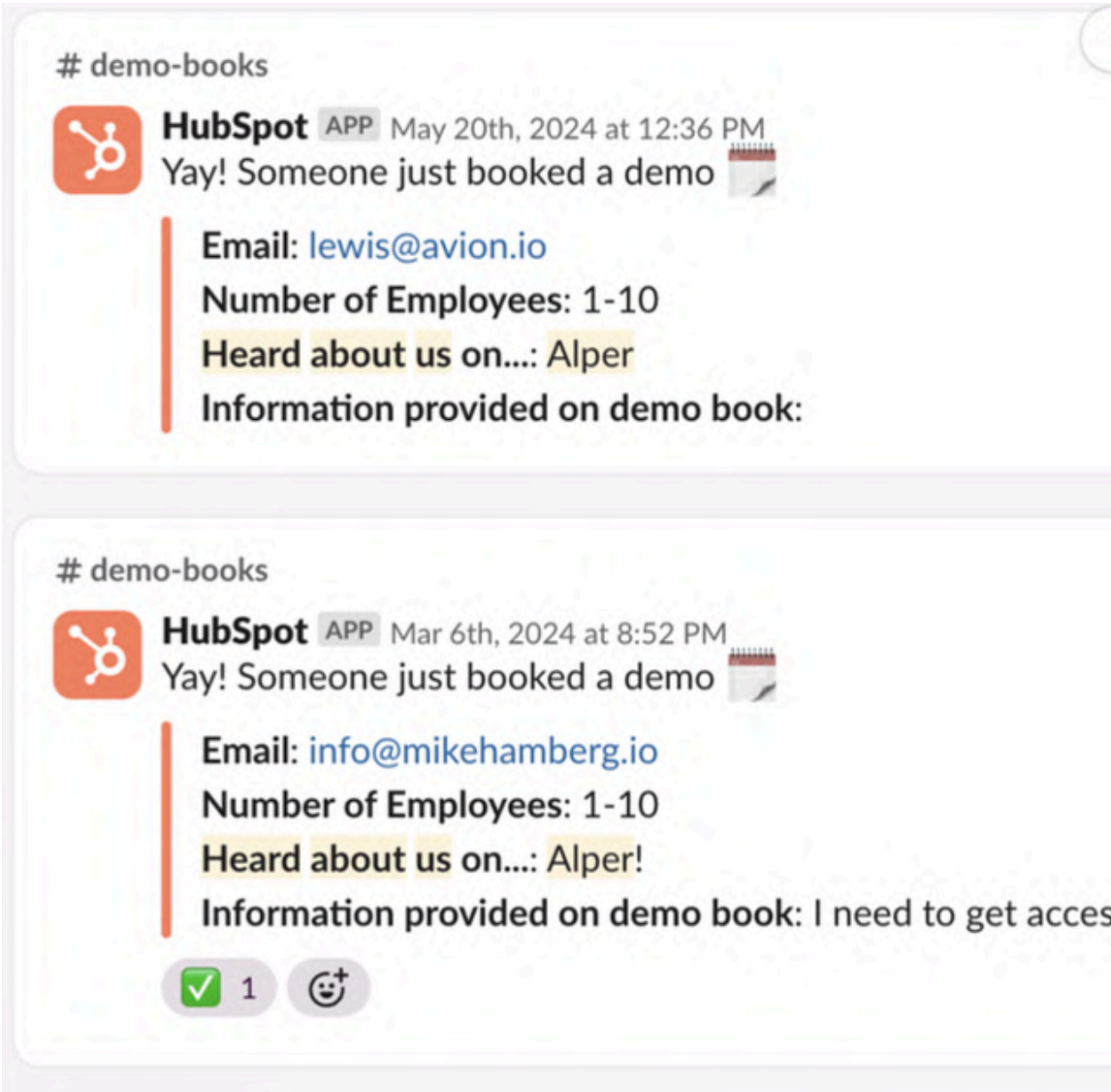
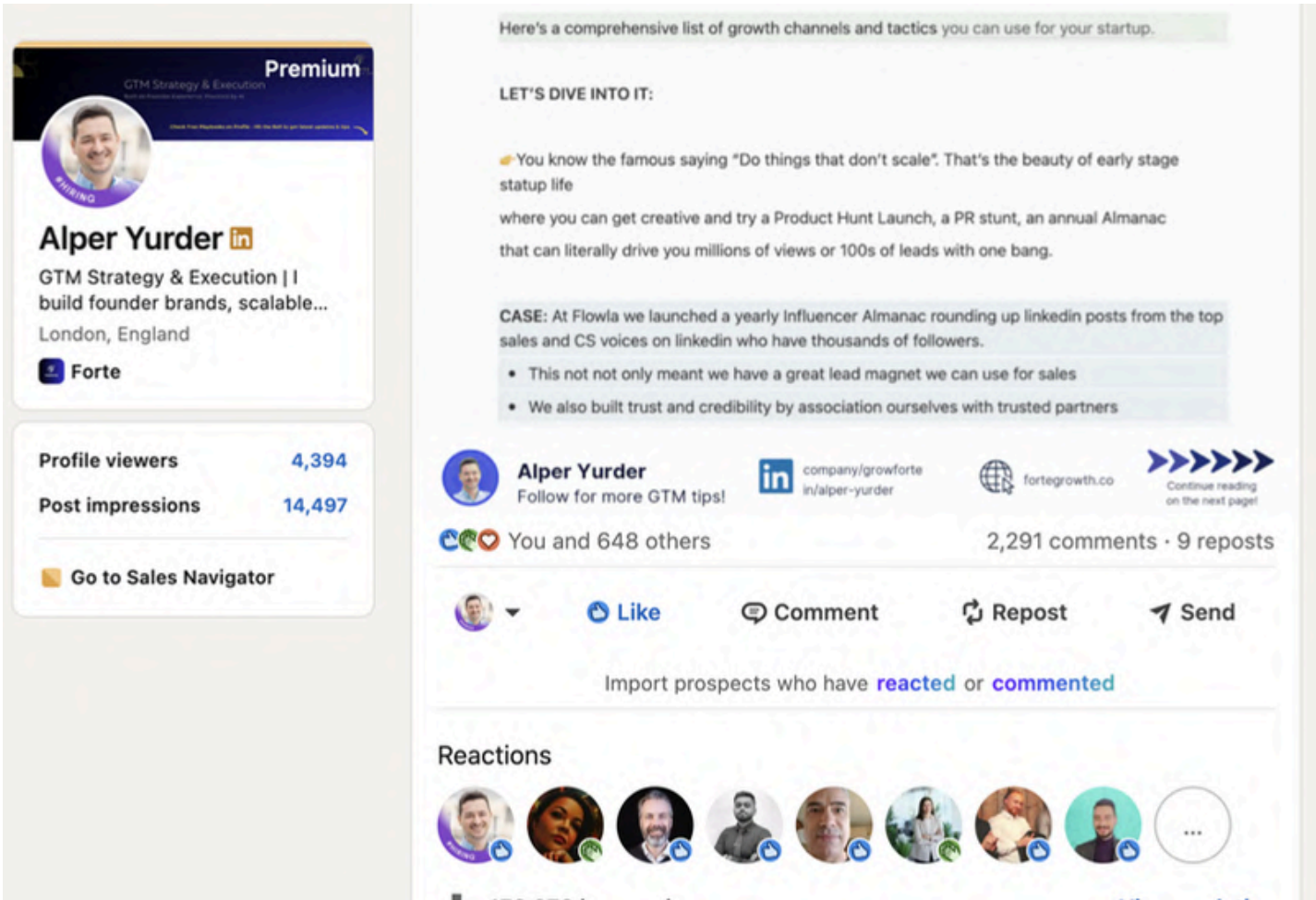
Expert roundups & Lead magnets

Weekly visits to the website



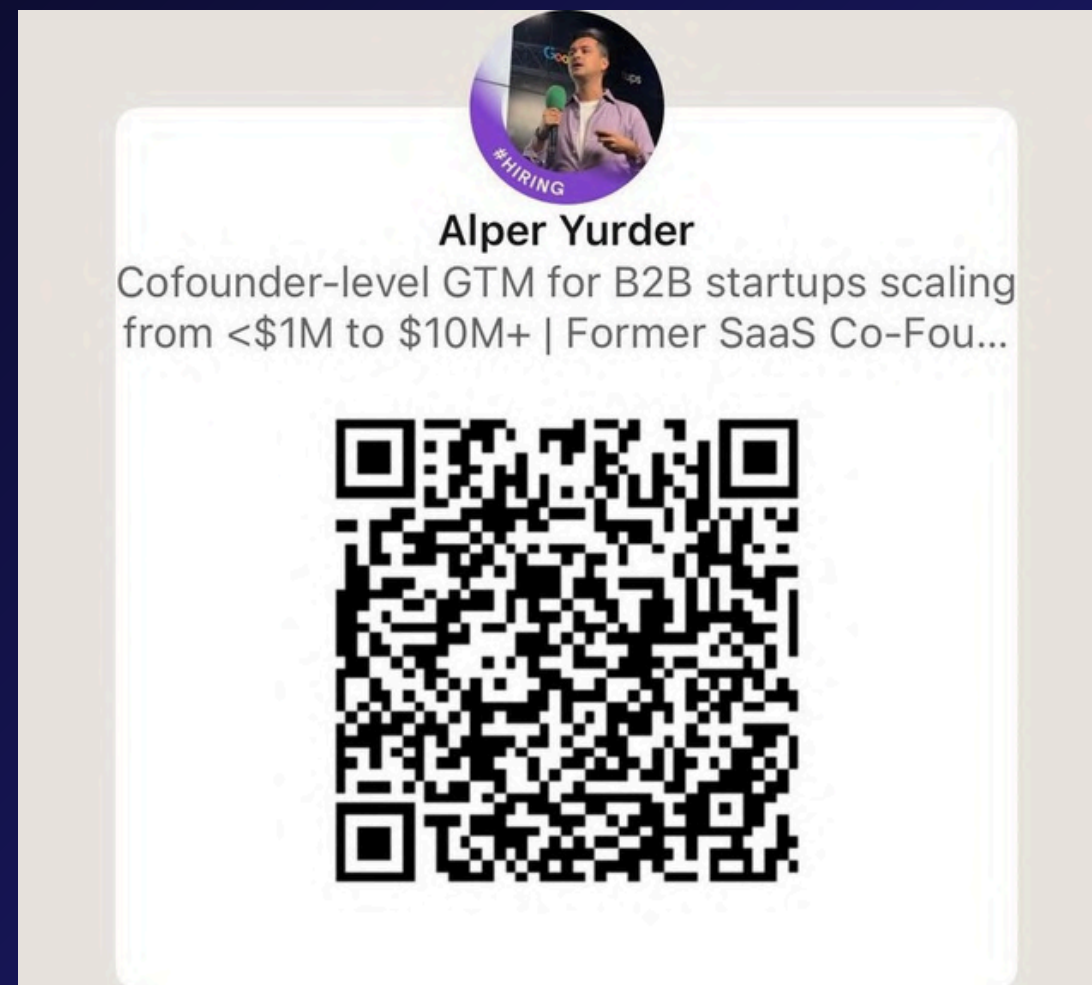
Founder brand & LinkedIn

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





Drop a comment:



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