



Fix my GTM: Build the Engine

Building a GTM engine that compounds



GTM is more than sending 1,000 emails and hoping for a meeting

Outbound

Sends messages. Doesn't build trust.

AI

Scales what works. Doesn't fix what doesn't.

GTM

Is what makes both possible.

- Outbound works best when combined with inbound
- Trust is the basis of sales → your goal is to create growth loops that scale trust.
- You need a mix of Visibility + Credibility + Authority + Volume
- Treat your go-to-market like your product. Test. Iterate. Improve.
- You don't need to hire 5 people and wait 6 months for results any more - AI can help when used well.

B2B Sales & marketing is complex



Mix is essential

- Some channels are scalable, others non-scalable. You need both to generate volume + build trust.
- Find your growth loop: repeatable meetings and the customer journey that leads to revenue
- Discover the repeatable loop, then scale it cost-effectively.

When founders reach out with “symptoms”

Because outbound is “simple and actionable” most people start there → without essentials in place → fail or unsure what fails

Symptom

Low reply rate

Replies, no meetings

Long sales cycles

SDR not delivering

Tried 5 channels, nothing works

What you may think

Bad copy

Weak CTA

Need better demos

Wrong hire

Try a 6th

What we discover may be broken

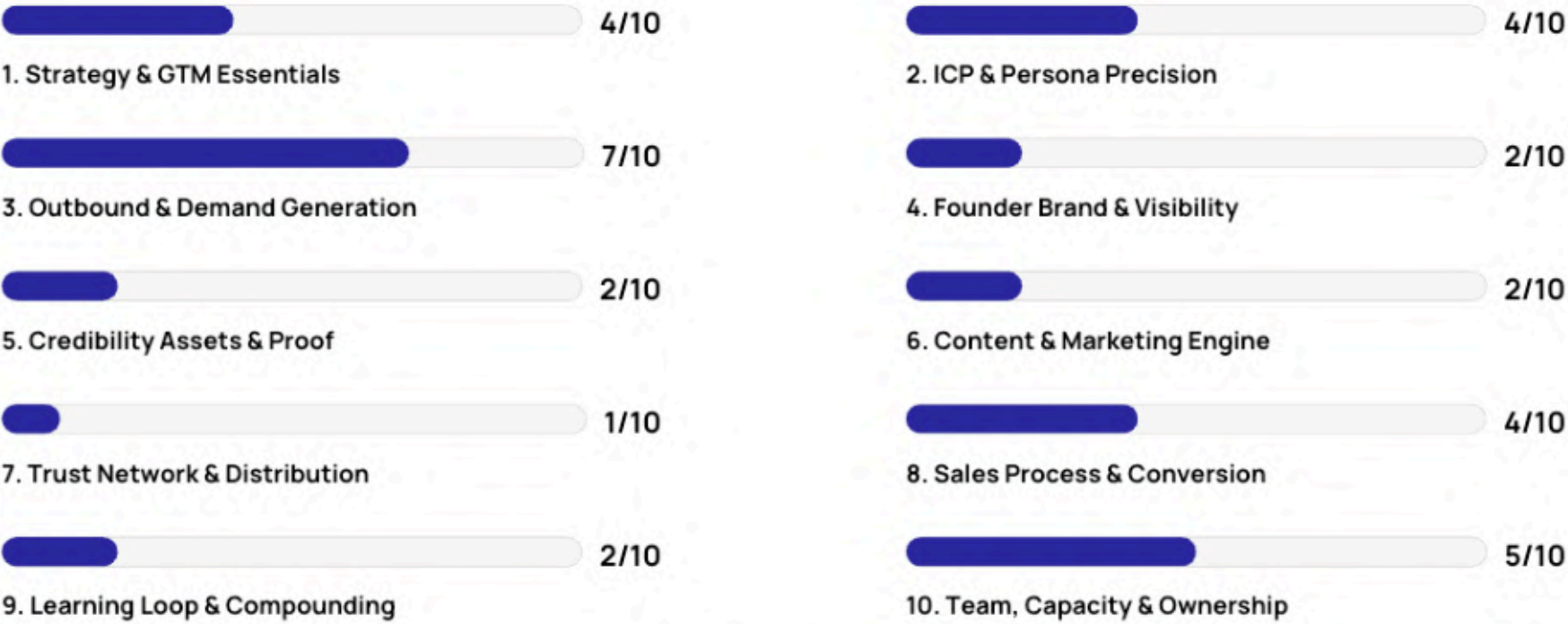
- Wrong audience or awareness stage
- No clear offer/ weak list building
- No trust layer when they Google you
- Targeting buyers at wrong awareness
- No urgency, education needed
- No system to plug into
- Scattered growth efforts
- Not testing, recording learnings
- ai before essentials

Consider your GTM holistically

Diagnost → test → fix

GTM Diagnostic example

But you need to consider GTM holistically:



The GTM Clarity Tracker

31 components. 180 days. One page.

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.

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.

About me: Ex-SaaS Founder, CRO and Founder of Forte Growth



- Co-founded Flowla → scaled to \$1M ARR, zero paid ads, founder brand & content engine
- Done the zero to 1 GTM and market entry 3X (1 IPO, 1 Exit) - \$60M+ closed across 5 startups as CRO & Head of Sales
- 15+ years across consulting, edtech, hrtech, market entry, B2B SaaS and GTM leadership
- +100 startups coached/ advised, VC & Accelerator Portfolio Advisor
- Built the Forte Growth System, implemented across 10+ startups generating +\$15M pipeline



Cofounder level GTM, quick wins + system that scales

We pick what you need

GTM Clarity & ownership

- We decide which channels we will use
- We figure your buyer persona, and message that converts them
- We make a 120 day plan to bring more

Lead generation: linkedin + email

- We test channels that bring you leads, scale what works: linkedin, email, events etc.
- We build your brand starting with founder brand
- We create, track and nurture leads, do inbox management
- We choose the right tools
- We make outbound work for you

We improve your sales process

- We track leads in your CRM or our tracker
- We nurture via newsletters, events, webinars
- We build essentials sales collaterals
- We build lead magnets
- We review your pitch deck, one pager, website copy and landing pages
- We create social proof & videos

FOR EARLY-STAGE STARTUPS	FOR EXPANSION-STAGE FOUNDERS	FOR VCS & ACCELERATORS
The Sprint / 4 months • Everything on the left, bundled We build the lead gen engine • We decide the sequence • You get meetings, not just activity MEETING GUARANTEE We keep working past month 4 until you hit 20 meetings.	Fractional CMO / CRO Price on request How it works • Embedded operator, not a coach Build the GTM system with your team • Founder-led first, then handover • Typically £500k-£5M ARR stage PRICING Scoped per engagement.	Portfolio Diagnostic 60 min per company How it works • 30 min diagnostic with each portfolio company • Written report on where each is stuck • Clear view of what help they need • Then we decide what to do together OUTPUT A report at the end. Next steps scoped from there.

Build a system that gets you visible, trusted, and scale

- Book 5-10 SQLs on repeat
- Hire sales & content resource or use our resources
- Onboarding & coaching
- AI upskilling to do things faster and better

What you get:

- Notion hub with everything documented
- Planning boards and dashboards working
- Playbooks you can hand off
- A GTM engine that runs with you
- Weekly founder call, channel review call
- Slack availability

GTM STRATEGY

GTM, Sales & Marketing plan

The base map. Where you play, how you win, what we build against.

LEAD GEN AUDIT & ESSENTIALS

Content & Outbound Engine - Essentials

Positioning, content plan, outbound plan. Campaign, copies, messaging, lead magnet, sales process, automations you need.

GROWTH SPRINTS

3 Month Sprint with lead gen + marketing

We run it all. LinkedIn first, then email. Ongoing lead gen, inbox management, posting, newsletter and lead magnet.

MARKETING

Marketing Bolt-on

Trust building activities such as content, events, ad trials, sales collateral, landing page.

OPS

Automation & CRM Bolt-on

CRM, automations, agents. Wired up so nothing leaks.

FOR EARLY STAGE STARTUPS

The Sprint

/ 4 months

- Everything on the left, bundled
- We build the lead gen engine
- We decide the sequence
- You get meetings, not just activity

MEETING GUARANTEE
We keep working past month 4 until you hit 20 meetings.

FOR EXPANSION STAGE FOUNDERS

Fractional CMO / CRO

Price on request

How it works

- Embedded operator, not a coach
- Build the GTM system with your team
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PRICING
Scoped per engagement.

FOR VCS & ACCELERATORS

Portfolio Diagnostic

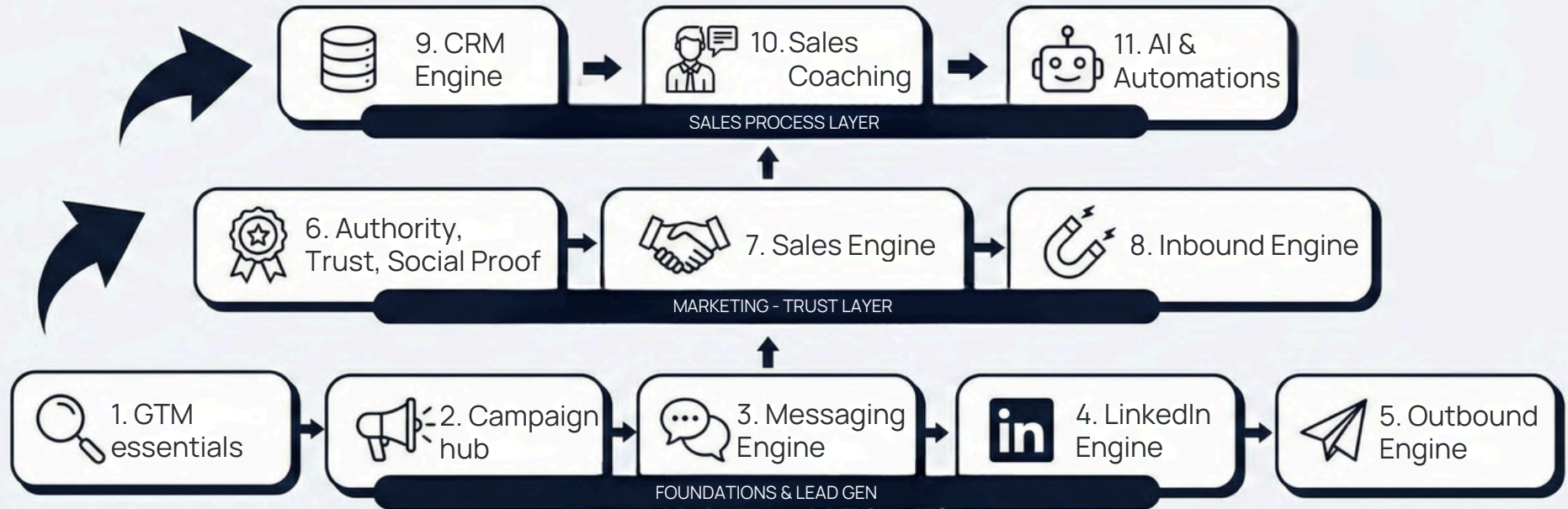
60 min per company

How it works

- 30 min diagnostic with each portfolio company
- Written report on where each is stuck
- Clear view of what help they need
- Then we decide what to do together

OUTPUT
A report at the end. Next steps scoped from there.

THE GTM ENGINE STACK: Forte Growth System



Alper Yurder

Follow for more GTM tips!



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fortegrowth.co



SAVE - SHARE

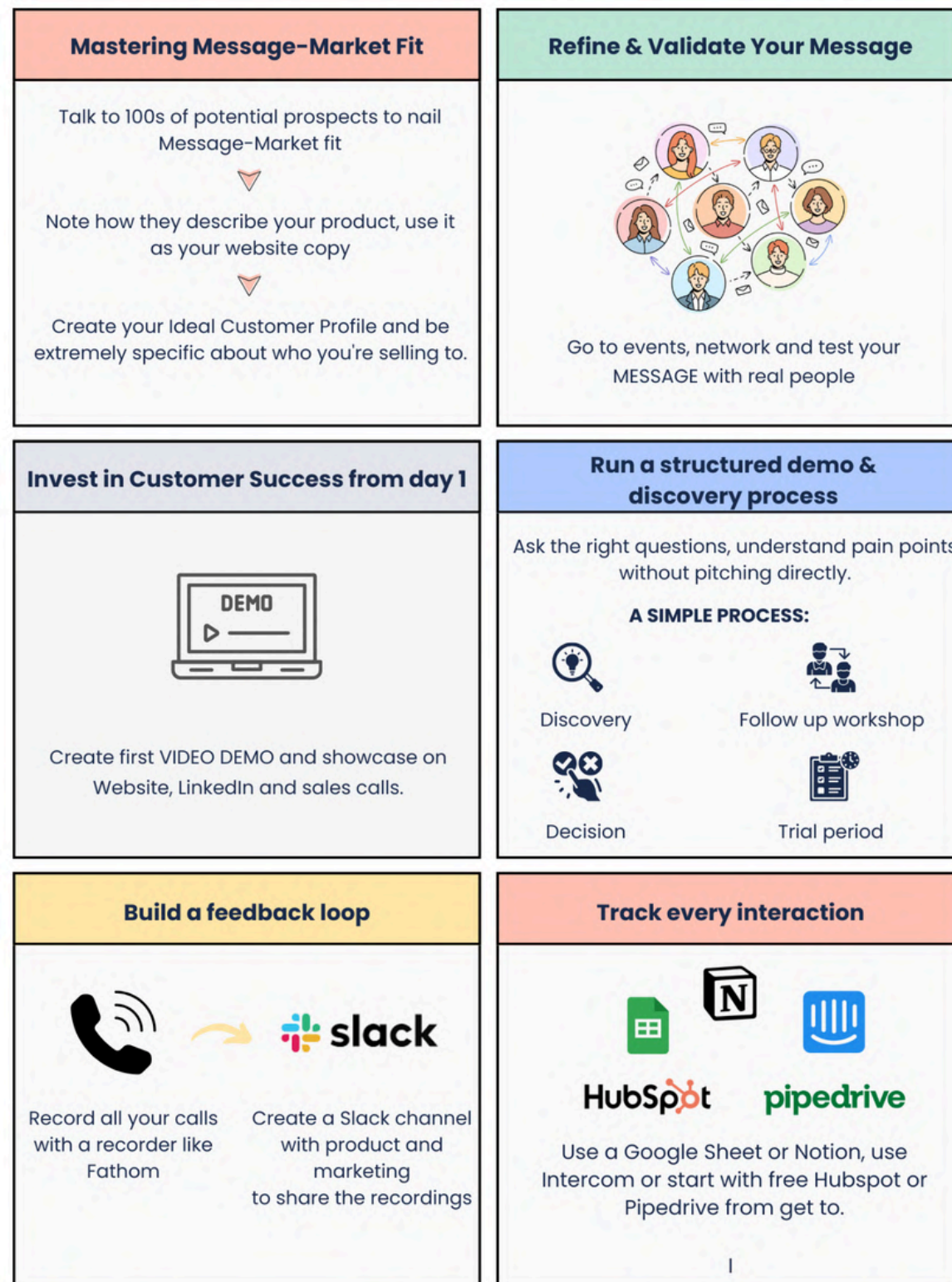


Tactical tips based on your stage & GTM mistakes/ best practices



0-5 Customers

HOW TO GET YOUR FIRST FIVE CUSTOMERS



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

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 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



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

AtriaAI

Delivery

- Final
- Google Docs Atria G2M draft - with Alper ideas
- Draft sales plan
- Simple sales plan
- G2M Strategy One-pager Example
- G2M Strategy One-pager
- 20.11.24 - Post workshop summary
- 20.11.24 - Post workshop summary (1)
- 20.11.24 - Workshop G2M Alper Answers
- 20.11.24 - Workshop G2M Alper Answers (1)
- Workshop prep: Questions to reflect on
- 20.11.24 - Workshop prep. Questions to reflect on (1)
- 12.11.24- AtriaAI - Pre Kick-off - Original
- 12.11.24- AtriaAI - Pre Kick-off - Original (1)
- 31.10-7.11-AtriaAI - Discovery notes

Challenge:

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

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

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

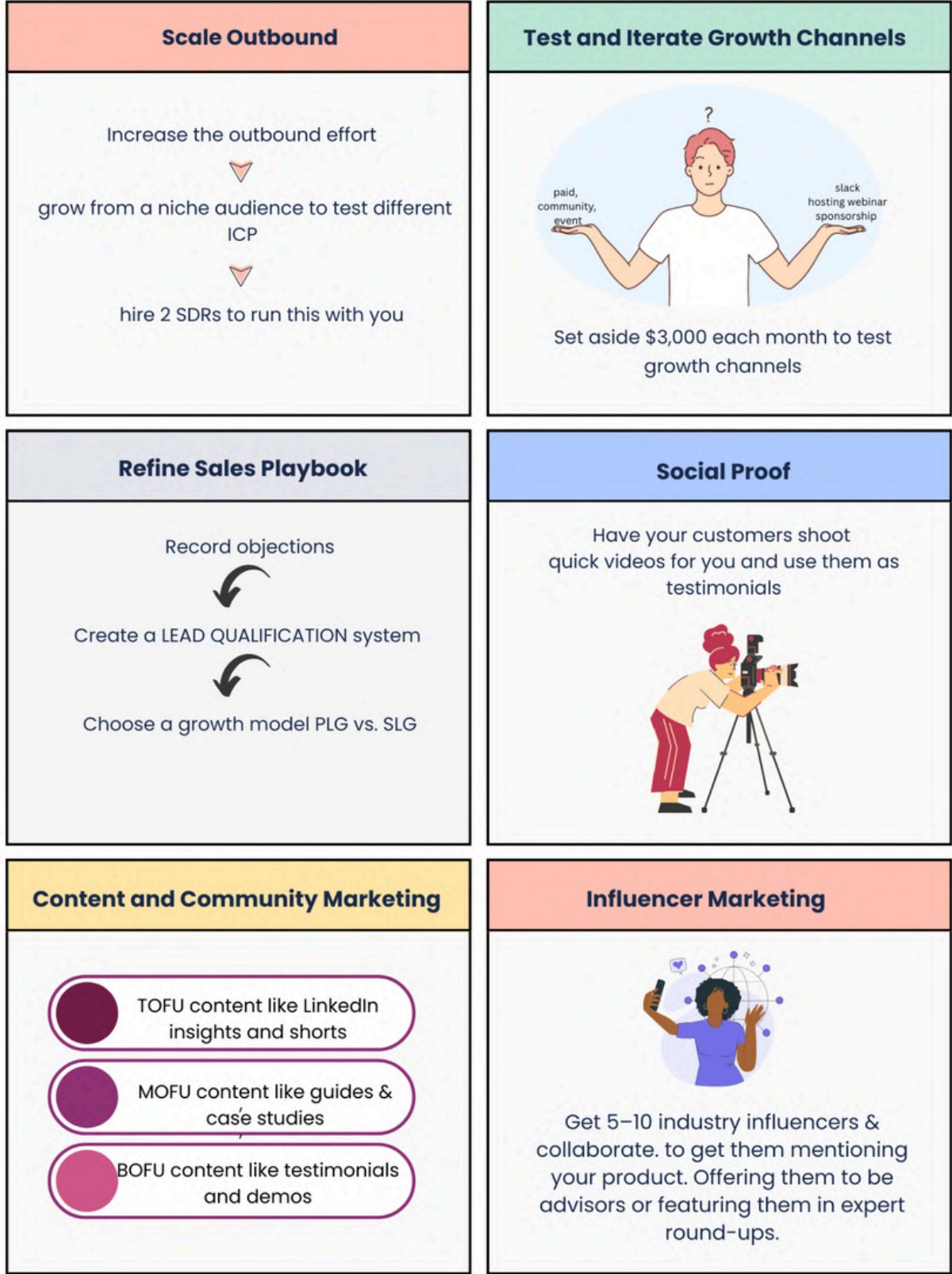
Result:

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



First 20 Customers

HOW TO GET YOUR FIRST TWENTY CUSTOMERS



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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

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

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

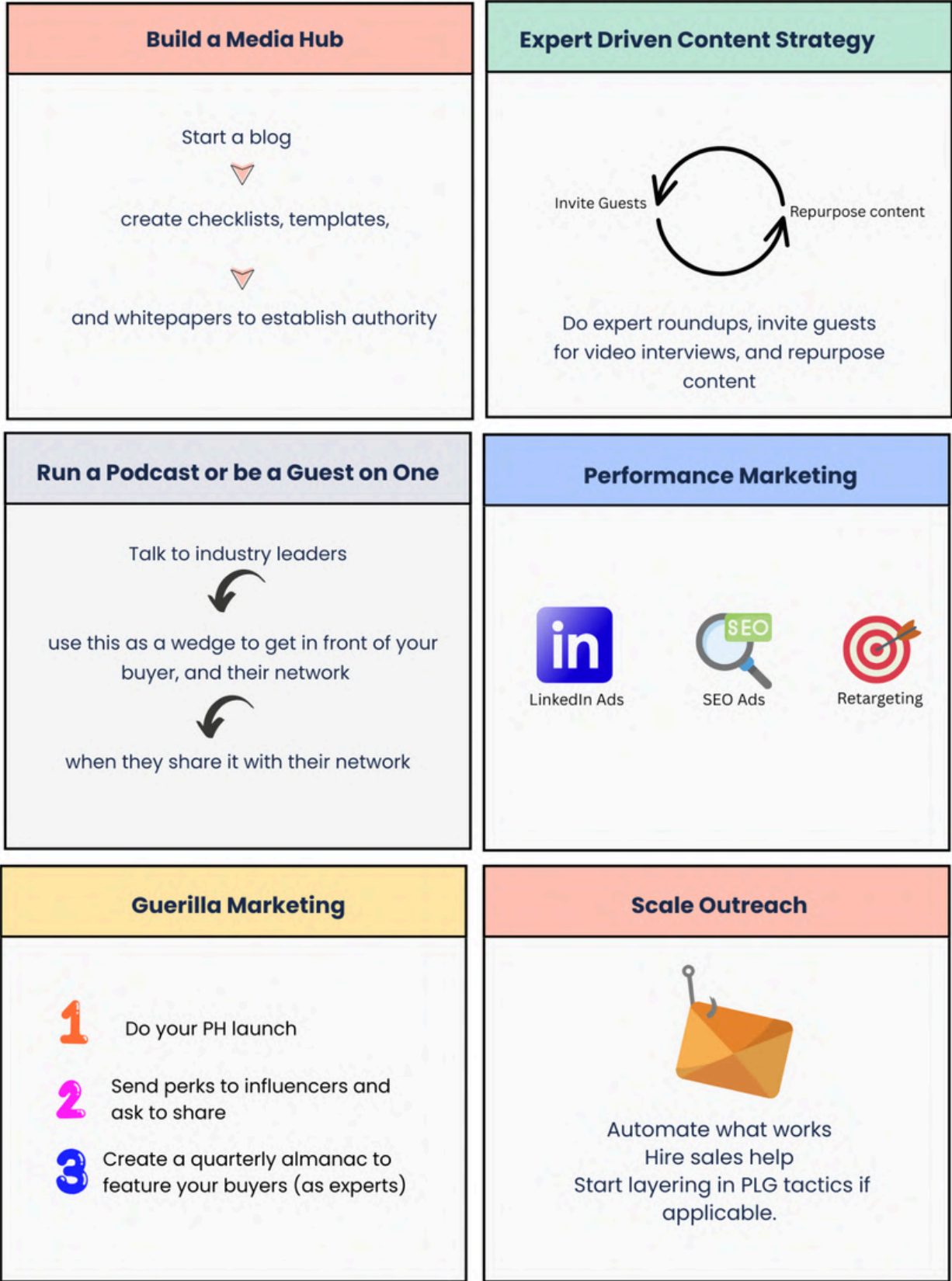
Result:

- \$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



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

Watch on YouTube

People Championing Podcast Trailer

Watch later Share

PEOPLE CHAMPIONING

Hosted by UJJI WITH RAFAEL GUPER

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:

- 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

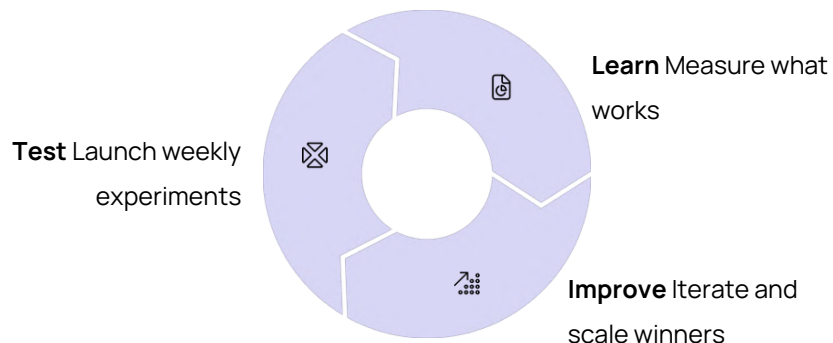
1) Founder-led sales: you must sell first as a founder

- No one can sell your product as authentically
- Can't outsource "problems"
- Learn to sell, get coached if needed before hire
- Helps you build the product further, handle objections, your cycle will shorten

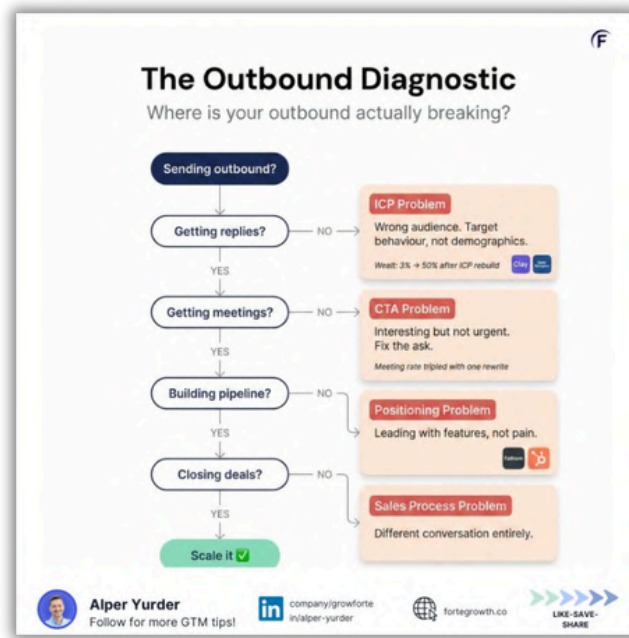


Learnings from Scaling GTM

2) Treat GTM like you treat building your product



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



3) Scattered tactics don't compound:

Balance scalable channels with non-scalable experiments

Scalable Channels

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

→ Outbound to generate volume +
test message-market fit

Non-Scalable Tactics

- Founder brand
- Guerilla marketing
- Trust building activities like posts
- Visibility activities like webinars, events

→ Marketing to build: Visibility +
Trust + Credibility

3.b) 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

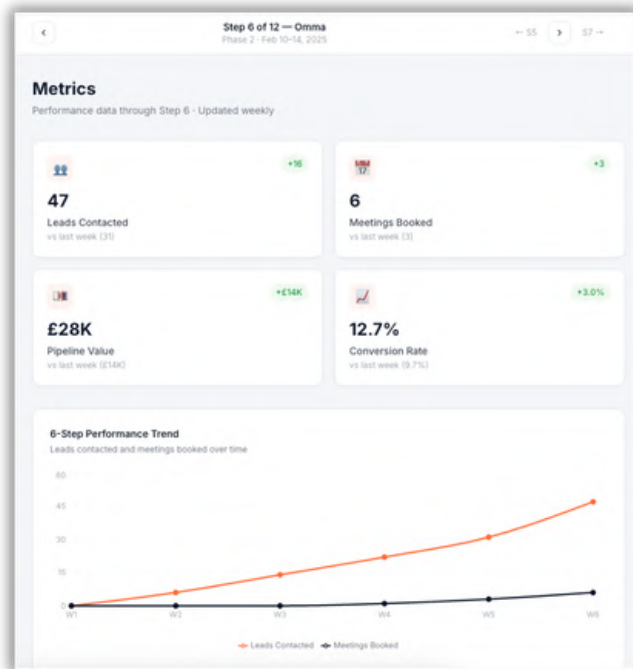
Per quarter

Experimental Tests

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

Learnings from Scaling GTM

4) Record your learnings: scattered tactics don't compound - intentional GTM does



Campaign database with results

Tags: Empty

Campaigns we're running

GTM Motion	Channel	Sender	Status	Date	Number	Campaign Name
Partnerships	Instantly	Tolga	In progress	April 14, 2026	149	MENA linkedin non-
Partnerships	Instantly	Tuba	In progress	April 10, 2026	90	Infocomm LATM
Partnerships	LinkedIn	Tolga	In progress	April 8, 2026	142	08.04.2026 Sales 1
Partnerships	LinkedIn	Tolga	In progress	March 26, 2026	180	26.03.2026 CEO, O
Partnerships	LinkedIn	Tolga	In progress	March 18, 2026	27	CEO, Owner, GM - E
Partnerships	LinkedIn	Tuba	Paused	March 26, 2026	130	26.03.2026 CEO, O
Partnerships	LinkedIn	Tuba	Paused	March 24, 2026	42	CEO, Owner, GM - C
Partnerships	LinkedIn	Tolga	Finished	March 9, 2026	111	CEO, Owner, General
Partnerships	LinkedIn	Tolga	Finished	January 19, 2026	207	Sales Managers, Di
Partnerships	LinkedIn	Tolga	Finished	January 1, 2026	90	Pure Managers, Din
Partnerships	LinkedIn	Tolga	Finished	November 24, 2025		CEO, Owner, General
Partnerships	Multi-channel	Tuba Tolga	Not started			Sales team old cont

Learnings from Scaling GTM

5) Trust is the base of sales - volume without trust is spam!

Cold outbound to strangers fails. Cold outbound to people who've heard about you from someone they trust? That's the unfair advantage.



Peer groups + communities

WhatsApp, Slack, LinkedIn groups where your buyer hangs out. Be present. Add value. Get talked about.



Creators + opinion-leaders

Find the 20-30 people your buyer follows. Engage. Build relationships. Eventually they mention you.



Review sites

G2, Capterra, Reddit, Product Hunt. When buyers research, you need to exist there.



Podcast + content collabs

Run a podcast, invite buyers and peers. Guest on others' podcasts. Co-author guides.



Earned content + PR

Get buyers and peers writing about you publicly. Testimonials in search. Case studies that get shared.

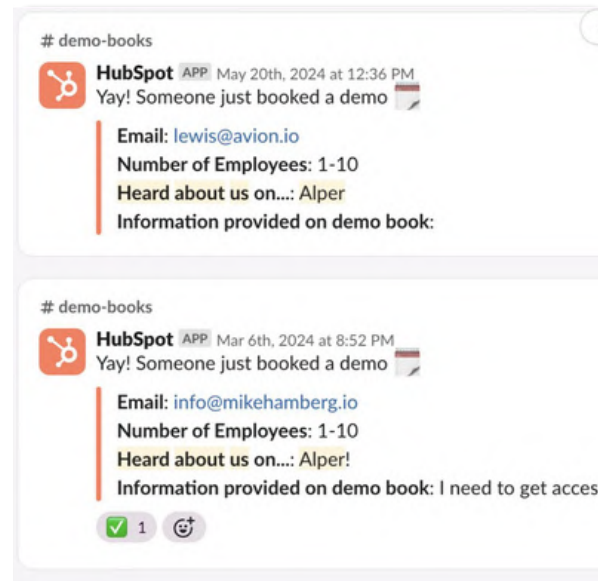
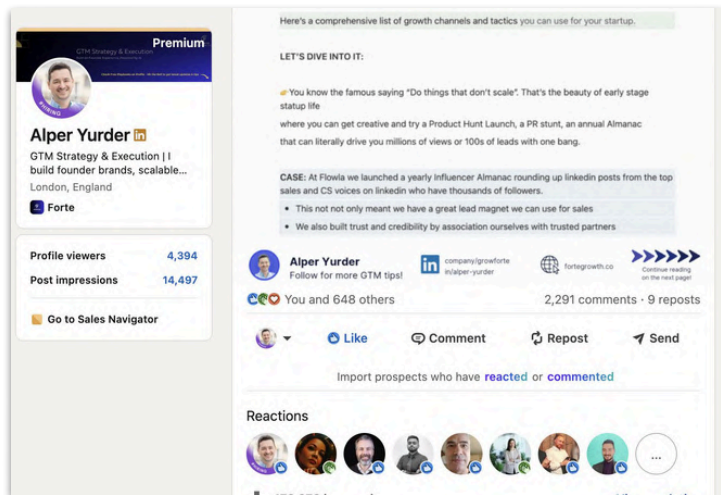


Peers refer peers. Creators legitimise. Communities amplify. This is how you get bought instead of needing to sell.

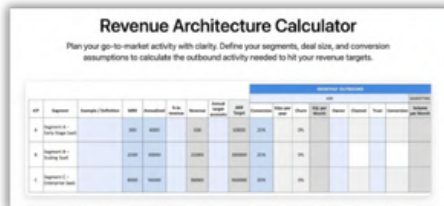
Learnings from Scaling GTM

5) Good news: Hockey stick growth 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.



6) Before anything you need clarity, alignment, essentials



- ☐ Case Study 1 live - Night Market with quantified before/after.
- ☐ Charm Music follow-up closed or clear objection captured.
- ☐ Instagram posting starts - 2-3 posts per week.
- ☐ First organizer dinner - 10 people, informal.
- ☐ Ask Night Market owner for 30-sec video testimonial.
- ☐ Approach 5 more small organizers from second circle.
- ☐ First lead magnet defined and live.
- ☐ Founder brand



Putting it into practice:
Building an engine that compounds
leads and creates demand



Leads don't come from volume. They come from three layers working together:

So we activate 3 engines:

Layer 1 - Outbound Activation (The Meeting Engine) Right message to right ICP. Testing and iterating angles. Inbox management so you're quick to book. Simple tracker so you learn from every interaction. This is where the SDR lives.

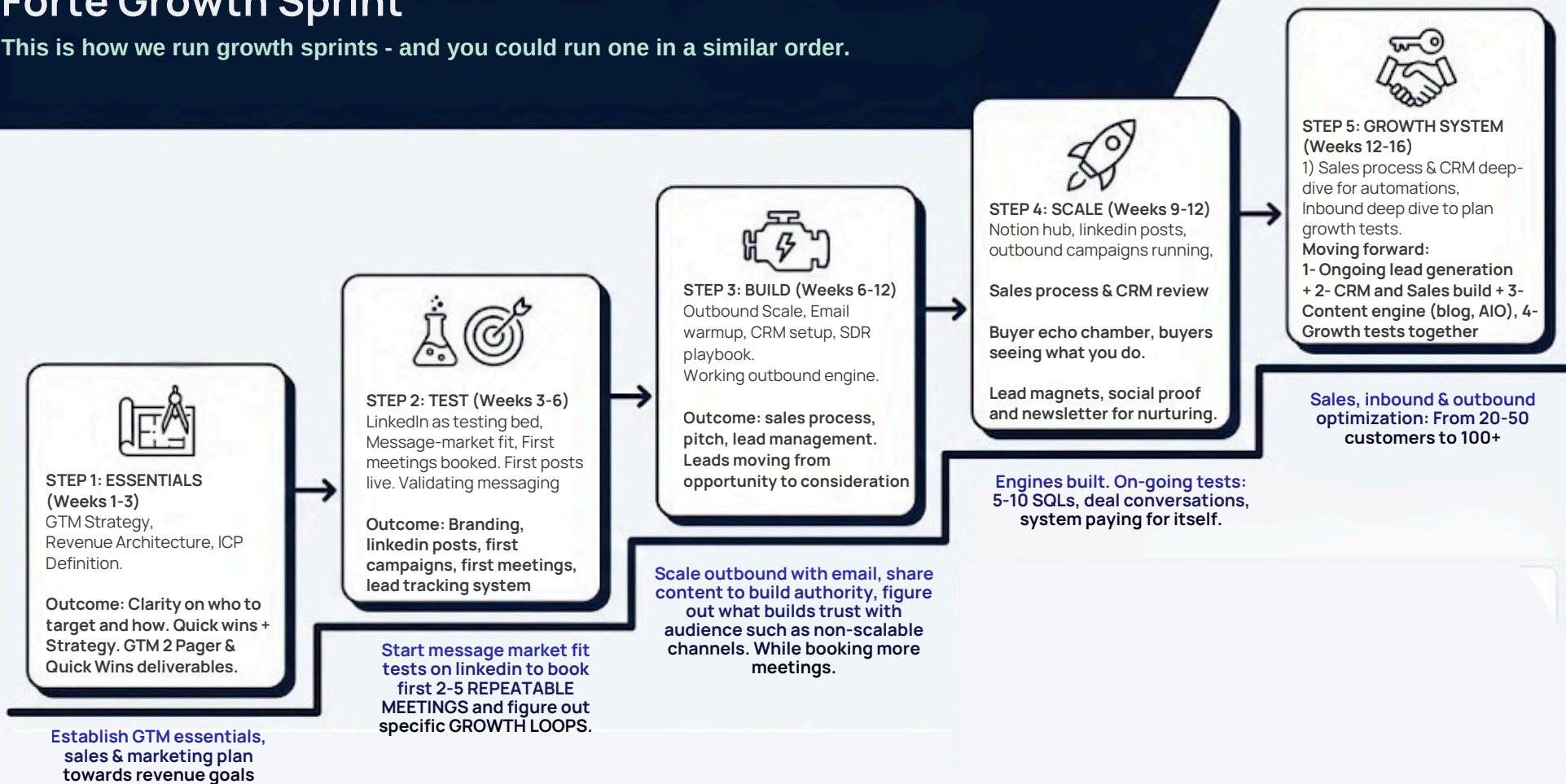
Layer 2 - Trust, Visibility & Brand (The Echo Chamber) LinkedIn profile as landing page. Active posting. Founder brand. Engagement with target accounts. Social proof. Events. When prospects check you out, they see someone real, active, credible.

Layer 3 - Feedback & Compounding (The Learning Loop) Call recordings feed content. Objections feed messaging. Content feeds trust. Trust feeds reply rates. The system gets smarter every week.

If one layer is missing, meetings drop. We install all three with a system.

Forte Growth Sprint

This is how we run growth sprints - and you could run one in a similar order.



Step 1 - GTM Audit/ Essentials

- ICP , persona, messaging is no fluff
- **they are the basis of a working engine**
- most diagnostics lead to a **problem upstream** rather than tooling
- Define your ECP vs ICP
- **Write down your anti-ICP**
- **Not just product and features, but nail your offer:**
 - “We built an AI CFO → I offer interactive demo sessions where we go through your fundraising challenges and show you best practices.
- **Pick your GTM motion: PLG, SLG, partner-led, Sales-assisted PLG**
- Create your **revenue architecture with TAM** and work backwards from target revenue → outbound volume → email infrastucture

The screenshot displays a Notion workspace titled "Deliverables" with a subtitle "Full 12-step engagement deliverable tracker · as of Step 6". It features an "Overall Progress" bar at 15/26, indicating 15 complete, 2 in progress, and 9 not started items. Below this, a "Phase 1 Steps 1-4" section shows a progress bar at 12/12 and a list of 12 completed deliverables: ICP definition document, LinkedIn profile audit & optimisation brief, Founder profile rewrite & banner update, Content strategy framework, Target account list — Tier 1 (50 accounts), Target account list — Tier 2 (100 accounts), Outreach messaging playbook (DM sequences), Competitor benchmarking report, Steps 1-4 content calendar (12 posts), CRM setup & pipeline stage configuration, Weekly reporting template finalised, and Phase 1 review & Phase 2 kickoff presentation. An inset shows a Notion page titled "GTM Audit - Workshop G2M Alper Answers" with a table of contents and a section on "Guide to doing your self Audit".

Deliverables
Full 12-step engagement deliverable tracker · as of Step 6

Overall Progress 15/26

15 Complete 2 In Progress 9 Not Started

Phase 1 Steps 1-4 12/12

- ICP definition document Complete
- LinkedIn profile audit & optimisation brief Complete
- Founder profile rewrite & banner update Complete
- Content strategy framework Complete
- Target account list — Tier 1 (50 accounts) Complete
- Target account list — Tier 2 (100 accounts) Complete
- Outreach messaging playbook (DM sequences) Complete
- Competitor benchmarking report Complete
- Steps 1-4 content calendar (12 posts) Complete
- CRM setup & pipeline stage configuration Complete
- Weekly reporting template finalised Complete
- Phase 1 review & Phase 2 kickoff presentation Complete

B) Table of Contents

A) What's in this playbook - for you to replicate:

B) Table of Contents

C) Guide to doing your self Audit

C.1. Let's dive in

C.2. Take a day or two to benchmark yourself against the following pillars:

C.3. Three core questions of growth

C.4. Use This Framework to Review Your GTM Strategy

C.5. Self-Review Your GTM Strategy

C.6. Check out these real examples for inspiration:

D. G2M Audit -

D.2. Key Questions to Answer:

Product & Problem

Goals & Strategy

Market & Customers

Go-to-Market Execution

Team & Resources

D.3. Founder - BUILD framework:

E. How can I help you grow your startup from 0 to 1 or from 1 to 10?

C) Guide to doing your self Audit

C.1. Let's dive in

Wanna grow from traction to repeatable revenue in 4-6 months? Let's work together.

Step 1 - GTM Audit/ Essentials

Presenting problem: 6% reply rates, let go of SDR, outbdoung not working!

1→ After discovery, outbound is the only working thing! No trust layer + no influence the influencers + AI on top of wrong essentials

- 1 The leak isn't reply rate - it's reply-to-meeting conversion**
You're getting curiosity replies, not buying intent. The bottleneck is in the middle of the funnel, not the top. More volume amplifies the leak instead of fixing it.
- 2 Smaller companies (100–500 employees) as the learning instrument**
Quarter-long enterprise cycles are optimising the wrong learning rate. 4-week feedback loops vs 4-month enterprise cycles - the smaller segment teaches you what works, faster.
- 3 The buyer trusts other technical voices, not vendors**
Allies and influencers aren't a tactic for this audience - they're the mechanism. Outbound alone won't unlock this audience. Community + opinion-leader presence is structural.
- 4 ICP needs an individual-level filter, not just a company-level one**
Some technical leaders are builders who self-discover; some are managers willing to evaluate. Without the second filter, the campaign hits both - burning sharp messages on the wrong half of the list.
- 5 Longer, peer-to-peer messages outperform short ones for this complex sale**
The example we walked through on the call landed precisely because it sounded human, not optimised. Anti-template. Founder-to-founder voice converts when the pitch isn't generic.

 These already give you a direction. The rest of this report builds on them.

Step 1 - GTM Audit/ Essentials

The bottleneck

Outbound isn't the problem. It's the only thing currently running.

Replies aren't dying because the message is wrong. They're dying because the trust layer prospects look for after the click is still being built. The buyer is curious, looks the company up, finds early-stage signal, holds off.

The team has built sophisticated targeting infrastructure and good instincts. The marketing engine running in parallel - the awareness, education, credibility assets, community presence, founder voice - is where the upside sits. The learning loop converting weekly signal into next week's tests is the second piece.

The buyer for the new product trusts peers, not vendors. The motions that build that trust - community, events, influencer relationships - are structural for this audience.

The structural fix

More outbound volume amplifies a leak.

The fix is structural and sequential.

- Build the trust layer
- Activate parallel channels
- Install the learning loop
- Scale what compounds

Step 2 - Campaigns - outbound, lead gen., learning loop

1. Behavioural ICP, not demographic - "founders who took risks" beats "£500K+ earners."

Same list size, completely different reply rate.

2. Listen to 10+ sales calls before writing a single message - your buyer's language goes into your messaging. Reddit, customer interviews, competitor reviews. Stop guessing.

3. Match the awareness stage - 95% of your list isn't ready to buy. "Book a demo" to a problem-aware buyer is asking them to skip 4 stages.

4. Build the list in order: warmest → lurkers → competitors → signal-based → cold ICP - most founders start at step 5. That's the mistake.

5. Nail the offer before the message - "book a demo" is not an offer. Dissect your value prop into low-friction front-end offers: a teardown, a checklist, a 15-min diagnostic.

6. Founder accounts, not SDR spray. Test 2 DM styles in parallel - friendly/curious vs direct. Same offer, two openings. Don't test 5 things at once.

7. 4 touches minimum, each with a new reason to show up - not "just bumping this." Reference content. Share an asset. Ask a sharper question. Follow ups increase chance of booking by up to 47%. One message is not enough,



Outbound best practices - for more advanced:

11. Trigify your competitors' post-engagers - export anyone who engaged with your top 5 competitors' posts → enrich in Clay → push to HubSpot. Warm list of buyers already in the category, ready in 15 minutes.

12. Clay for personalisation at scale - don't write 100 personalised messages. Build a Clay table with 3 variables (recent post, mutual connection, company news), wire to Instantly or HeyReach. Looks 1:1, runs at 100x speed. **ALTERNATIVELY tie your claude to apollo**

13. HubSpot lifecycle stages by bucket - Build 3 separate sequences. Cold = newsletter + monthly check-in. Warm = DM + asset share. Hot = calendar link. Stop treating all leads the same.

14. Fathom every call + Friday review - every meeting recorded. 30-min Friday block: scan for repeated objections. Same objection 3x = goes into next week's messaging test. Loop closed in 4 days.

15. n8n the boring stuff

Real example: Wealt

100+ messages to "£500K+ earners." Reply rate under 5%. Demographic ICP was wrong by category.

→ Rebuilt the list around **behaviour**, not **demographics**. Same message, different list.

40%+

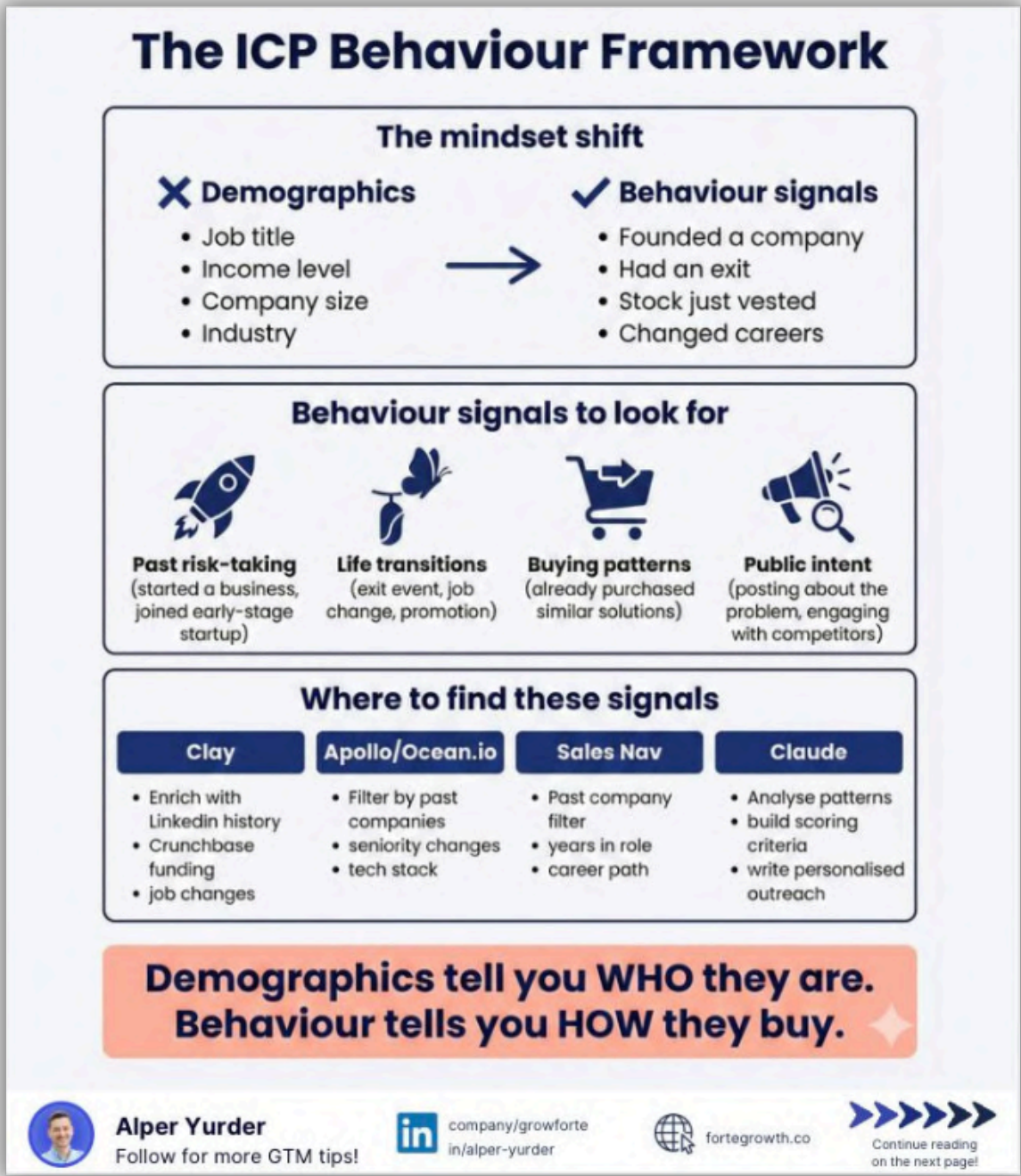
Reply rate

Up from <5% in 3 months

£750K

Pipeline

From 200 prospects, not 2,000



It takes 8-12 touches before someone pays attention.



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

Food for thought: Before you build Agents, test channels and decide which one does what - in your lead gen. workflow.

LinkedIn posts? "Lead gen."
Cold email? "Lead gen."
Events? "Lead gen."
DMs? "Lead gen."
Reddit comments? "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	✓	✓	✓

Step 3 - Trust layer

The Echo Chamber

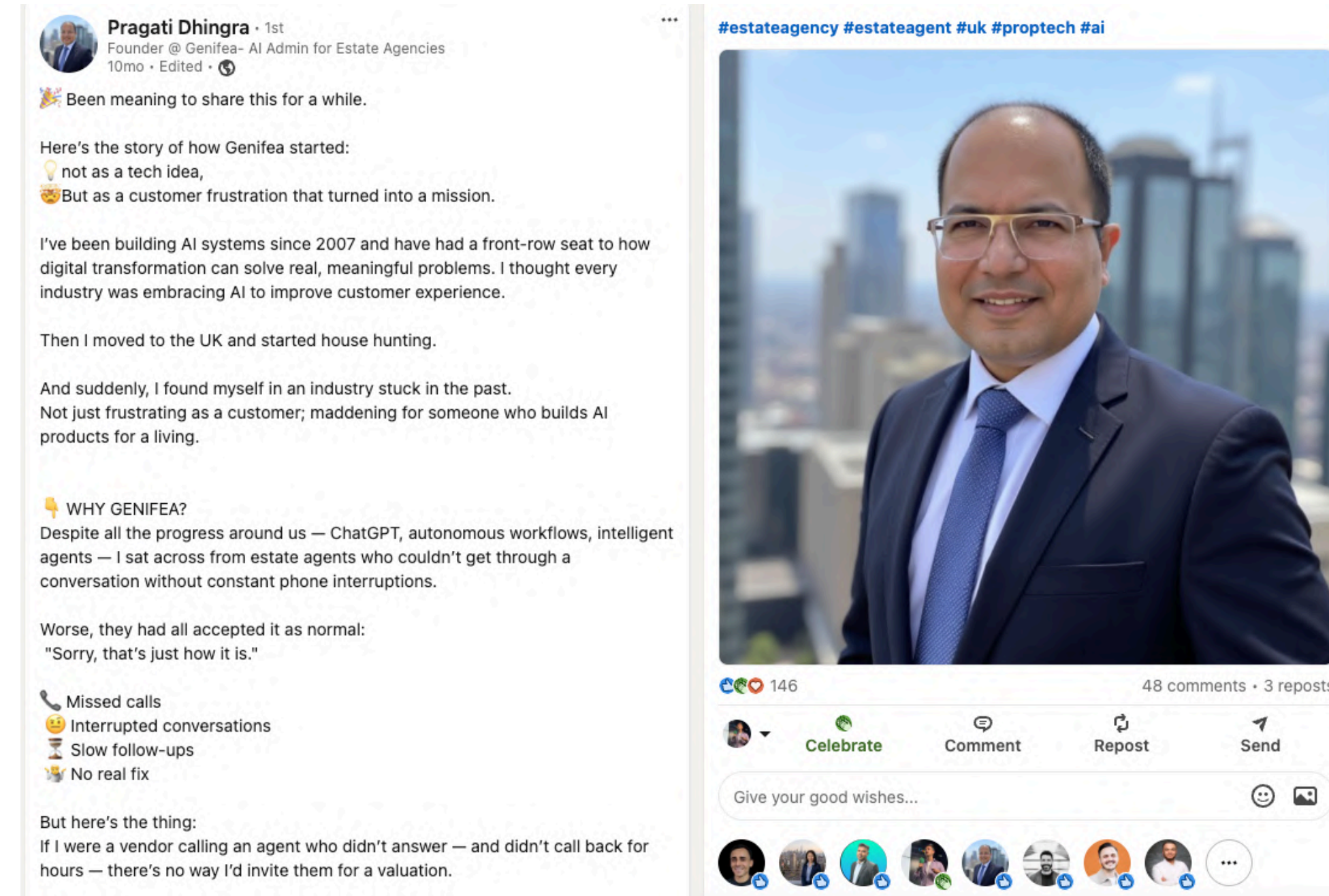
Best practices:

- LinkedIn profile = landing page
- 2–3 posts/week, defined voice and topic territory
- 70–80% your core domain, 20% other to stay human
- **Follow 1,000+ ICPs en masse** - they see you in feed *before* you DM them
- Comment daily on 20–30 ICPs + allies
- Mix TOFU/MOFU/BOFU content
- Repurpose posts as DM assets - not cold pitches

Real example: Genifea

Zero LinkedIn presence at start.

Founder brand isn't a tactic. It's the unfair advantage.



20K impressions

Founder manifesto post

Events

Invited to industry events off founder brand alone

Pre-seed round

Closed on the back of founder brand

Build your brand along with Outbound

1,000+

Leads generated

From founder-only content strategy

3x

Engagement rate

Compared to company content

52

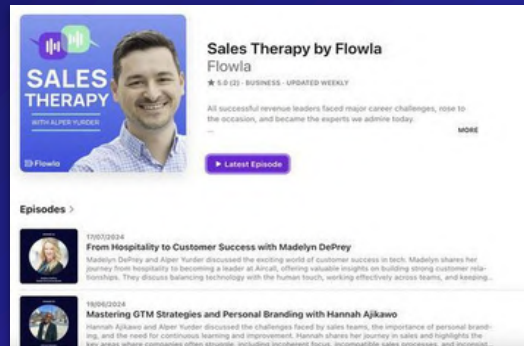
Weekly posts

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.



Step 4 - Lead management, nurturing & CRM

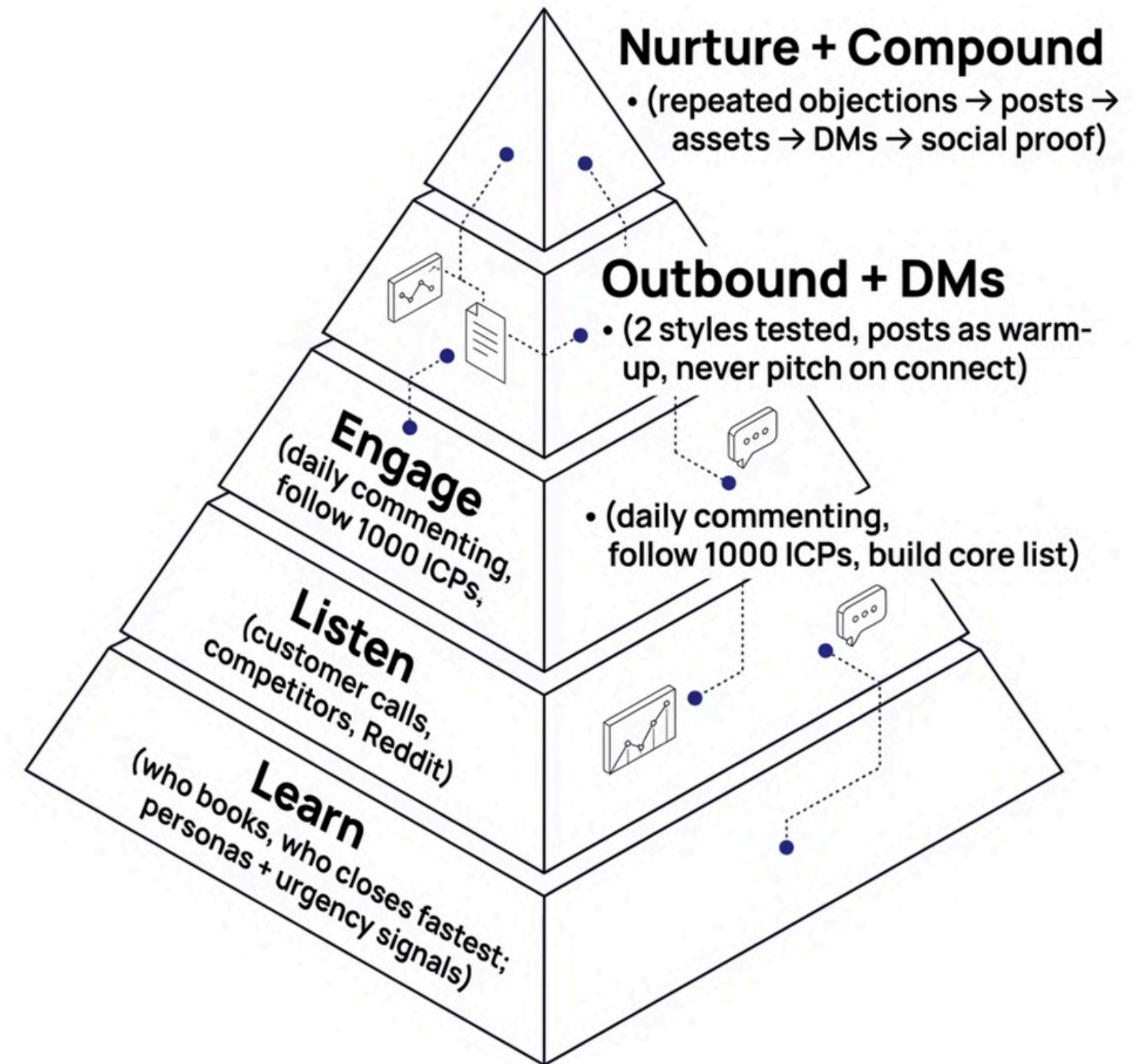
The pyramid: how leads actually become customers



"Nobody converts tomorrow. They convert after being exposed to you enough."

■ The pyramid tells you how to separate cold / warm / hot and move them through over time.

□ This is what a CRM is actually for. The moment you have 10+ leads in motion, this stops being optional.



Step 5 - Scale what works & AI automations

Scale what works

- 1- Email reactivation campaigns, retargeting - with potential to scale.
- 2- Trust-building activity: event, webinar, or lead magnet - tied to email.

3- Sales Process Workshop

- Demo, discovery, how you run the sales call to convert better
- CRM setup if needed

4- Scalable Growth Workshop

- On top of direct outbound - we define which channels to scale with: SEO, paid ads, or other growth tactics you need to try

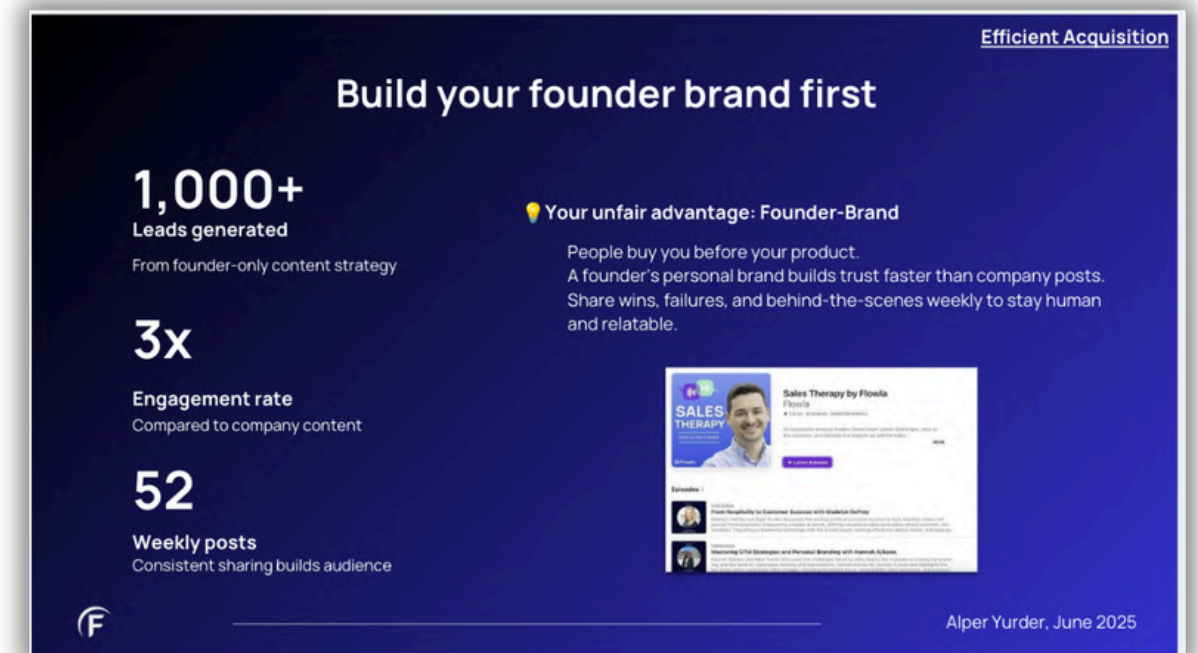
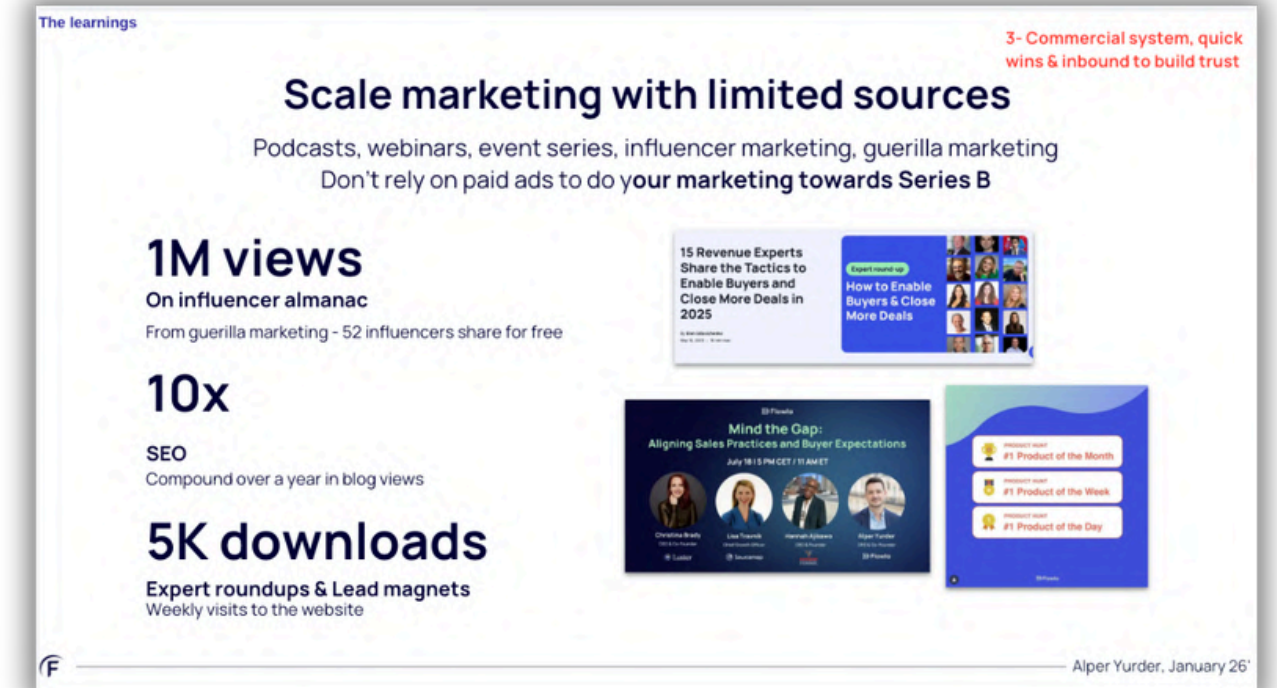
Real example: OMMA

28% reply rate. Meetings booking weekly. Deals closing.

Diagnosis: **"stop optimising, scale."**

Doubled prospect list, layered cold email parallel to LinkedIn using the same proven angle.

Sometimes the diagnosis is that nothing is broken. Scale what's working.



Scale marketing with limited sources

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

1M views

On influencer almanac

From guerilla marketing - 52 influencers share for free

10x

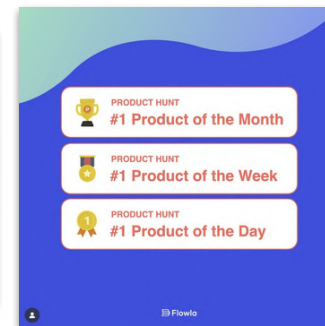
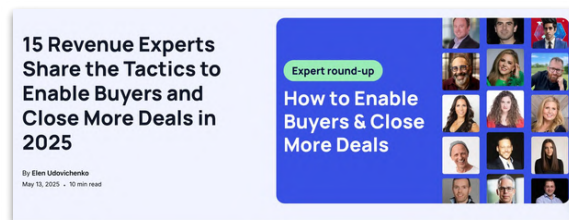
SEO

Compound over a year in blog views

5K downloads

Expert roundups & Lead magnets

Weekly visits to the website



Join the HubSpot Conversation

Scan the code, open the **LinkedIn post**, and share your thoughts in the comments.



[linkedin.com/posts/alper-yurder](https://www.linkedin.com/posts/alper-yurder)

Book an Advisory Call

Scan the code to **schedule a meeting** and see how Forte can help you set up, improve, or get more out of HubSpot.



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