



From founder-led sales to a compounding GTM engine: what actually works in 2026



agenda of today

- intro
- your stage & quick tips
- gtm mistakes & learnings
- how do leads compound?
- putting it into practice: step-by-step
building an engine that compounds
demand



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



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

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...](#)

How to Close

Alper Yurder
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You and 608 others

2,222 comments · 9 reposts

Import prospects who have [reacted](#) or [commented](#)

Reactions

Like Comment Repost Send

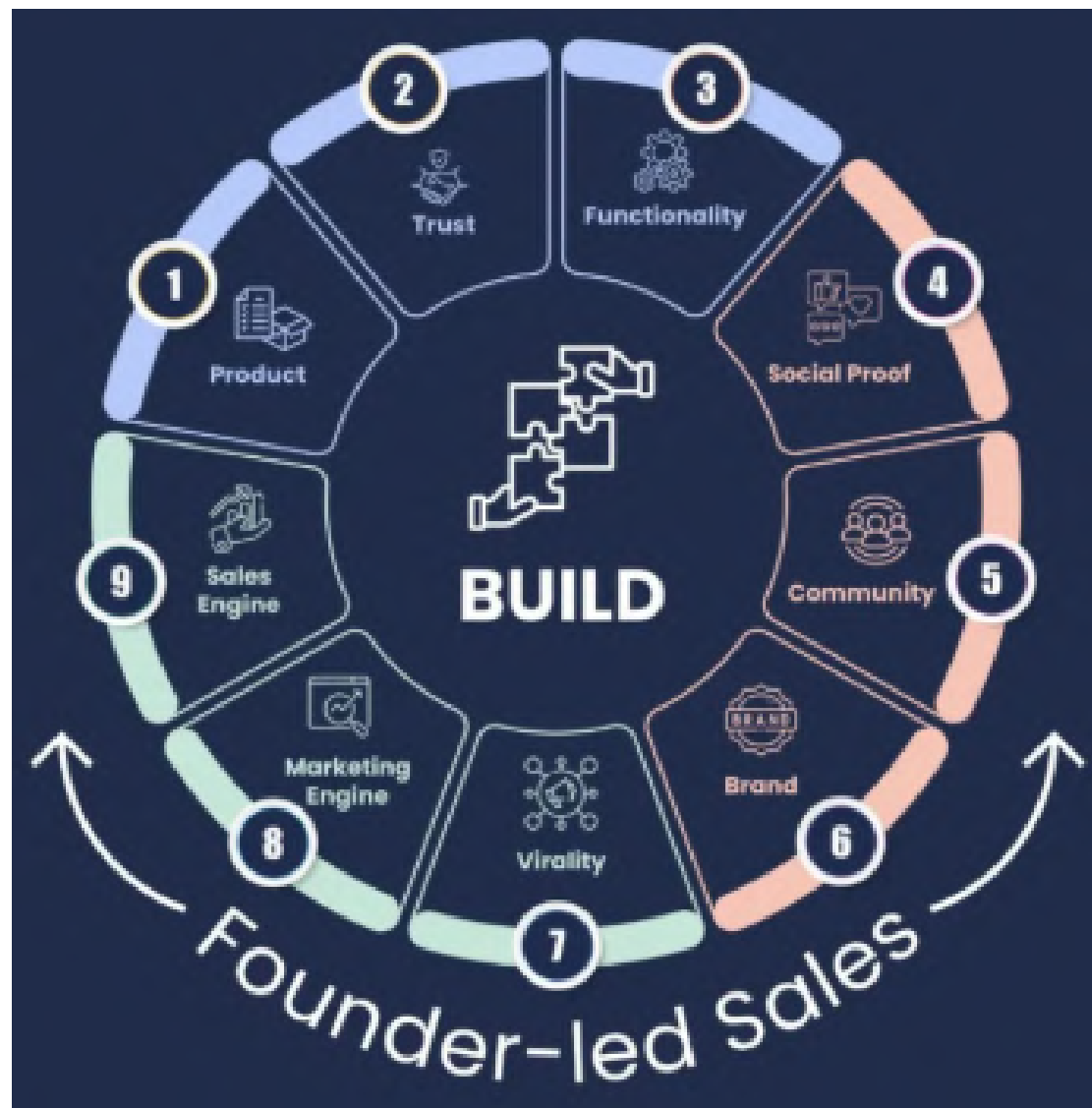
150,985 impressions [View analytics](#)



[Zero to 1 Playbook](#)



As a founder, we'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.

When founders reach out with “symptoms”

We diagnose the root cause and find the real issues - before we fix or build

Symptom	What you may think	What we discover may be broken
Low reply rate	Bad copy	Wrong audience or awareness stage No clear offer/ weak list building
Replies, no meetings	Weak CTA	No trust layer when they Google you
Long sales cycles	Need better demos	Targeting buyers at wrong awareness No urgency, education needed
SDR not delivering	Wrong hire	No system to plug into
Tried 5 channels, nothing works	Try a 6th	Scattered growth efforts Not testing, recording learnings ai before essentials

Symptoms are loud. Causes are generally upstream

6 Key Mistakes / Learnings



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 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.



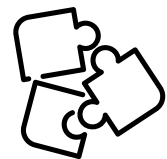
Founder-first, then handover

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



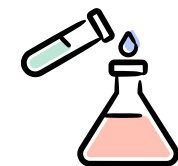
Strategy and quick wins are not an either or. You test, learn, capture, scale. Quick wins come in month 2 when month 1 is direction & essentials.



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.

Why I do what I do?

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.

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

Outbound

Sends emails. Doesn't build trust.

AI

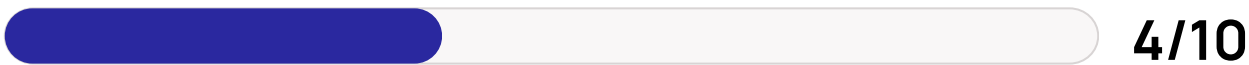
Scales what works. Doesn't fix what doesn't.

GTM

Is what makes both work.

- Outbound works best when combined with inbound
- Trust is the basis of sales
- 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 is here

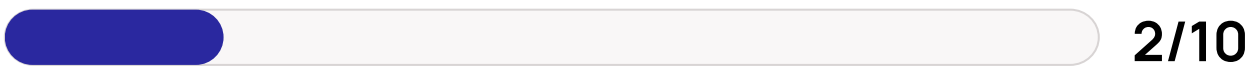
Diagnose GTM / market entry across 10 pillars



1. Strategy & GTM Essentials



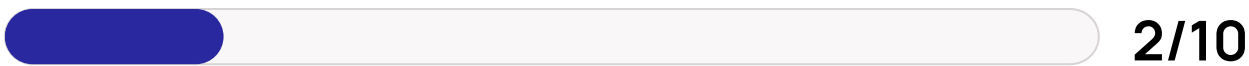
3. Outbound & Demand Generation



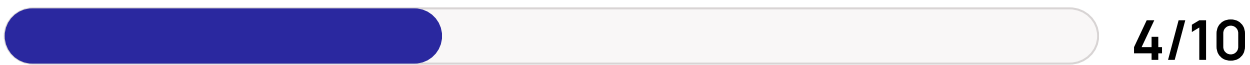
5. Credibility Assets & Proof



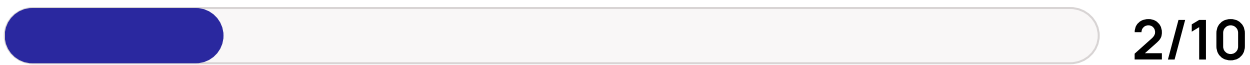
7. Trust Network & Distribution



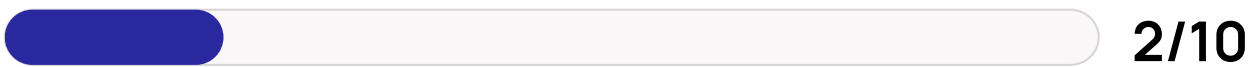
9. Learning Loop & Compounding



2. ICP & Persona Precision



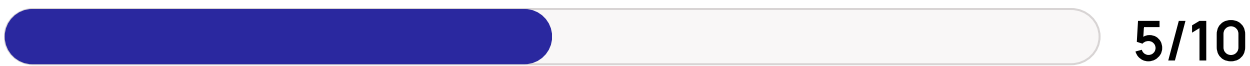
4. Founder Brand & Visibility



6. Content & Marketing Engine

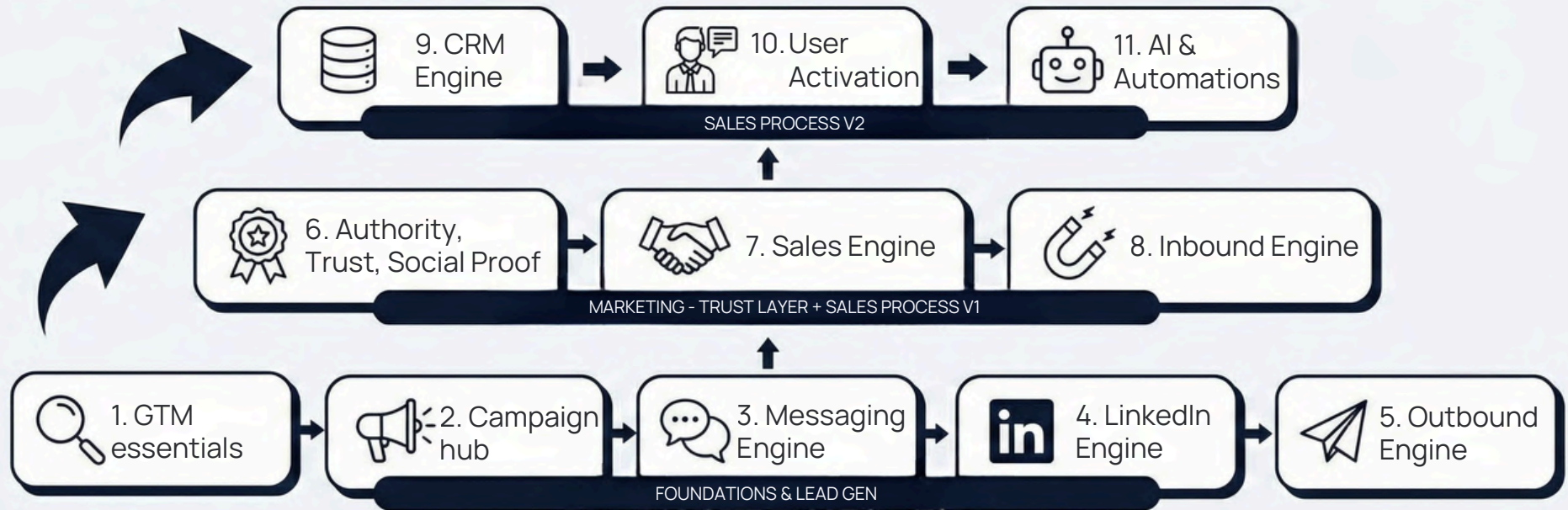


8. Sales Process & Conversion



10. Team, Capacity & Ownership

THE GTM ENGINE STACK: Forte Growth System



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fortegrowth.co



SAVE - SHARE



Tactical tips based on your stage



B2B Sales & marketing is complex



Mix is essential

- Some channels are scalable, others non-scalable. You need both to generate volume *and* build trust.
- Find your growth loop
- Discover the repeatable loop, then scale it cost-effectively.

One size fits noone

\$10K ACV B2B SaaS isn't the same as \$20/seat PLG. The recipe changes.

	PLG / Low-ACV	Sales-led / Mid-ACV (\$10–50K)	Enterprise (\$100K+ ACV)
Email	Volume play - drive sign-ups	Invitations to webinars/events, not cold meetings	Almost never cold - account-based, personalised
Outbound	Less critical - PLG carries the load	Critical - narrow + warm beats broad + cold	Account-based, multi-thread, slow burn
Founder brand	Trust + virality, build in public	Essential - buyer Googles you between every touch	Critical - founder visible in buyer's space
Cadence	High volume, fast iteration	2 scalable + 1 non-scalable per quarter	Slow, high-touch, multi-stakeholder

The narrower the river, the faster the flow. The more you try to be everything to everyone, the more you lose.

You need both volume & marketing to generate leads, build trust, find repeatability

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

0-5 Customers

HOW TO GET YOUR FIRST FIVE CUSTOMERS



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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



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

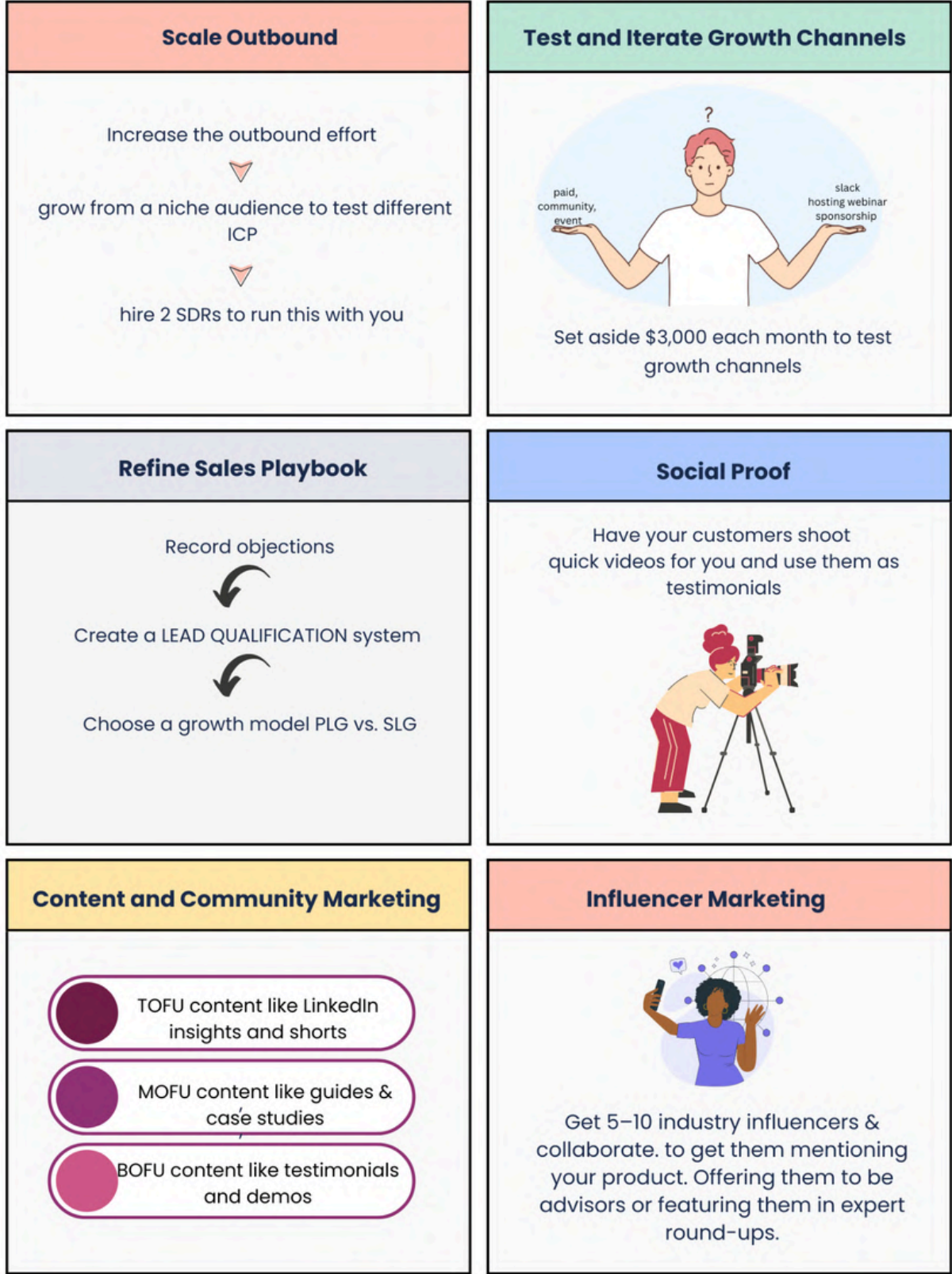
Result:

- 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

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



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.

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4. Battlecard
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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:

- 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.



Market expansion: Outbound + Trust + Visibility

TEST-ITERATE-IMPROVE. FAST!

🇬🇧 What got you to \$1M at home may not get you to £100K in the UK

THE PROOF - WITCO

🇫🇷 In France, growth came through relationships, first network, PR and lack of competition. We entered the UK with the same PR-heavy approach - paid features, visibility plays. It didn't convert. **The real issue:** no deep understanding of where UK buyers consume information, how trust is built, or who influences decisions.

What shifted:

- **Know your buyer!**

Started targeting 1000 key buyers not 10,000 spam emails
- **Test bi-weekly!**

Messaging, channel, and ICP tested in parallel.
- **Build trust & visibility in right channels.**

Go to same events, appear in publications, build referral loops in app as well as physical.

Trust doesn't travel. Chasing clients without it, is a waste of time!

£1M ARR at home. 50+ enterprise logos including multinationals. UK isn't moving. **Home: 7/10. UK: 2/10 across the board.** “ *We sell to Nike & Decathlon in Turkey, nobody cares about us in the UK*”

GTM Diagnostic: Home Market → UK Expansion

£1M ARR. 50+ enterprise logos at home. Strong product-market fit. But UK go-to-market scores **2/10** across the board.

Snapshot

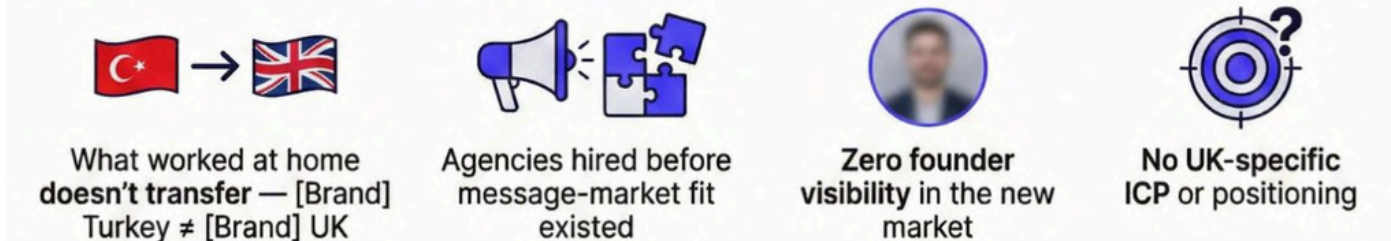
- **£1M ARR**, mostly from home market
- **50+ enterprise clients** domestically, including well-known multinational brands (local operations)
- Break-even, self-funded
- Product recently repositioned into a stronger, more differentiated offering

Scorecard

Product-market fit (home market): 7/10	Product-market fit (UK): 3/10
Financial health: 6/10	Sales process (UK): 3/10
ICP clarity (UK): 2/10	Messaging (UK): 2/10
Lead gen (UK): 2/10	Team capacity (UK): 2/10
Competitive positioning (UK): 2/10	Founder brand/visibility: 1/10

Example

Why UK Isn't Working



Where it breaks

ICP clarity (UK) - home segments untested in UK

Messaging - UK pitch never rebuilt

Founder brand / visibility - neither founder posts on LinkedIn

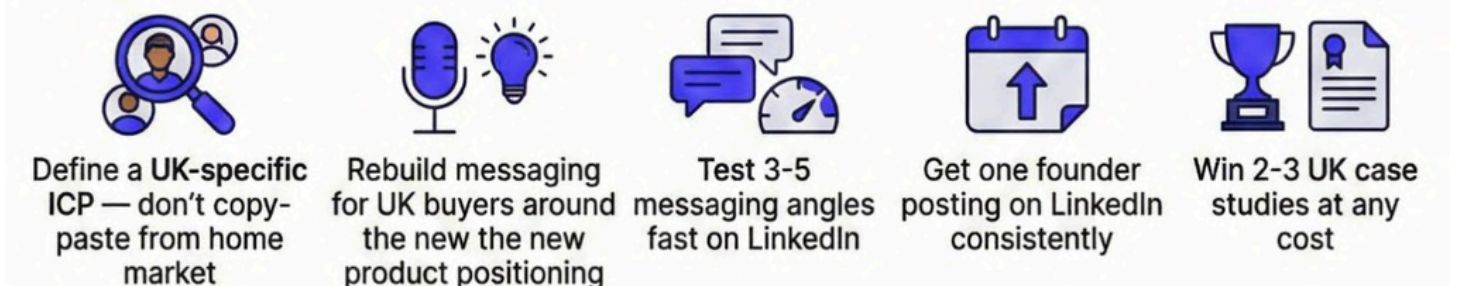
Lead gen - agency stalled, no internal owner

Competitive positioning - no articulated wedge vs incumbents

Growth tests / events - no podcast, no panels, no industry presence

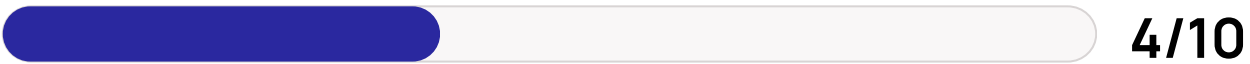
Paid ads ❌ £10K+ spent before message-market fit

The Fix



Diagnose your market entry across 10 GTM pillars

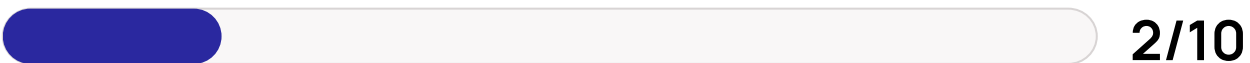
Every B2B GTM engine has 10 components. You can score yourself against these pillars in a new market to see where it breaks..



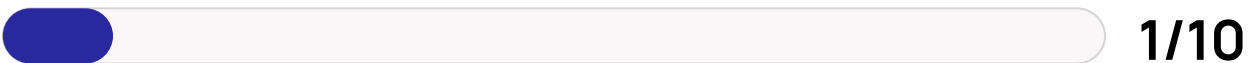
1. Strategy & GTM Essentials



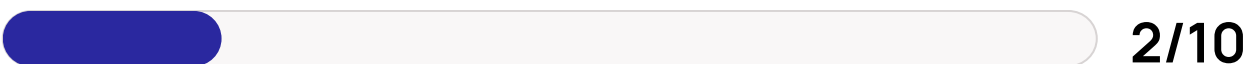
3. Outbound & Demand Generation



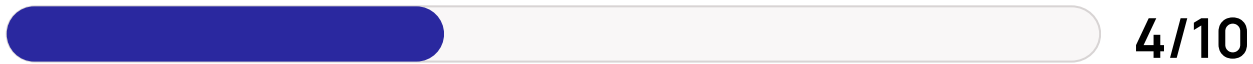
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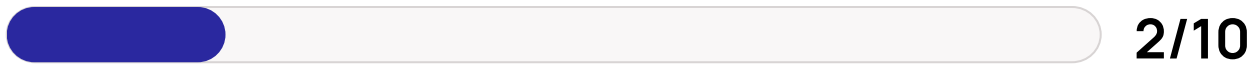
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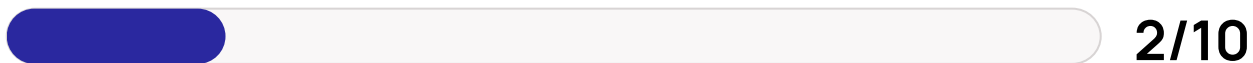
9. Learning Loop & Compounding



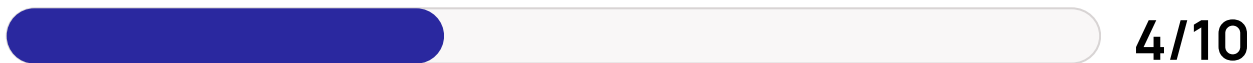
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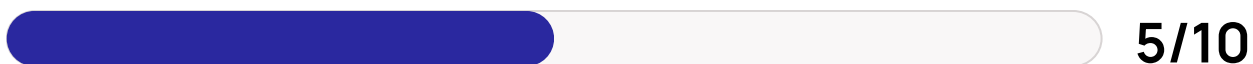
4. Founder Brand & Visibility



6. Content & Marketing Engine



8. Sales Process & Conversion



10. Team, Capacity & Ownership

⊗ The four lowest-scoring pillars - Founder Brand, Credibility, Marketing Engine, Trust Network - all serve the same job: **creating awareness and trust upstream of outbound**. Building this cluster is what gets your new brand more meetings in a new market.



**Let's get tactical:
How do leads compound?**



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.

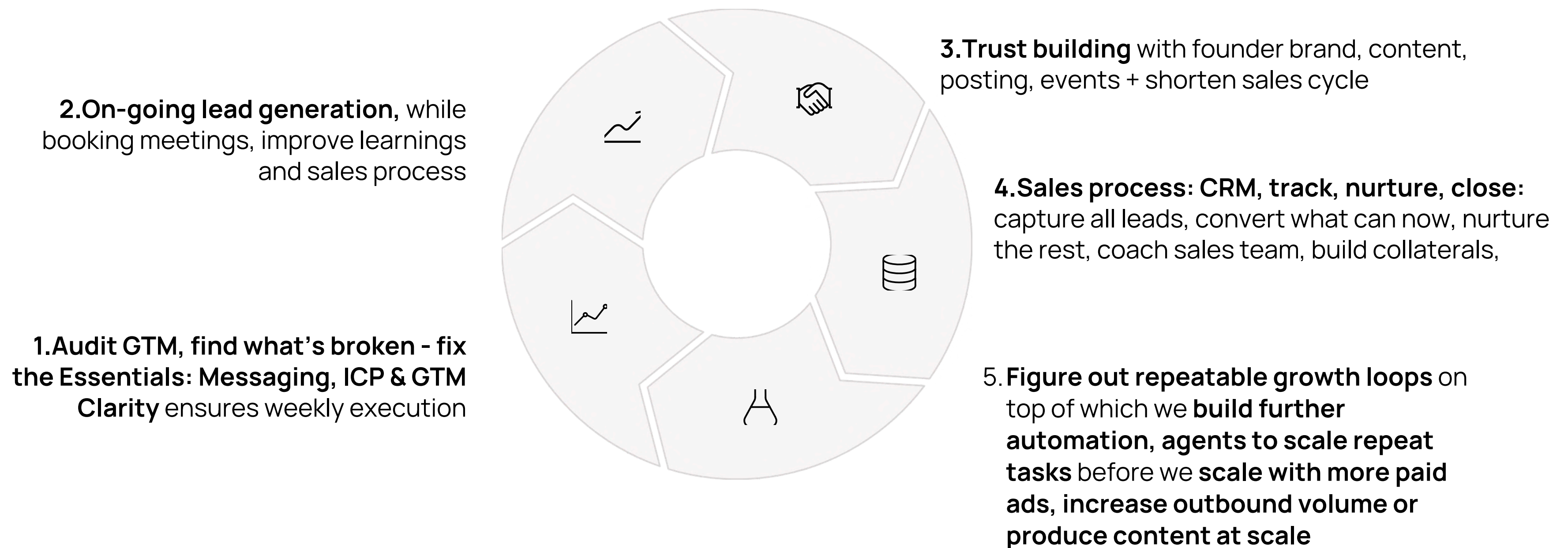
Layer 2 - Trust, Visibility & Brand (The Echo Chamber) LinkedIn profile as landing page. Active posting. Founder brand. Engagement with target accounts. Social proof. Events. When prospects check you out, they see someone real, active, credible.

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.

Before you build AI agents, build a loop that feeds the engine:

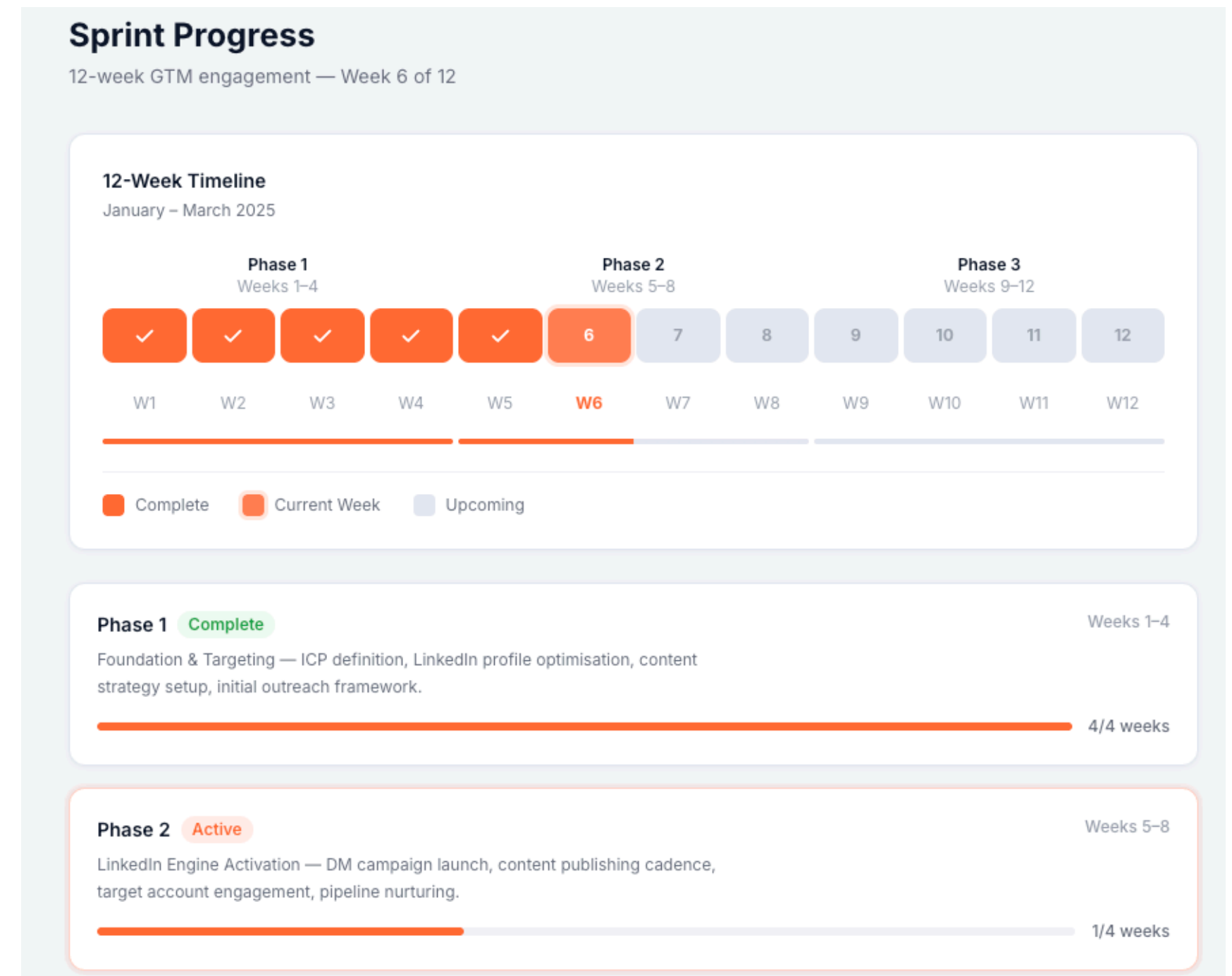
Virtuous loop: A system that balances quick wins & strong foundations that build repeatability when you start treating GTM like you treat product building. **Weekly sprints: test → iterate → improve**



How we run lead gen. sprints and why this order?

90-Day Sprint

- Launch outbound to test message-market fit
- On-going lead gen to convert to sales
- Add content to nurture, shorten sales cycle
- **Scale with email to a) re-activate b) increase volume**
- Create lead magnets, trust building webinars/ events, newsletter
- Identify problems in sales process and fix: CRM, automation, agent and scalable channels



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	✓	✓	✓

It takes 8-12 touches before someone pays attention.



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

Build your GTM in weeks, not 18 months

How to sequence things

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*

⇒ *ON-GOING LEAD GENERATION*

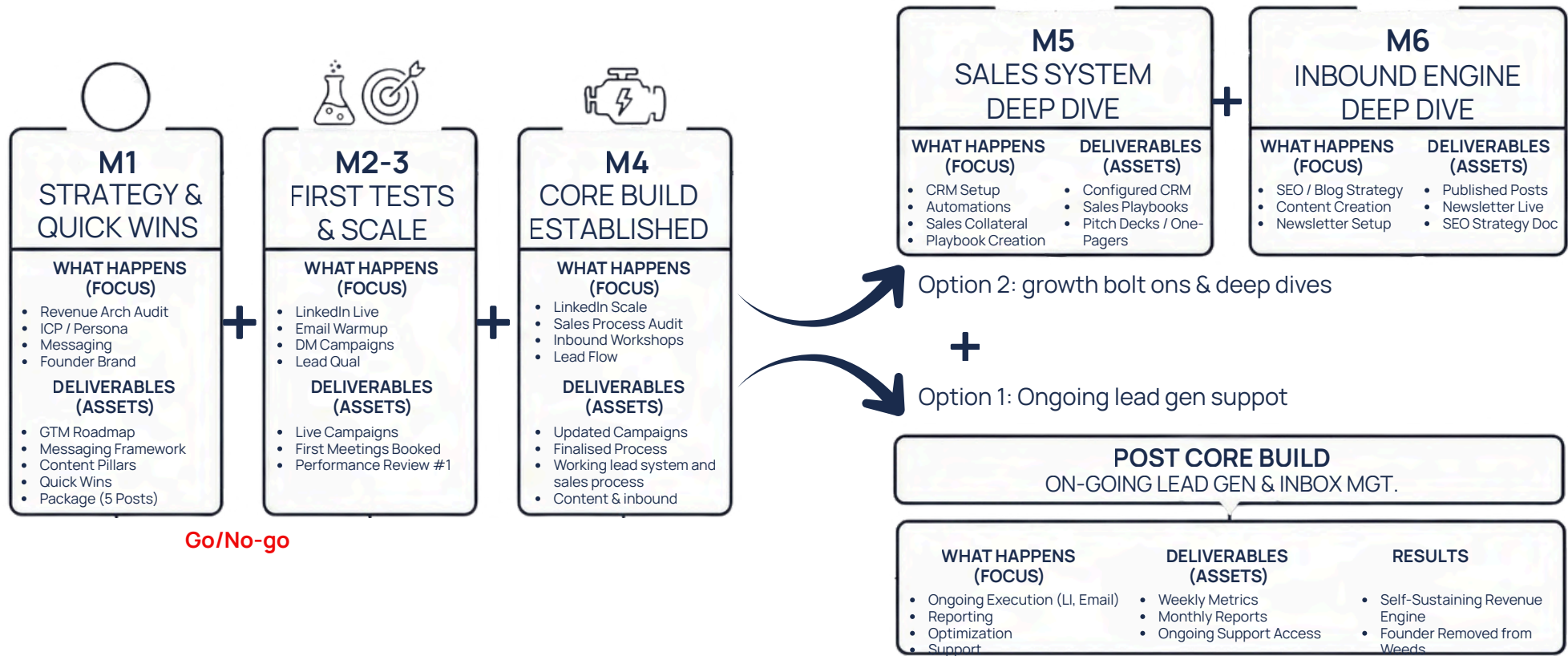
⇒ *TRUST BUILDING + SHORTEN SALES CYCLE + HIGHER ACV*

⇒ *CRM, TRACK, NURTURE LEADS, CLOSE*

⇒ *NON-SCALABLE EXPERIMENTS INCREASE REACH*

⇒ *MORE SCALABLE CHANNELS BRING PREDICTABLE REVENUE*

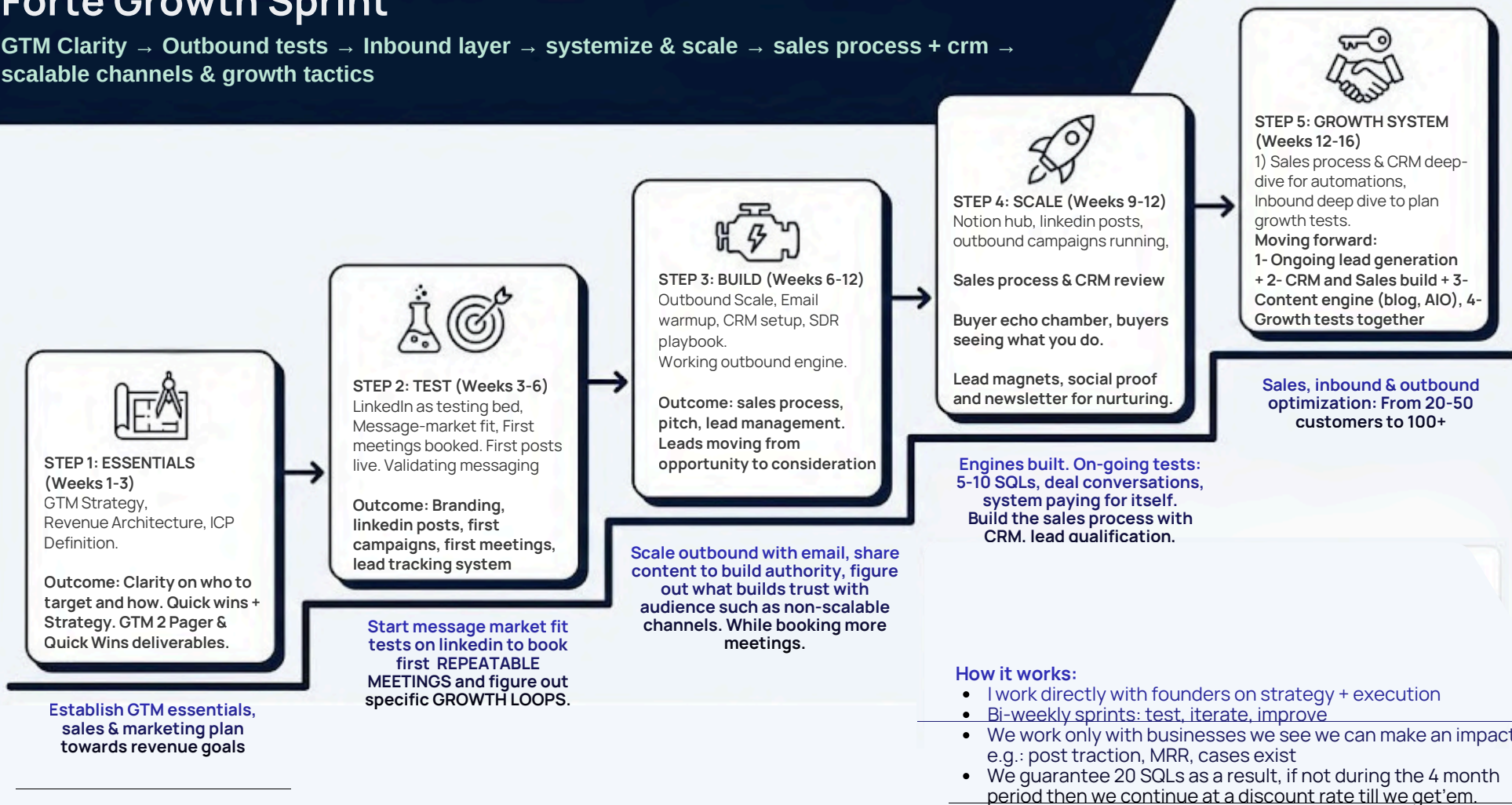
WHAT IT MEANS IN PRACTICE:



Putting it into practice

Forte Growth Sprint

GTM Clarity → Outbound tests → Inbound layer → systemize & scale → sales process + crm → scalable channels & growth tactics



Step 1

Audit your GTM

GTM Clarity, One pager, Targets, 180 day plan

The Problem

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

What to do in stead

- GTM audit and essentials
- Build revenue mathematics - 3 segments, 3 ICP, 3 strategies: how to reach \$100K in 6 months
- Clear GTM Strategy: channels and activities to run
- 31 components from essentials to demand generation to sales & marketing plan

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.



Alper Yurder
Follow for more GTM tips!

[company/growforte](#)
[in/alper-yurder](#)

[fortegrowth.co](#)



Continue reading
on the next page!

Audit Your GTM Foundation



Who's the buyer > ICPs & Personas

Not in demographics but in behavioural signs and triggers



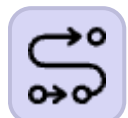
Why should they care > Messaging & Positioning

Attention spans are 8 seconds, capture them fast!



How r u building trust+visibility+credibility

Founder brand, influencer the influencer, posting, being present.



Meeting your buyer where they are

How did your best buyers become your best buyers? Repeat that.

Exercise: Rate yourself 1–5 on each element above.



Tactical Tip:

Record calls with Fathom, extract key insights, and share in Slack to align product, tech, marketing, and sales.

Self-Review Your GTM Strategy

When I work with startups—whether in an advisory, consulting, or hands-on role—I follow the same process I used to scale my own SaaS company.

You can run the same process yourself using this [GTM One-Pager Questions Template](#).

Here's how:

1. GTM Audit

Start by assessing your current position with the linked template.

2. Independent Reflection

Each co-founder fills it out separately—take a walk, reflect solo, and come prepared.

3. Collaborative Workshop

Come together for a half-day session to align on answers and lock in your strategy.

4. Write the Roadmap

Capture the essentials in a 1-page GTM roadmap that outlines your growth strategy over the next 90 / 180 / 360 days.

Check out these real examples for inspiration:



• [GTM Strategy for Seed Stage Startup](#)



• [GTM Roadmap for LegalTech Startup](#)

FATHOM



slack

Step 2

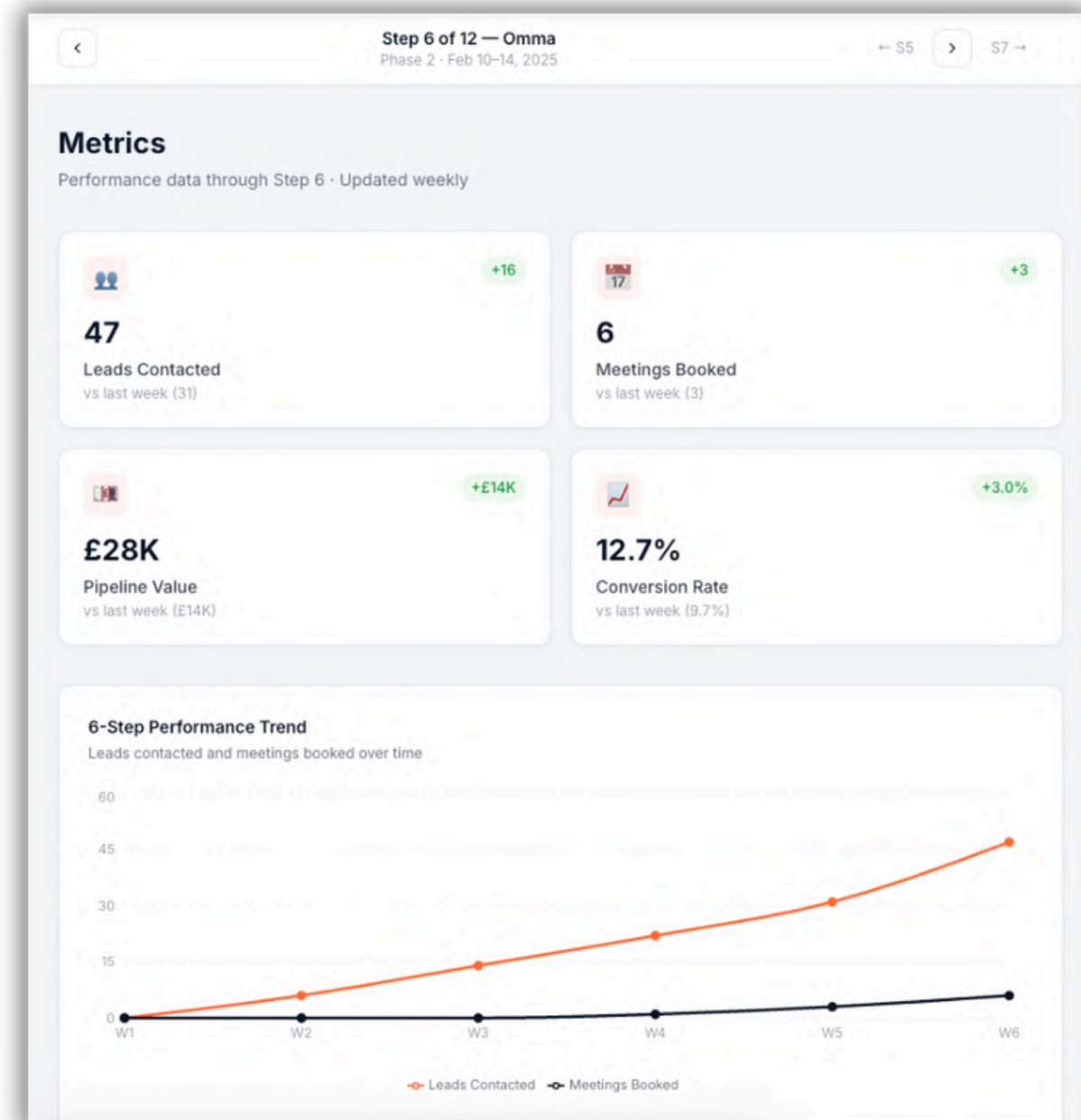
Running campaigns

First, test message-market fit, then scale

The idea is to:

- Book meetings
- Record the meetings
- Learn from the meetings
- Record sales calls and interview personae
- Understand the buyer persona better: what moves them from Awareness → Interest → Conversion
- See what converts so we can do the right sales and marketing activity
- Tweak the product accordingly

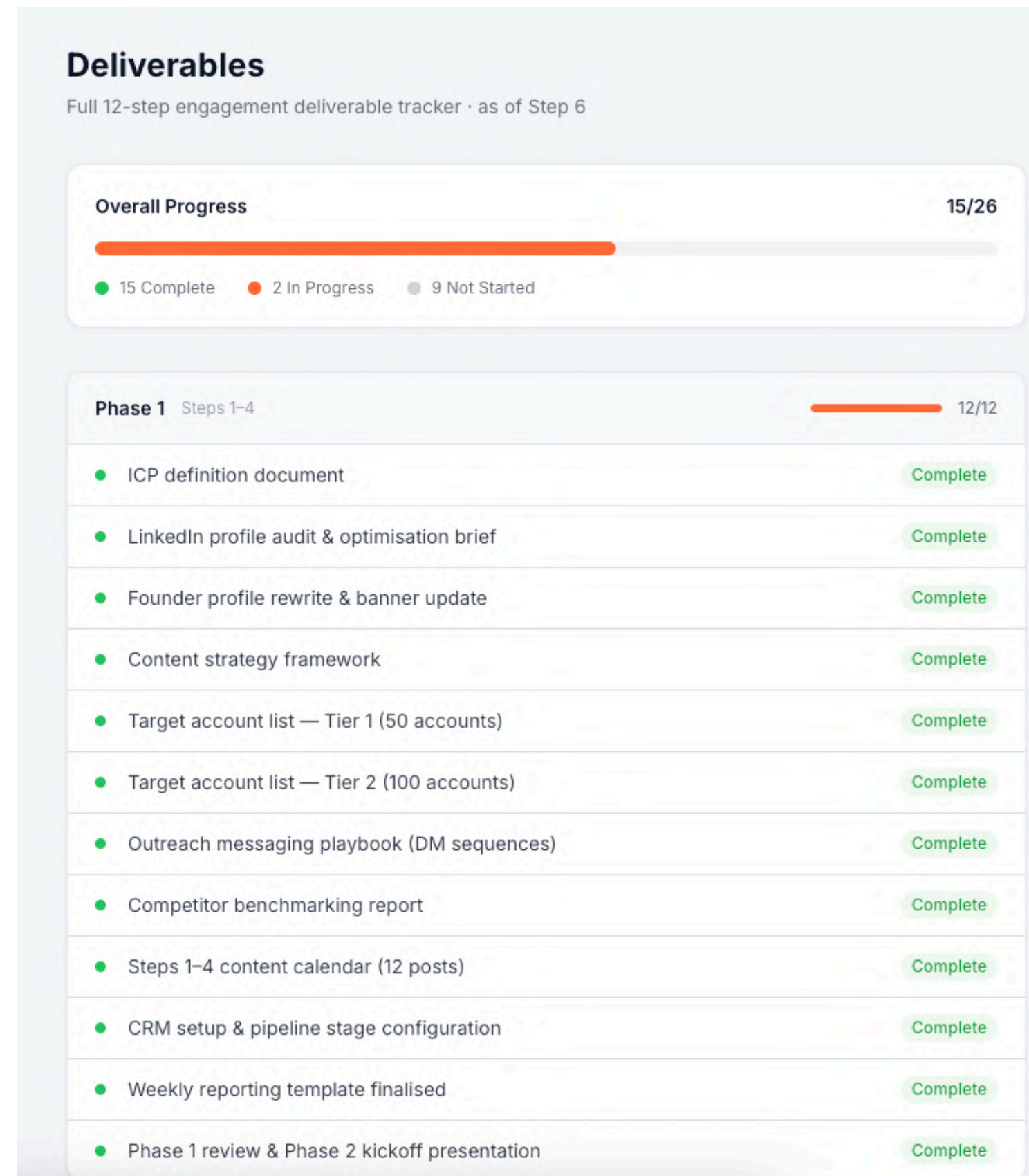
- This is where you start message-market fit tests, generate leads while improve what converts:
- the full sprint goes after **three personas** with **four different messaging angles** with **four touchpoints**. + First posts, first credibility building.
- We launch the first one by week 5 and start testing.



Get campaign ready

Nail your essentials to test:

- These are what you take for granted, your essentials which you never had time to do properly maybe
- **But they are the foundations before you build agents:**
 - Writing card
 - Prospect lists
 - Tracker
 - A working notion hub where you see all campaign ideas listed and documented
 - Content calendar
 - Copy database
 - Social proof assets, case studies, lead magnets we'll use
- **And update as we learn from new campaigns**



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)

Keep all tests well organized in one database

✗ Scattered outbound efforts, FOMO, spam.

✓ Organized and informed campaigns. Test-iterate-learn.

Campaign database with results

Tags

Empty

GTM Motion

Channel

Partnerships

Instantly

Tolga

In progress

April 14, 2026

149

MENA linkedin non-responders re-target via email

Partnerships

Instantly

Tuba

In progress

April 10, 2026

90

Infocomm LATM

Partnerships

LinkedIn

Tolga

In progress

April 8, 2026

142

08.04.2026 Sales Titles - Indian SI, 1-50, SalesNav DigSign&ResellerKeyw - 2nd pe

Partnerships

LinkedIn

Tolga

In progress

March 26, 2026

180

26.03.2026 CEO,Owner,GM - India SI, 10-50, Apollo Lookalike&DigSignKeyw

Partnerships

LinkedIn

Tolga

In progress

March 18, 2026

27

CEO,Owner,GM - Egypt SI, 1-50, Apollo Lookalike&DigSignKeyw

Partnerships

LinkedIn

Tuba

Paused

March 26, 2026

130

26.03.2026 CEO,Owner,GM - India SI, 1-10, Apollo Lookalike&DigSignKeyw

Partnerships

LinkedIn

Tuba

Paused

March 24, 2026

42

CEO,Owner,GM - CIS SI, 1-50, Apollo Lookalike, NoKeyw

Partnerships

LinkedIn

Tolga

Finished

March 9, 2026

111

CEO,Owner,General Managers - SalesNav India Accounts, 1-50, Dig Sign & Reseller

Partnerships

LinkedIn

Tolga

Finished

January 19, 2026

207

Sales Managers, Directors - MEA SI, 1-50, SalesNav Dig Sign&ResellerKeyw - 3rd pr

Partnerships

LinkedIn

Tolga

Finished

January 1, 2026

90

Pure Managers, Directors - MEA SI, 1-50, SalesNav DigSign&ResellerKeyw - 2nd pe

Partnerships

LinkedIn

Tolga

Finished

November 24, 2025

CEO,Owner,General Managers - MEA Accounts, 1-50, Dig Sign & Reseller Keyw

Partnerships

Multi-channel

Tuba Tolga

Not started

Sales team old contact re-activate



Step 3

Build: trust layer

Founder Brand, LinkedIn, Social Proof

The Problem

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

What to do in stead

- Optimise your profile
- Write your manifesto
- Create and publish first posts
- Build allies list
- Establish engagement routine
- Set up profile viewer tracking
- Be at the right channel: linkedin, facebook, insta, reddit

Social Proof the hell out of every opportunity

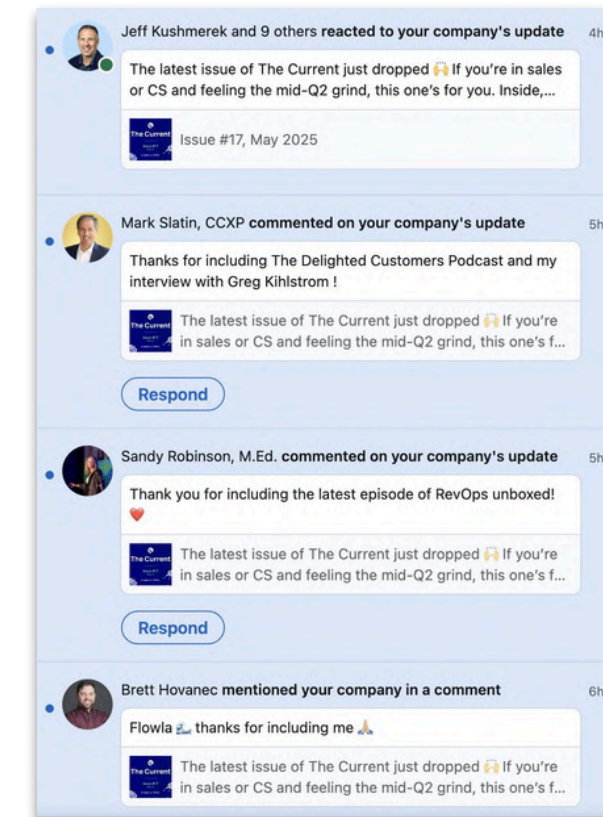
Case Studies

Detailed success stories from satisfied clients

Testimonials

Use Senja or similar for Love Walls

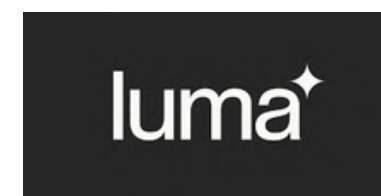
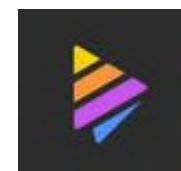
Events & Awards PR events, launches like PH launch are great



"Flowla provides a one-stop-shop for all pieces of our sales process. Our customers consistently cite it as differentiator that sets us apart from competitors."

Kelly McIntosh, Head of Revenue Operations

tilt



RIVERSIDE

XGEN^{AI}



tally*

Build your founder brand first

1,000+

Leads generated

From founder-only content strategy

3x

Engagement rate

Compared to company content

52

Weekly posts

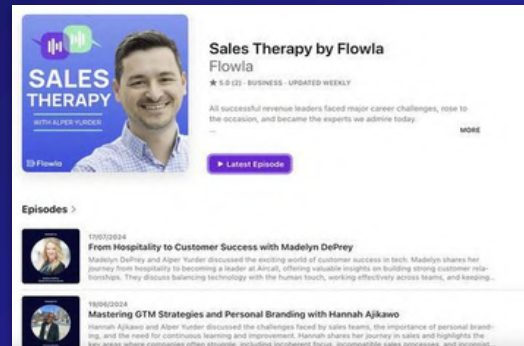
Consistent sharing builds audience



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.

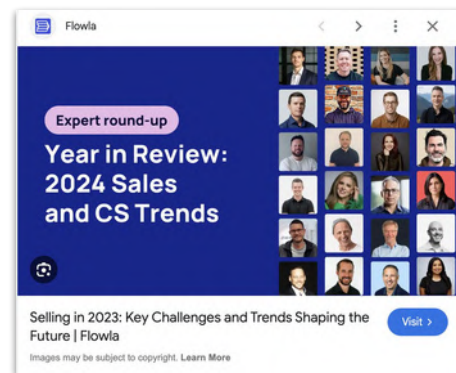


Inbound & Outbound Together

Building and scaling trust while reaching new audiences

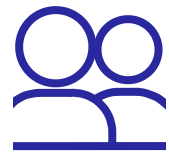
💡 Digital authority, brand awareness & FOMO

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



Influence the influencers:

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.

Step 4

Sales process & systemizing to scale

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
- Think about lead qualification and nurturing
- Newsletters help

 **Omma interim tracking CRM**

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

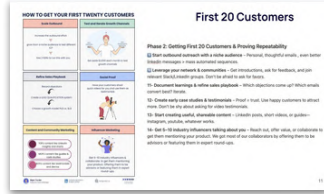
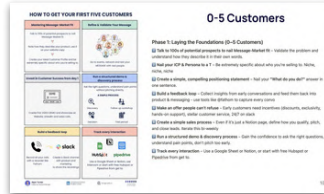
Click Table to toggle between views.

156	 Salem Asban	linkedin.com/in/...6a309/	Founder & CEO @ CineTech Aut	December 29, 2025	January 5, 2026	Contacted	CURRENTLY 1ST MSG
161	 Eng. Mohanad Al Khadar Al Baghdadi	linkedin.com/in/...17157/	Projects Management at Delta li	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 & Ope	January 13, 2026		Interested	SEND RESOURCE
8	 Ausaf Usmani	linkedin.com/in/ausaf/	Executive Manager	January 13, 2026		Interested	
9	 Maroon Khalil	linkedin.com/in/...%3D%3D	Chief Business Officer	December 16, 2025	December 5, 2025	Interested	
14	 Yaseen Jajja KH3N	linkedin.com/in/...-kh3n/	Managing Director			Interested	
34	 Parag Vadodaria	linkedin.com/in/...67356/	Founder and CEO at Panacor Te	December 24, 2025		Interested	SEND RESOURCE HERE
38	 Sanjeev Singh	linkedin.com/in/...a2b25/	Managing Director - AVISS LLC	December 29, 2025		Interested	SEND RESOURCE HERE
45	 Ahmed H.	linkedin.com/in/...hegab/	General Manager at Modern Ara	December 29, 2025		Interested	SEND RESOURCE HERE
46	 Hossam Mousa	linkedin.com/in/...0a312/	Executive Manager at AMCO Te	January 13, 2026		Interested	SEND RESOURCE HERE
56	 Salmanul Faris	linkedin.com/in/...41959/	Managing Director at trivv digita	December 29, 2025		Interested	SEND RESOURCE HERE
57	 Hamed S.	linkedin.com/in/...25879/	Business owner at Enicas Sounc	December 29, 2025		Interested	SEND RESOURCE HERE
79	 Mohamed Nagib	linkedin.com/in/...938a8/	Founder & CEO at Milestones fo	December 29, 2025	January 5, 2026	Interested	
121	 Mohamed Hussein	linkedin.com/in/...eilyn/	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 Mani	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 Grc			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 Elect	January 18, 2026		Booked Call	did not join the call

Learnings from Scaling GTM

Document every step and record processes before hiring

1) Where you are:

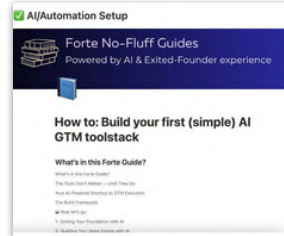


2) Weekly sprints timeline & scope

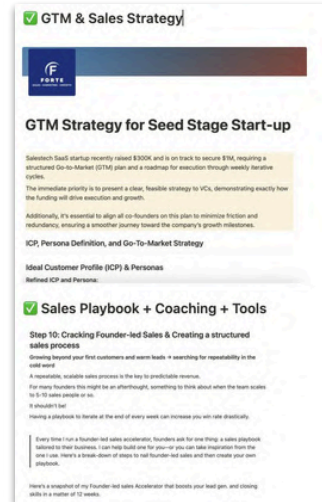
? What's included in the weekly work?

Depending on the package:

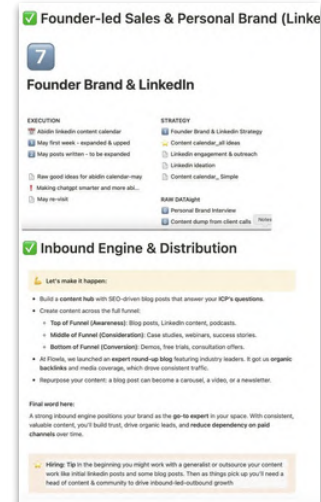
- Founder-brand content
- Outbound strategy + copy
- LinkedIn + email messaging
- Sales call support and coaching
- Funnel and CRM setup
- Lead scoring + experiments
- Feedback and iteration loops
- Weekly GTM planning and reporting



3) Test-iterate-improve

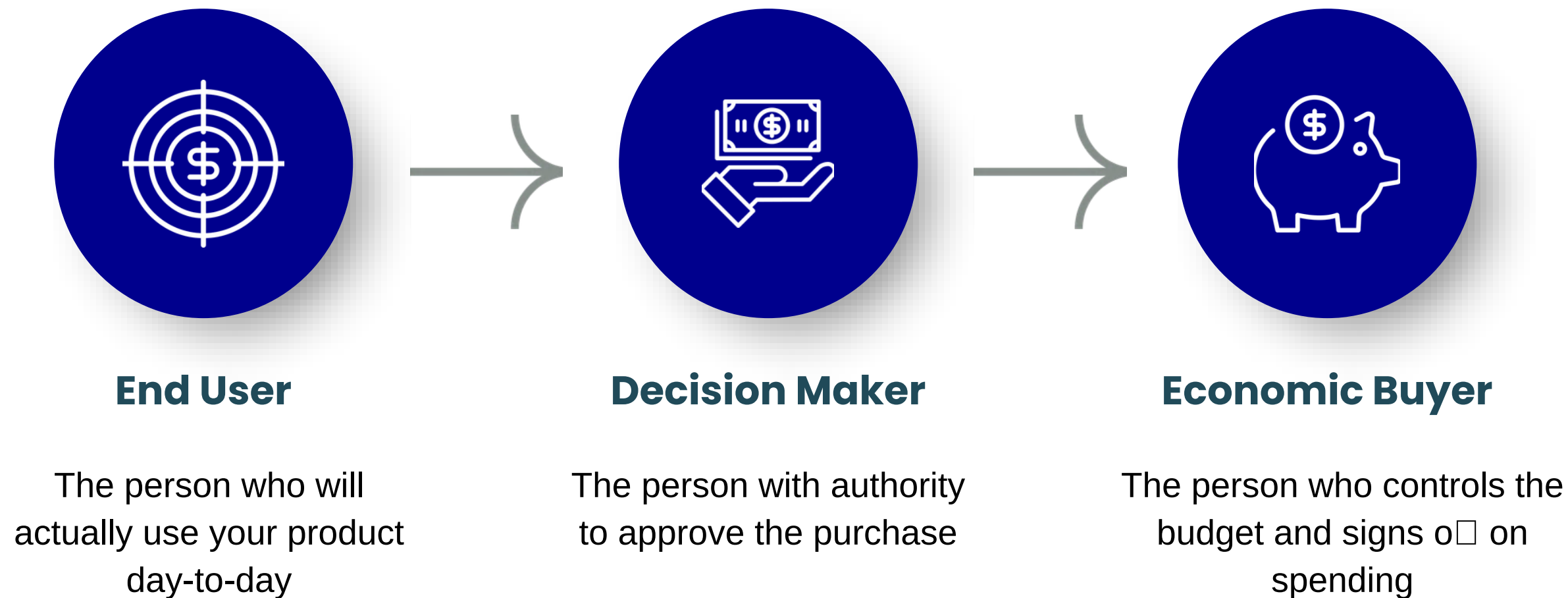


4) Deliver results



Define Your Sales Motion based on your buyer

A- The Buyer Panel:



B -Top Tips:

- ✓ Understanding who you're selling to is crucial for defining your sales motion.
- ✓ Different buyer types require different approaches.
- ✓ Consider which growth motion best matches your target audience:

Growth Motions: SLG vs. PLG, Top-down vs. bottom-up

- Sales-led for complex, high-touch products;
- Product-led for self-service offerings;
- Content-led for education-driven purchases.
- Test different pricing and positioning strategies, and use tools like Flowla to track interactions with your sales collateral.

Similar but different!

\$10K ACV B2B SaaS isn't the same as \$20/seat PLG. The recipe changes.

	PLG / Low-ACV	Sales-led / Mid-ACV (\$10–50K)	Enterprise (\$100K+ ACV)
Email	Volume play - drive sign-ups	Invitations to webinars/events, not cold meetings	Almost never cold - account-based, personalised
Outbound	Less critical - PLG carries the load	Critical - narrow + warm beats broad + cold	Account-based, multi-thread, slow burn
Founder brand	Trust + virality	Essential - buyer Googles you between every touch	Critical - founder visible in buyer's space
Cadence	High volume, fast iteration	2 scalable + 1 non-scalable per quarter	Slow, high-touch, multi-stakeholder

The narrower the river, the faster the flow. The more you try to be everything to everyone, the more you lose.

Grow with scalable channels

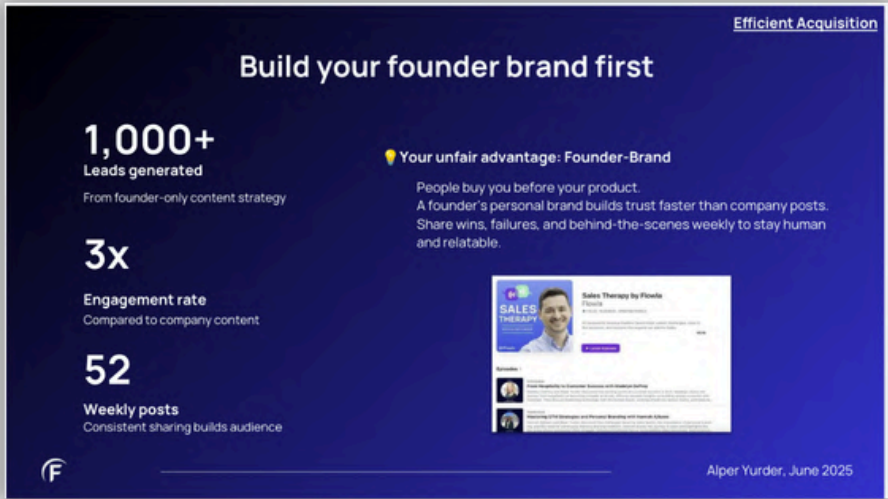
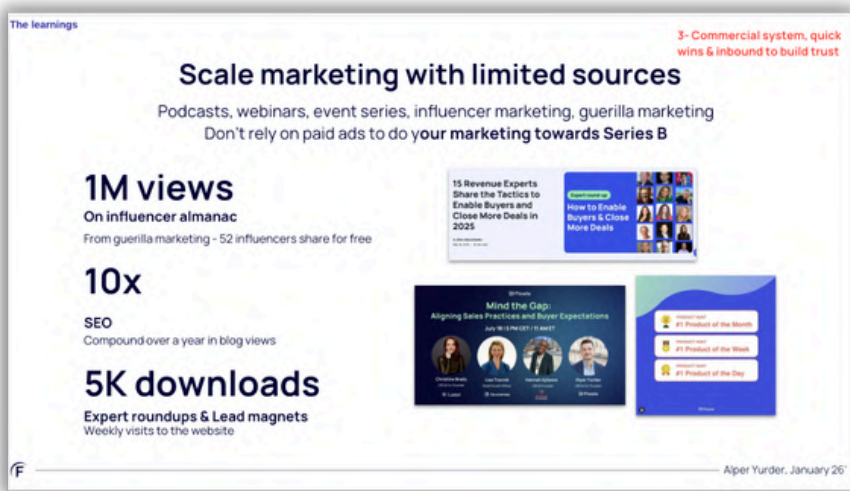
Growth Channels

The Problem

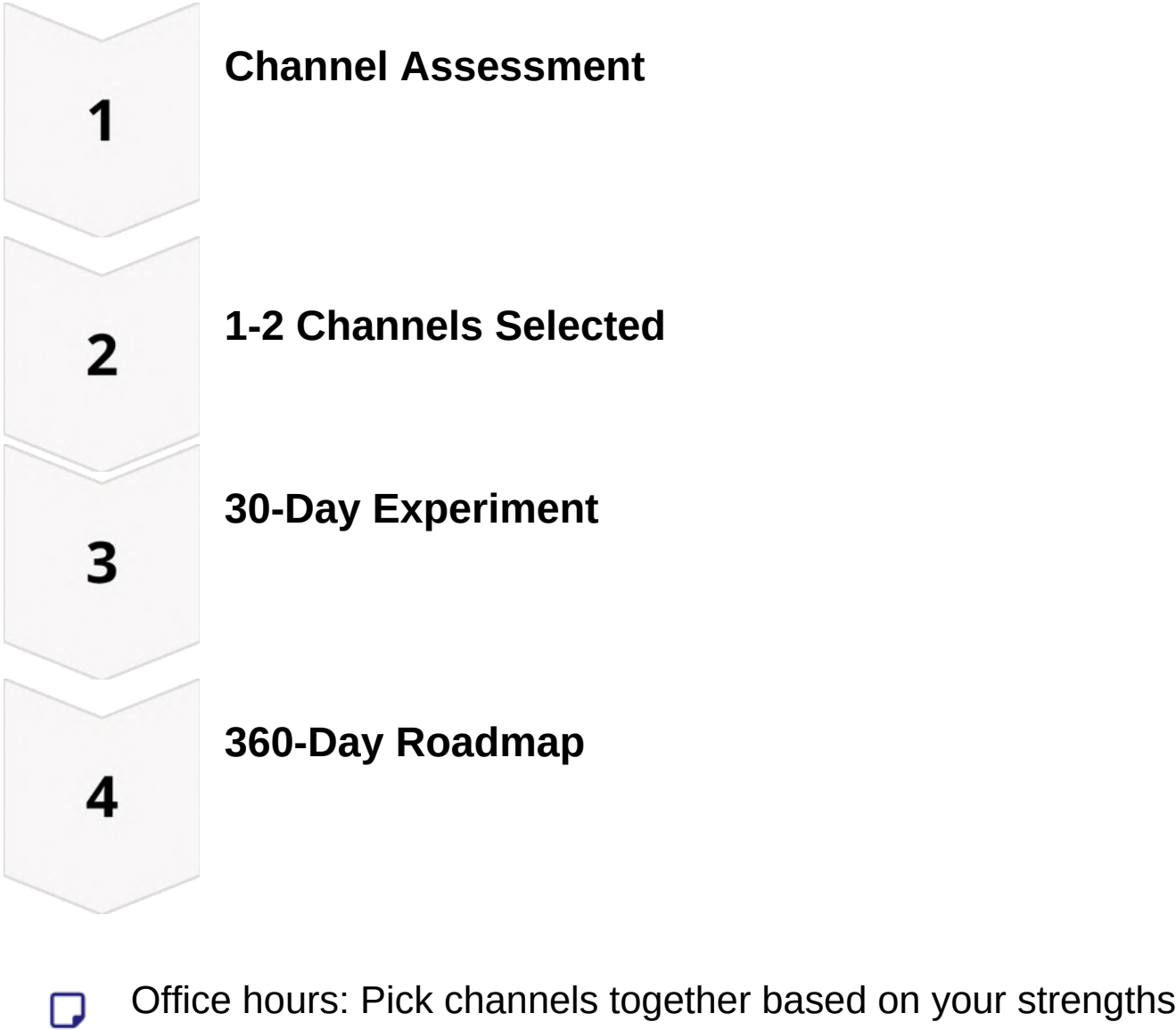
Too many options, no clarity on where to focus your limited time.

What We Do

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



We review



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

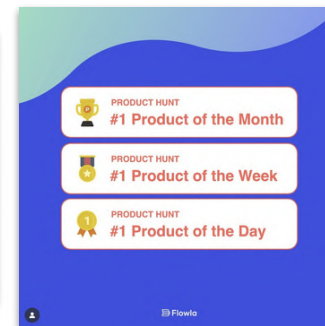
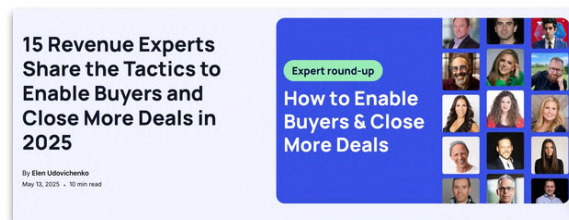
SEO

Compound over a year in blog views

5K downloads

Expert roundups & Lead magnets

Weekly visits to the website



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

UJJI Sales 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

Build the Machine

Systems + Handover

Pitch Talk Tracks

▼ Short Version:

"UJJI transforms your internal documents into engaging, gamified training modules using AI. It's like ChatGPT meets onboarding and continuous training."

▼ Long Version:

"UJJI leverages AI to convert internal knowledge into SOPs, playbooks and easy-to-consume interactive training experiences in the form of personalised learning paths, quizzes, and real-time analytics to ensure knowledge retention and engagement."

Core features

▼ Check out below the main solutions and benefits our platform uniquely offers

- AI-powered Documentation Assistant
 - Brain Dump experience to build Playbooks with SOPs, Checklists, Glossaries, etc.
- AI Doc-to-Training Builder
 - Effortless creation of bespoke learning paths in the form of videos lessons, quizzes, tasks.
- Analytics & Adoption Metrics
 - Real-time engagement dashboard
 - Bespoke data points for customised reports

Target Personas, benefits & assets

UJJI AI has 4 key target decision makers across our ICP

- ▶  Heads of People / HR Professionals
- ▶  Heads of Sales / Sales Enablement / Rev Ops
- ▶  Heads of Customer Success
- ▶  Heads of Compliance / Data & Privacy

Cold Call Openers and Scripts

Cold calls are tough. Here are some ways to get each decision maker's attention - fast!

- ▶  Heads of People / HR Professionals
- ▶  Heads of Sales / Sales Enablement / Rev Ops
- ▶  Heads of Customer Success
- ▶  Heads of Compliance / Data & Privacy
- ▶  Some extra conversation starters and conclusion

? Discovery Calls and Plan for Demos

- ▶ Below are questions you should always ask on discovery calls regardless of the audience
- ▶ Below are persona-specific questions you should ask based on the decision maker
- ▶ The usual discovery call and demo session follows a clear plan over a 45-min meeting
- ▶ Check out some effective meetings with prospects and clients

Key Takeaways

- 1** GTM is more than sending 1,000 emails or stacking clay and some AI and hoping for the best
- 2** GTM is a system, not a list of tactics : WHO, WHY, WHERE, HOW
- 3** Outbound without inbound fails
- 4** Trust is the base of sales, so you need to build Visibility +. Credibility + Authority to build and scale trust.
- 5** You need to treat GTM like you treat your product: Test - iterate - improve
- 6** Record everthing, create learning loops that compound, don't outsource problems - founder-led first.

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*

How to get started

Book a diagnostic call to discuss your GTM

1 Where are you getting stuck in your GTM right now?



2 Phase 1A: GTM plan

Start with a GTM audit & create your plan

First of all, we take a snapshot of your current go-to-market strategy and how you should go about growing it - if I were to join as a cofounder in charge of growth how would I approach it

I create your go-to-market strategy to say: this is how you grow it - and month by month, these are the activities you need to run to make sure that you are growing.

We clarify your GTM essentials, sales & marketing plan, **channels, growth motions we want to test as well as how to execute it.**

We build campaign ready materials: copy, outbound messages, prospect lists, tooling, first posts, tracker

The GTM Clarity One-Pager
21 components, 90 days, One page.

4-90-180 Day Plan - Month by Month

Revenue Architecture Calculator

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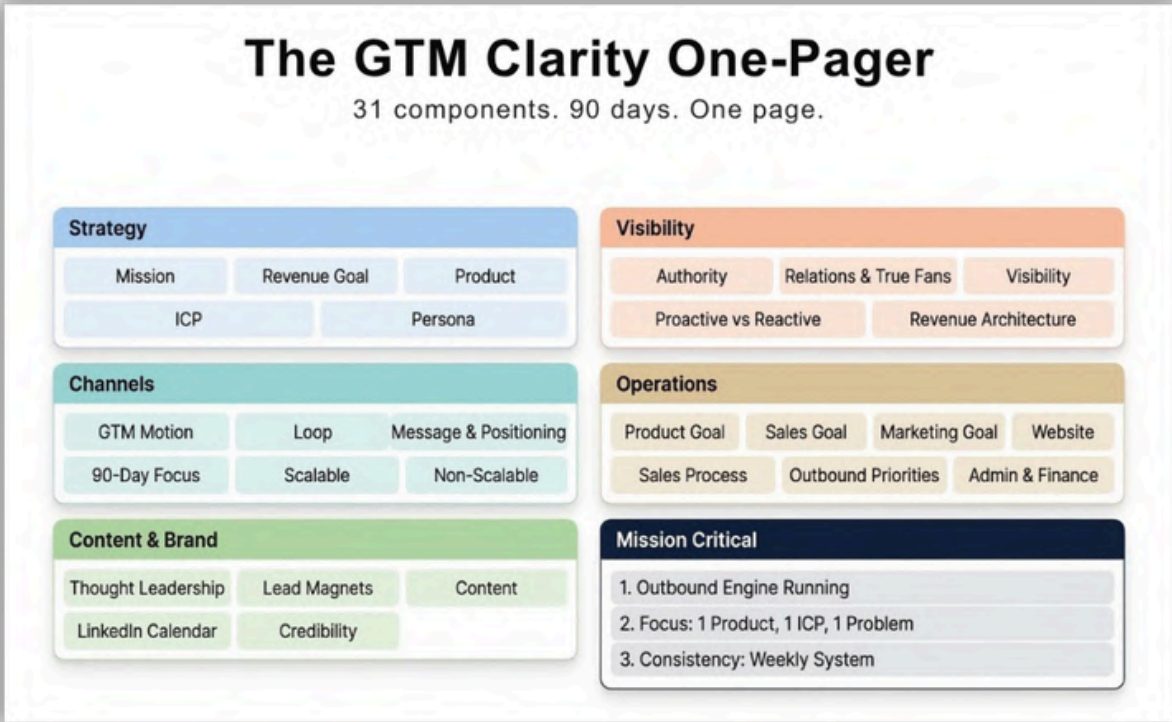
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4- 90-180 Day Plan - Month by Month

Month 1 - Now

- ☐ Start warm network outreach. Dusan leads first 10 conversations via WhatsApp and Instagram DM.
- ☐ Test outreach message with 20 sends. Track reply rate. 15%+ scale it. Below 15% change the line.
- ☐ Build target list - 30 small + 10 medium in Google Sheet.
- ☐ Set up CRM. Weekly Monday review starts immediately.
- ☐ Collect 3-5 fan testimonials from Night Market.
- ☐ Film 60-sec Wafian walkthrough video.
- ☐ Close Belgrade Night Market as first paid contract.
- ☐ Define marketing person brief. Map organizer persona with her.
- ☐ Build true fans list of 100. Activate first 20 allies.

Month 2

- ☐ 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

Revenue Architecture Calculator

Plan your go-to-market activity with clarity. Define your segments, deal size, and conversion assumptions to calculate the outbound activity needed to hit your revenue targets.

									Revenue Outbound									
									ARR								Quarterly	
ICP	Segment	Example / Definition	MRR	Annualized	% to revenue	Revenue	Annual target amount	ARR Target	Conversion	SQLs per year	Churn	SQLs per Month	Owner	Channel	Trust	Conversion	Website per Month	
A	Segment A - Early Stage Seed		500	6000		500		50000	20%		0%							
B	Segment B - Scaling Seed		2500	30000		2500		300000	20%		0%							
C	Segment C - Enterprise Seed		8000	96000		8000		960000	20%		0%							

