



Demand Karma (GTM) Curriculum — WIP

➤ Interested in coaching to help implement the Demand Karma Curriculum at your company? Please fill out our interest form [here](#).

GTM is changing fast. AI has made execution easier, but strategy and differentiation harder. The next era of growth will be defined by how well companies combine focus, clarity, and rhythm.

Here's how we think about it.

MY POV = Differentiation and boring fundamentals win, especially in an AI world. We're going back to first principles. Build the brand, understand the 95:5 rule, apply 60:40 thinking (which varies by category), and measure and optimize the outcome.

Common advice (often bad): Use AI to do more, faster, across more channels, then follow the same playbook as everyone else.

GTM + Marketing needs to focus on:

1. Marketing that Drives Revenue → Clear messaging, positioning, 1-page plans, and marketing that helps make sales easier.
2. Marketing that Drives Category Potential → Reframe the problem, find strategic differentiation, create a signature asset, and define your market position.

3. Marketing that Drives Value Creation → Install a simple marketing/GTM operating rhythm that keeps everyone aligned and execution predictable = value creation.

The System Flow: Revenue → Category → Rhythm → back to Revenue.

It's a loop, not a one-off. Each cycle compounds results, category leadership, and operating discipline. If you'd like to bring this systems thinking into your company, please email ed@edwinabl.com for more information.

First-time Onboarding

- [Edwin Abl bio: Coach](#) (2 min to read)
 - [We're now entering the Post-playbook era](#) (3 min to read)
 - [130+ testimonials for Edwin's coaching](#)
- The Value Creation OS explained
 - [GTM Due Diligence Process](#)
 - [GTM Accelerator Program Explained](#) (2 min to read)
 - [GTM Execution Insurance](#)
- Core Programs
 - [The Strategic Differentiation™ Sprint](#)
 - GTM Sprints
 - [Clarity Call](#) - solve an acute GTM challenge within 90 minutes
 - [LeanPOV \(NEW\)](#) - let's solve your differentiation
 - [All GTM sprints](#) - most common GTM Use Cases we solve
- Coaching Programs
 - [AI Leadership Blueprint](#) - Build clarity and confidence on how to lead with AI.
 - [CMO 1% Blueprint](#) - Become a GREAT CMO.
 - [New Revenue Leader Blueprint](#) - Designed for new or recently promoted revenue leaders who want to succeed fast.
- Who is an ideal customer for Edwin Abl? (1 min to read)

Agentic Marketing GPTs

➤ When we work together, you get free access to my GPTs below.

- Outbound Karma – A co-pilot for writing outbound messages and sequences.
- Email Karma – Writes and optimizes high-converting outreach and follow-ups.
- Differentiation Karma – Clarifies your positioning and narrative so you stand out.
- Social Karma – Grows your presence and credibility through consistent, high-quality posts.
- Coach Karma – Acts as your leadership co-pilot to structure goals, reviews, and feedback.
- Content Karma – Creates content that teaches, attracts, and drives demand.
- Campaign Karma – Designs and tracks campaigns that actually deliver results.

About the Agentic GPTs

Each Agentic GPT has been trained on over 20 years of GTM experience and judgment from Edwin Abl. They combine proven frameworks, lived operating experience, and pattern recognition from advising 100+ scaleups to help you think, decide, and execute like a top operator.

These GPTs don't just generate ideas. They apply real-world judgment to your specific situation, guiding you toward what actually works.

CORE CONTENT

Marketing

Here's your comprehensive list, organized into categories: Sales, Leadership, Productivity, Learning, and Personal, with each category grouped separately at the end for easy navigation.

Investor & CEO Lens

- [Why Every B2B SaaS CEO Should Be Doing Due Diligence](#) (3 min)
 - [Three Tips on Scaling From Series A, B, and Beyond](#) (3 min)
 - [Why CEOs Don't Understand B2B Marketing And How To Deal With Them](#) (3 min)
 - [What Makes a Kick-Ass B2B SaaS business](#) (3 min)
 - [Decoding the CEO-CMO Dynamic](#) (3 min)
 - [How to Articulate Clear Marketing Value for CEOs](#) (3 min)
 - [50+ Scaleups: 15 GTM Lessons Learned](#) (3 min)
 - [Investing in Digital Marketing: Key Insights](#) (3 min)
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AI & Future of Marketing

- [Will AI Replace Marketing](#) (3 min)
 - [How to Use AI to Craft a Strategic Narrative \(without AI expertise\)](#) (3 min)
 - [2025: Why Trends Will Fail You](#) (3 min)
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Brand & Positioning

- [The Case For Making an Investment in Brand Building](#) (3 min)
- [Why Brand And Audience Building Is Critical For Growth](#) (3 min)
- [How Do You Build a SaaS Brand: Get From 0 To 1 As Quickly and Efficiently As Possible](#) (3 min)
- [How to Build a Likeable Brand](#) (3 min)
- [\[VIDEO\] How To Build A Likeable Brand](#) (3 min)

- [Stop Struggling With Differentiation](#) (3 min)
 - [Clear Messaging Wins](#) (3 min)
 - [How to Refine Your Value Proposition, POV and Sales Story](#) (3 min)
 - [What Is Narrative Alignment? Get Serious About Your Positioning Execution](#) (3 min)
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Marketing Strategy & Playbooks

- [Marketing Strategy for SaaS Companies, Simplified](#) (3 min)
- [How Building A SaaS Marketing Engine Takes 5 Years \(Not What Most CEOs/VCs Think\)](#) (3 min)
- [The Ultimate Guide to Building a Marketing Playbook](#) (3 min)
- [How Do You Build a Marketing Playbook For 2023](#) (3 min)
- [Why the B2B Marketing Playbook is broken \(and how you can fix it\)](#) (3 min)
- [Key Questions You Need To Ask When Planning Your Sales & Marketing GTM Strategy](#) (3 min)
- [3 Questions You Must Ask to Build a Strong Marketing Strategy](#) (3 min)
- [The “Just Get Started” GTM Plan](#) (3 min)
- [5 Marketing Strategies To Drive Growth in 2023](#) (3 min)
- [Strategy and Marketing KPIs: 3 Steps to Building The Playbook and Measuring Performance](#) (3 min)
- [5 Buckets to Achieve Your Big Marketing Goals \(By Focusing on What Matters\)](#) (3 min)
- [How to Optimise Your Marketing Strategy](#) (3 min)
- [Everything an Open-Minded CEO Needs to Know about GTM in 2023](#) (3 min)

Content & Demand Gen

- [How Do You Build Out a Content Strategy \(Reminder: CONTENT IS KING!\)](#) (3 min)
 - [Ten Ways to Build a Scalable Content Strategy](#) (3 min)
 - [How to Build Content That Helps Deal Velocity and Brand Awareness at the Same Time](#) (3 min)
 - [How To Create A Super Simple Content Strategy For Your Business](#) (3 min)
 - [Nobody Knows You Exist. Now What? \(get 100 true followers\)](#) (3 min)
 - [What is Demand Generation and Where are We Today?](#) (3 min)
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Metrics, Data & Measurement

- [Stop Wondering About Which Marketing Metrics Should be Reported](#) (3 min)
 - [What are the Key Metrics You Need to Measure for GTM](#) (3 min)
 - [The 3 Groups of Metrics and KPIs All SaaS Companies Should Track](#) (3 min)
 - [Why MQLs Are Irrelevant \(And How To Make Them Relevant\)](#) (3 min)
 - [Bored with MQLs and Adding Value? 5 Ways to Stay a Relevant CMO and Marketer](#) (3 min)
 - [B2B Attribution: 8 Alternatives to Help You Worry Less and Close More](#) (3 min)
 - [How To Become More “Data-Driven” As A Revenue Leader](#) (3 min)
 - [How To Unpick The Black Box of Performance Marketing ROI](#) (3 min)
 - [Data is Hard \(when scaling\)](#) (3 min)
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Execution & Systems

- [How Successful Marketing Teams Operate](#) (1 min)
 - [Three Things Marketing Need to Do Better](#) (2 min)
 - [How To Start Building a Less Complex Marketing Machine](#) (3 min)
 - [How To Solve The Problem of Marketing Team Execution](#) (3 min)
 - [Fix Your Funnel: Rethink, Don't Add](#) (3 min)
 - [How to Fix Your Revenue Funnel](#) (3 min)
 - [How to Fix Sales Funnel Issues \(a process\)](#) (3 min)
 - [How to Improve Pipeline Conversion](#) (3 starting steps) (3 min)
 - [Do You Miss 50% of The Marketing Magic Formula?](#) (3 min)
 - [Do You Have Bad Pipeline Conversion Rates? \(Here's How You Know\)](#) (3 min)
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Sales & Marketing Alignment

- [How To Improve Sales And Marketing Alignment](#) (3 min)
 - [How to Achieve Better Sales and Marketing Alignment](#) (3 min)
 - [\[Podcast\] The Fallacy of Sales & Marketing Alignment](#) (3 min)
 - [Should SDRs Sit in Marketing or Sales?](#) (3 min)
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Pipeline, Outbound & Growth

- [How Do You Use Social Prospecting To Drive Brand Awareness and Inbound Leads](#) (3 min)
- [How To Build a Value Proposition In Less Than 24 Hours](#) (3 min)

- [Things I Don't Believe About Outbound Marketing](#) (3 min)
 - [How to Scale Outbound Marketing — Your Practical Guide for Success](#) (3 min)
 - [7 Reasons Why You'll Fail To Hit Sales Quota](#) (3 min)
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Leadership & Teams

- [What Type of Marketer Do You Need for Each Growth Stage](#) (3 min)
 - [The Most Common Reasons B2B Marketing Teams Fail](#) (3 min)
 - [What Are The Two-Three Highest Impact Areas For a New CMO Post-Investment](#) (3 min)
 - [5 Ways to Become a More Credible Marketing Leader](#) (3 min)
 - [3 Killer Skills Aspiring Marketing Leaders Need For Success](#) (3 min)
 - [How to Become a Better Leader](#) (3 min)
 - [How To Build A 'High Performing' Team Aligned To Well-Being](#) (3 min)
 - [How Do You Effectively Organise A Marketing Team?](#) (3 min)
 - [VP of Marketing Interview Questions](#) (3 min)
 - [Key Questions to Assess the Competence of a Marketing Leader](#) (3 min)
 - [What Does a Good CMO Look Like?](#) (3 min)
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Tools, Tech & ABM

- [Do I Need To Invest in MarTech?](#) (3 min)
- [Are Analyst Firms Worth The Investment And Do They Drive Pipeline](#) (3 min)

- [Here Are The Options For Your ABM Tech Stack](#) (3 min)
 - [ABM “LITE” Part #1: ABM “Lite” Readiness](#) (3 min)
 - [ABM “LITE” Part #2: MarTech and Metrics](#) (3 min)
 - [ABM “LITE” Part #3: ABM Launch and Always-On](#) (3 min)
 - [How to Create a Marketing GTM “Offer Stack”](#) (3 min)
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- [Will AI Replace Marketing](#) (3 min)
 - [How to Use AI to Craft a Strategic Narrative \(without AI expertise\)](#) (3 min)
 - [2025: Why Trends Will Fail You](#) (3 min)
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Frameworks, POVs & Other

- [The Power of Ideal Audience Profiles](#) (3 min)
 - [Efficient Marketing Meeting Template](#) (3 min)
 - [What is Anti-Scaling? How Doing Less Leads to More](#) (3 min)
 - [Support is a lie](#) (3 min)
 - [The Luxury of Doing Less](#) (3 min)
 - [Why Marketing is the Master of Business](#) (3 min)
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Sales

- [How Long Should I Spend Writing A Cold Email?](#) (3 min)

- [Is Hubspot Or Salesforce Better?](#) (3 min)
 - [How To Prep Effectively For A Sales Meeting](#) (3 min)
 - [How To Follow Up A Sales Meeting Effectively - Here Is A Checklist](#) (3 min)
 - [Tips For How To Improve Upsell And Cross-sell](#) (3 min)
 - [End Of Quarter Is Approaching Fast! Why Do My Sales Reps Fail To Hit Quota](#) (3 min)
 - [How To Revamp Your Sales Deck - Best Structure To Follow](#) (3 min)
 - [5 Go-To-Market Issues To Avoid](#) (3 min)
 - [How To Hire The Right CRO](#) (3 min)
 - [ChatGPT for Cold Email Prospecting: Does It Work?](#) (3 min)
 - [The Science of Selling: Understanding the 6 Whys Behind Every Buying Decision](#) (3 min)
 - [A Strategy For Outbound Marketing In 2023](#) (3 min)
 - [Why Sales-Led Growth Doesn't Work and What To Do About It](#) (3 min)
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Leadership

- [What Is The Impact Of Overwhelm On Your Team](#) (3 min)
- [What Are The Best Interview Questions To Ask Candidates As A Hiring Manager](#) (3 min)
- [What Are Good Questions For A Quarterly Review?](#) (3 min)
- [How To Avoid Being Micromanaged](#) (3 min)
- [How to Build Highly-Connected Teams Through Empathetic Leadership](#) (3 min)
- [Three Practical Ways to Be a More Successful Leader and Manager](#) (3 min)

- [Culture Vs Purpose: Which Works Better?](#) (3 min)
 - [3 Steps to Consistently Get The Most Out Of Your Team](#) (3 min)
 - [5 Reasons your business will not create change](#) (3 min)
 - [How To Drive Morale With Constant and Iterative Feedback](#) (3 min)
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Productivity

- [Here's How To Be More Productive Next Week](#) (3 min)
 - [A 'Productivity' Strategy Anyone Can Use for Improved \(and Better\) Performance](#) (3 min)
 - [Personal Development Myths... and Advice To Move You Forward](#) (3 min)
 - [Why Tracking Habits With Google Sheets Drives Consistent Behaviour](#) (3 min)
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Learning

- [Key Books That Influenced My Career](#) (3 min)
 - [How To Build Trust With Your Manager](#) (3 min)
 - [10 Ways To Build Daily Learning Habits Into Your Life](#) (3 min)
 - [Why personal responsibility is key to self-development](#) (3 min)
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Personal

- [What's an Easy Way to Reduce Stress](#) (3 min)
- [How Do You Become a Thought Leader](#) (3 min)

- [How Do You Get Promoted?](#) (3 min)
- [Top Tips For Building Resilient Daily Habits And Motivation](#) (3 min)
- [How To Make An Impact In A New Role](#) (3 min)
- [The Best Books I Read in 2020](#) (3 min)
- [Top 7 Books I Loved \(Recently\)](#) (3 min)
- [The Five Phases of Fractional Success](#) (3 min)
- [How to Build a World-Class GTM Team](#) (3 min)
- [2023's Halftime Report](#) (3 min)
- [\[Book Summary\] The Coach's Casebook](#) (3 min)
- [3 Critical Tips for Leaders Who Don't Have Team Alignment Yet](#) (3 min)
- [RESEARCH: B2B SaaS Go To Market Strategies - What VCs Are Looking For Today](#) (3 min)
- [Thoughts On Personal Development](#) (3 min)

Newsletter: Demand Karma Weekly

- [Weekly Briefing No. 300](#)
- [Weekly Briefing No. 292](#)
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- [My top 10 pieces from 2024](#)
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- [Weekly Briefing No. 17](#) (5 min)
- [Weekly Briefing No. 16](#) (5 min)
- [Weekly Briefing No. 15](#) (5 min)
- [Weekly Briefing No. 14](#) (5 min)
- [Weekly Briefing No. 13](#) (5 min)
- [Weekly Briefing No. 12](#) (5 min)
- [Weekly Briefing No. 11](#) (5 min)
- [Weekly Briefing No. 10](#) (5 min)
- [Weekly Briefing No. 9](#) (5 min)
- [Weekly Briefing No. 7](#) (5 min)
- [Weekly Briefing No. 6](#) (5 min)
- [Weekly Briefing No. 5](#) (5 min)
- [Weekly Briefing No. 4](#) (5 min)
- [Weekly Briefing No. 3](#) (5 min)
- [Weekly Briefing No. 2](#) (5 min)
- [Weekly Briefing No.1](#) (5 min)

Marketing / Sales Assets:

Marketing Assets

- [Strategy in 3 Pillars with KPIs](#) (Framework)
- [1-Slide ICP Canvas](#) (Template)
- [LEAN POV Canvas](#) (Template)
- [The Simplest GTM Strategy](#) (Template)
- [Lean LinkedIn “CONTENT” Blueprint](#) (Process)
- [1-Page Marketing Plan](#) (Template)
- [GTM Execution Model](#) (Process)
- [Messaging Framework v1](#) (Framework)
- [Marketing Strategy Deck](#) (Template)
- [1-Page Annual Marketing Plan](#) (Template)
- [Messaging Slide Examples](#) (Template)
- [Campaign Powersweep Calendar](#) (Sheet)
- [FLETCH PMM](#) - [Messaging Examples](#) (Framework)
- [Marketing Budgets](#) (Template)
- [Value Creation Plan](#) (Framework)
- [Marketing AI Use Cases](#) (Checklist)
- [1-Page GTM Plan](#) (Framework)
- [Value Proposition Canvas](#) (Slides)
- [Vision Canvas](#) (Template)
- [Content Map](#) (Framework)
- [Allan Dib – Simple Marketing Plan](#) (Framework)
- [The Four Layers of GTM Problems](#) (Slides)
- [How to Build a Marketing Machine](#) (Slides)
- [Messaging House](#) (Slides)
- [Metrics Dashboard & Marketing KPIs](#) (Slides)
- [\(Simple\) GTM Strategy Deck](#) (Slides)
- [3-Slide Marketing Strategy Deck](#) (Slides)
- [Lead Nurture Workflows](#) (Slides)
- [1-Page Case Study](#) (Template)
- [Campaign Performance Checklist](#) (Template)

- [Pricing Page Examples](#) (Slides)
- [Customer Journey Mapping](#) (Slides)
- [Onboarding Roadmap from Marketing](#) (Slides)
- [Event Marketing Proposal](#) (Template)
- [Event Budget and ROI Modelling](#) (Google Sheets)
- [Campaign Planner for Marketing](#) (Template)
- [Use When Writing Headlines](#) (Template)
- [Use When Writing Landing Pages](#) (Template)
- [How to Craft a Story](#) (Template)
- [Inbound Email Sequence](#) (Email Sequence)
- [Framework #8 - BONUS: 27-Day Outreach Process](#) (Email Sequence)]
- ABM -> [One Scorecard ABM Model](#) (Google Sheets)
- [Example MarTech Stack](#) (Google Slides)
- [Marketing Organisation and KPIs](#) (Framework)
- [Marketing Sprint Tracker](#) (Tool)
- [Case Studies Checklist](#) (Tool)
- [Marketing Demand Gen Playbook](#) (System)
- [Marketing Machine Steps](#) (Checklists)
- [GTM Funnel Design](#) (Framework)

Playbook: ABM (Lite) Formula

→ [ABM — where do we start?](#) Access a practical guide on how to build a successful ABM strategy to scale revenue growth.

The biggest buzzword in SaaS over the last few years. The big challenge for revenue leaders, CEO, and marketers is understanding "how to execute" an effective strategy. ABM is often designed with a singular campaign focus, not always integrated across marketing channels, and not fully aligned with sales. It usually adds more complexity to the GTM strategy. The only way to reduce the potential risks of virtually any strategy is to develop a comprehensive game plan.

ABM “LITE” FORMULA is a proven, step-by-step process showing you exactly how to launch an Account-Based Marketing strategy in detail. It shows you exactly what to do every step of the way, right down to how to build ICP profiles, define campaign architecture, and determine which MarTech is needed to execute.

With ABM LITE, you get a 20+ page manual that walks you through every step of creating and sequencing your ABM campaign. That means you also get my swipe files... including ICP templates, messaging architecture, lead scoring models, and ROI analysis explainers.

In short, this ABM Lite Formula is a method, a system, and a proven PLAYBOOK that companies I advise have successfully applied.

[→ Download ABM \(Lite\) Playbook](#)

Value Propositions

- [Customer Insight Questions](#) (Template)
- [ICP Canvas](#) (Framework)
- [Create Ideal Audience Profiles](#) (Template)
- [How Positioning Evolves](#) (Framework)
- [Commercial Insight Brainstorming](#) (Template)
- [ICP Profile 1-Pager](#) (Template)
- [Customer Questions to Ask](#) (Template)
- [Brand Proposition Framework](#) (Google Slides Template)
- [Lean Canvas Messaging](#) (Template)
- [Point of Differentiation Map](#) (Template)
- [Use When Segmenting a Solution](#) (Template)
- [StoryBrand Framework](#) (Template)
- [Template – Brand Proposition](#) (Framework)
- [Product Launch Checklist](#) (Framework)
- [FletcherPMM – Positioning Canvas](#) (Template)
- [Category Battle Strategies](#) (Framework)

Sales

- [Customer Advocacy Playbook](#) (Checklist)
- [New SaaS Orgs \(2025\)](#) (Slides)
- [SaaS Sales 101](#) (Playbook)
- [Predictive Churn Indicators](#) (Google Sheets)
- [The Seven Levels of Scale](#) (Slides)
- [Sales Strategy Cheatsheet](#) (Template)
- [Checklist For a Great Discovery Call](#) (Process)
- [Mutual Action Plan](#) (Google Sheets)
- [Sales Call Structure for Qualifying a General Lead](#) (Template)
- [Sales Meeting – Structure a Meeting / Presentation](#) (Template)
- [Sales Success Competency Audit](#) (Template)
- [Sales Follow-Up Email](#) (Email Template)
- [Emails – 8 Sends Nurturing](#) (Emails)
- [SDR Onboarding Roadmap](#) (Sheet)
- [Emails – Inbound Email Series](#) (Templates)
- [Emails – Outbound Email Series](#) (Templates)
- [Emails – Outbound ALL Emails](#) (Templates)
- [Emails – LinkedIn Sell by chat](#) (Templates)
- [RAG Status for Reps Checklist](#) (Process)
- [Sales Rep Audit](#) (Checklist)
- [AE Skills Matrix](#) (Framework)
- [Sales Process Emails](#) (Templates)
- [SDR Revenue Waterfall](#) (Sheet)
- [Sales Questions Cheatsheet](#) (Framework)

Specifically, for Investors

- [Value Creation Blueprint](#) (Sheets)
- [Value Creation OS](#) (WIP)
- [Example GTM Due Diligence](#) v1 (Slides)
- [Example GTM Due Diligence](#) v2 (Slides)
- [Value Creation Existential Checklist](#) (Sheets)

Personal

- [How to Build Your Fractional Personal Brand](#) (PLAYBOOK)
 - [Book Summary of 'The Coach's Casebook'](#) (I love this book. You can use it if you are an aspiring coach or to self-coach yourself.)
 - [Decision-Making Matrix](#) (Google Sheets)
 - [Yearly Goal Setting](#) (Template)
 - [High Performance Scorecard Model](#) (Template)
 - [Rethinking Leadership 101](#) (Playbook)
 - [Now / Next / Later](#) (Framework)
 - [Fishbone Exercise](#) (Framework)
-

About Edwin Abl & Demand Karma

→ [About Edwin](#): I bring the vantage point of an Operating Partner, not a consultant. On the investor side, you care about whether a company can hit its plan, not about endless activities. I've worked with more than 50+ scaleups and know what works, what doesn't, and why. My approach is simple: focus on the fundamentals, remove distractions, and fix the system so execution gets easier. I operate with the mindset of an investor, not a consultant.

Whether you're pre-deal validating GTM readiness, post-deal addressing execution concerns, or mid-cycle fixing a messy GTM, I help investors, CEOs, and leadership teams improve performance and hit plan. I help you change, peace of mind, and focus follow.

→ [100+ Recommendations on LinkedIn](#): Drop me a note, and let's connect.

→ [Join my weekly newsletter here](#): We have over 200+ editions covering marketing, mindset, and motivation.

Whenever you're ready, I can help you:

- The Value Creation OS explained
 - [GTM Due Diligence Process](#)
 - [GTM Accelerator Program Explained](#) (2 min to read)
 - [GTM Execution Insurance](#)
- Core Programs
 - [The Strategic Differentiation™ Sprint](#)
 - GTM Sprints
 - [Clarity Call](#) - solve a GTM challenge within 90 minutes
 - [LeanPOV \(NEW\)](#) - let's solve your differentiation
 - [All GTM sprints](#) - most common GTM Use Cases we solve
- Coaching Programs
 - [AI Leadership Blueprint](#) - Build clarity and confidence on how to lead with AI.
 - [CMO 1% Blueprint](#) - Become a GREAT CMO.
 - [New Revenue Leader Blueprint](#) - Designed for new or recently promoted revenue leaders who want to succeed fast.



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