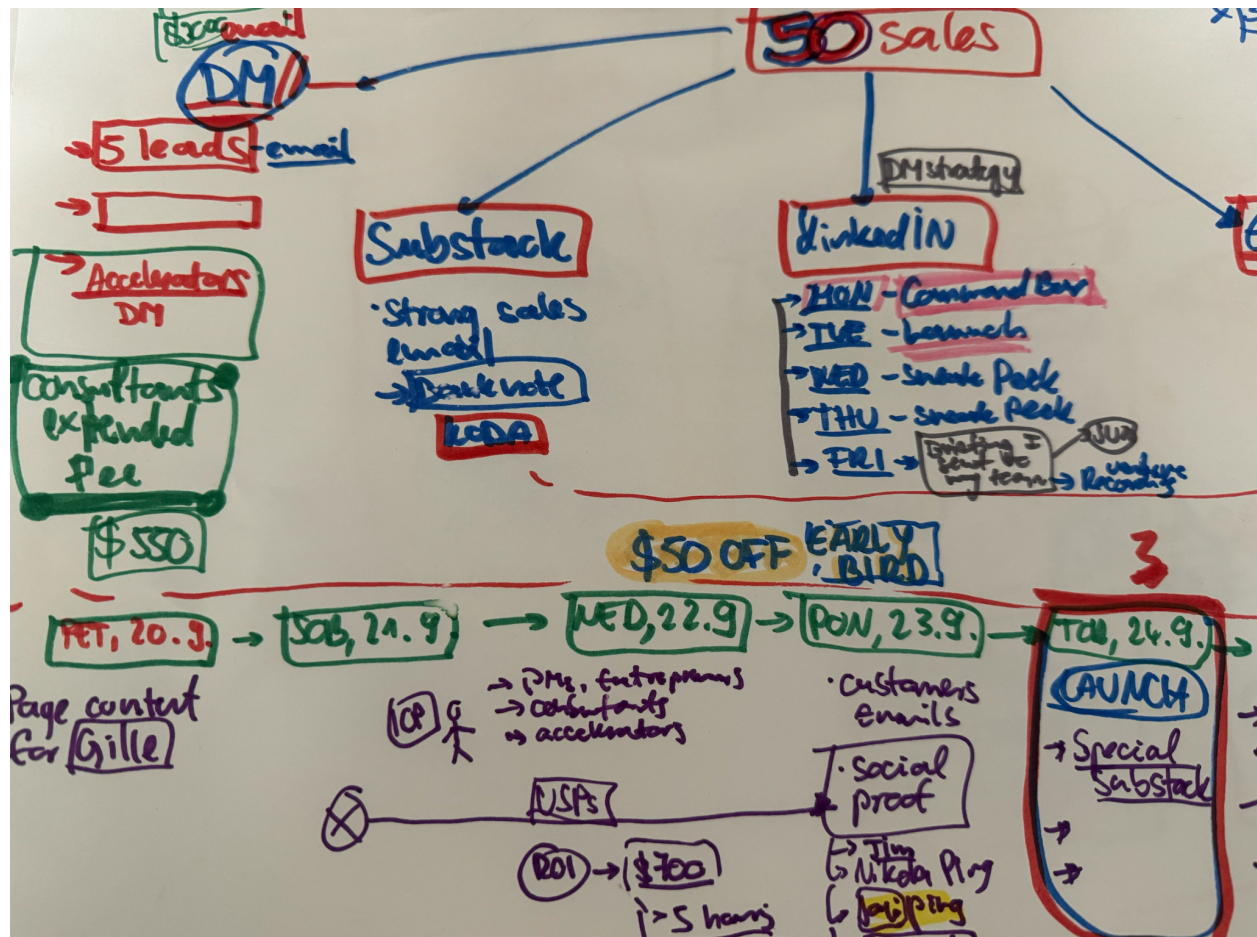


📈 GTM Strategist Bootcamp: How I do the briefing for my landing pages that convert at 7-9% (AOV=\$105)

Real launch plan for the [GTM Strategist Bootcamp](#):



OK, OK, I will make it prettier for you 🤖

Product:

(whenever possible, share your product link with copywriters and ask them to take the product for a spin.): <https://gtmstrategist.com/bootcamp/>

I like to share usability testing results with them, too:

Feedback from early testers (7) who watched the program (DIY):

- My favorite: "This should cost min \$500 - would go up \$997 and I would pay 2K to do it with you"
- Technical founder: "I know what to do now"
- "Loved the vibe - how open and action-oriented it is"
- They asked if this can be budgeted to companies - yes, we can work on custom invoices
- Asked for a more detailed preview
- Asked if it is applicable to service business. Sure.

The final 3 answers should be added to the FAQ or other sections of the landing page.

And add a list of 5-10 competitors that I like, so that we can make a design moodboard 🖼️



ICP - Ideal Customer Profile

By reverse-engineering the profiles of past successful attendees, this program is proven to bring 10x value added to:

- Founders who understand and are actively involved in GTM
- Product managers who make strategic decisions
- Product marketing managers who need relatable GTM blueprints
- Growth, marketing, and sales professionals with an ambition to be more involved in GTM
- VCs and accelerators
- Consultants, advisors, and mentors can use this method on their clients and resell workshops



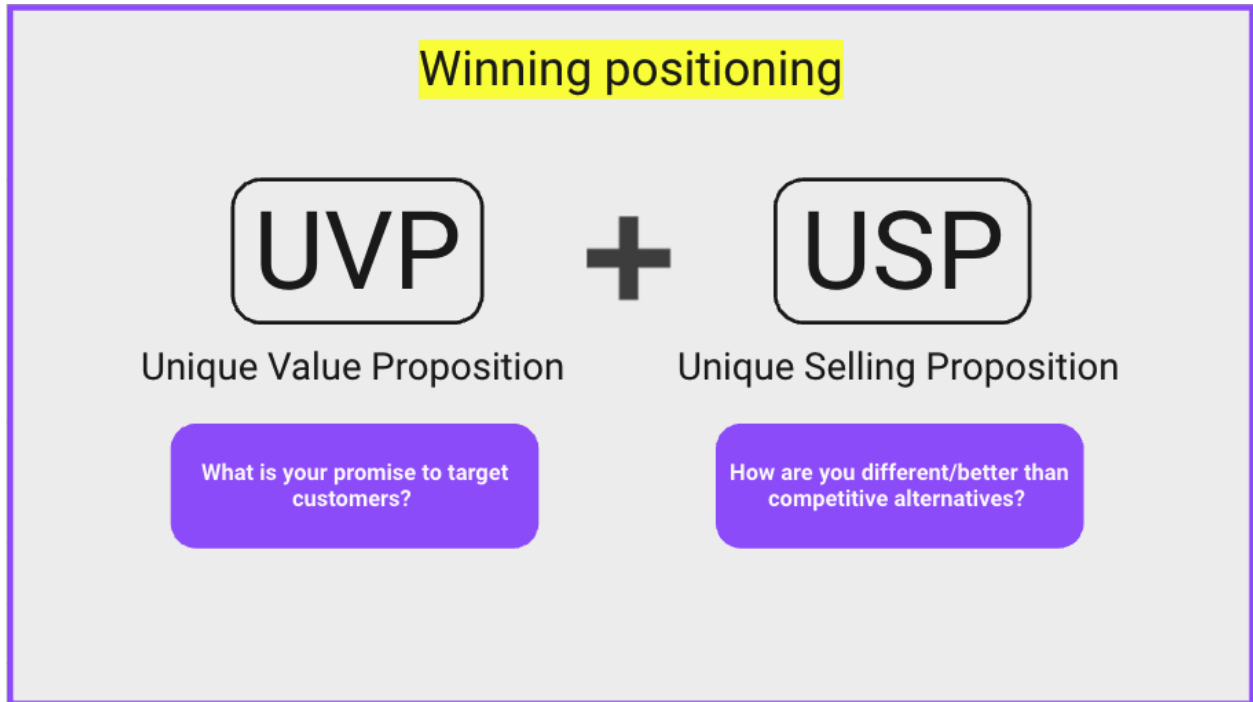
Competitive alternatives

Based on research (interviews), my ICP considers the following competitive alternatives:

- DIY or do nothing - \$0 - time = opportunity cost
- Events \$150-\$500
- Cohorts \$450-\$2000 - private, Maven, accelerators, VCs ...
- Coaches and consultants \$1500-\$5000

🌍 Differentiation of the new program (UVPs and USPs)

(I want them to understand the history of the product and grasp best practices)



- *Key difference to the new program: no guests, doubled down on examples, I teach all modules now, more workshops, real examples - 3 explained in each module, tailored recordings, not recordings of calls, structured as an online course so it is easier to absorb and manage the progress (better UX)*

Cross the chasm is where 95% of innovation fails.

UVP (what is my promise): Find your scalable and predictable GTM Motion (how to get customers) in <3 Months on a shoestring budget (even if you do not have a strong sales/marketing department and millions to spare before product-market fit)

Alternatives UVPs we considered:

- Start seeing profitable traction in the next 4 weeks, not 4 months
- Nail GTM Strategy
- Build a profitable GTM operation or secure your business model

(video/image)

USPs (why GTM Strategist Method):

1. **Proven to work.** This method has been applied to 6500+ companies and is business model agnostic B2B SaaS, corporates, VCs, DTC, eCommerce, B2B enterprise, PLG, FMCG, apps, digital products, marketplaces, AI products, professional services, and freelancers have seen good results fast with it - How bad can it be? 🤖
2. **Realistic and pragmatic.** I started very modestly (in a startup - we did not have water in an old tobacco factory repurposed to a startup hub - we did not have water in our office, and we stayed up late there to work eating toasts), and being an underdog has a huge advantage - you are a provocative thinker who works with what you got. There will always be challenges and hardships, but your brave spirit and incredible mind will help you conquer them even if you do not have an army of salespeople to close your deals or millions to spend on creating demand marketing ops. You can always do something to gain more traction - if you are a hobby entrepreneur or a big corporation - you will find a patch. We work with what we have, and we try to make the best of it.
3. **Using a logical method of progression.** You do not need 150 new mental models or another case study that some Silicon Valley Unicorn did ten years ago, you need to get the work done for your company. I will guide you through a proven sequence of steps and mechanism for optimal decision-making that will be your compass to find the true north on your go to market journey.

The problem:

How to get your business to create profit fast (before you run out of money)

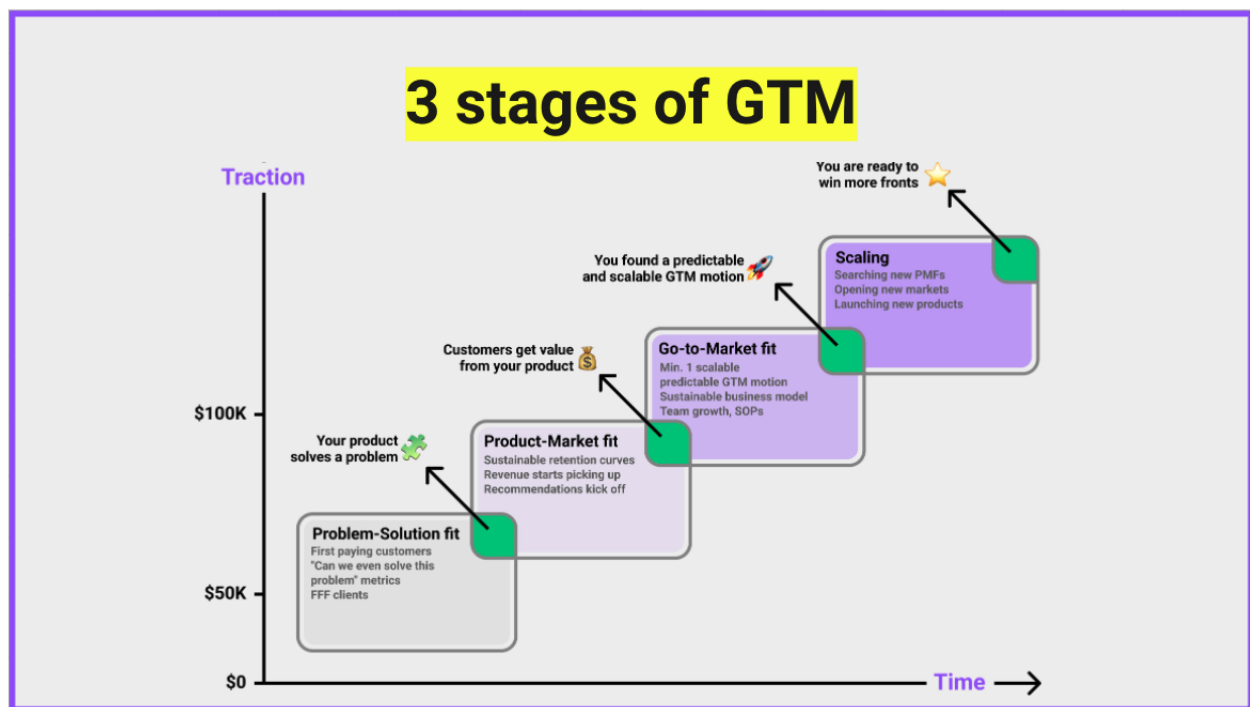
2 unique mechanisms:

- Different understanding of the problem - hands on - I have done this. Just stating what worked well and what mistakes to avoid.
- Unique solution to the problem - A delivery method - either you do it based on examples or I personally will make sure that you do it in a workshop & with follow ups (extreme accountability).

💡 Market Context

Most companies take 2-3 years to nail PMF - you do not have that time

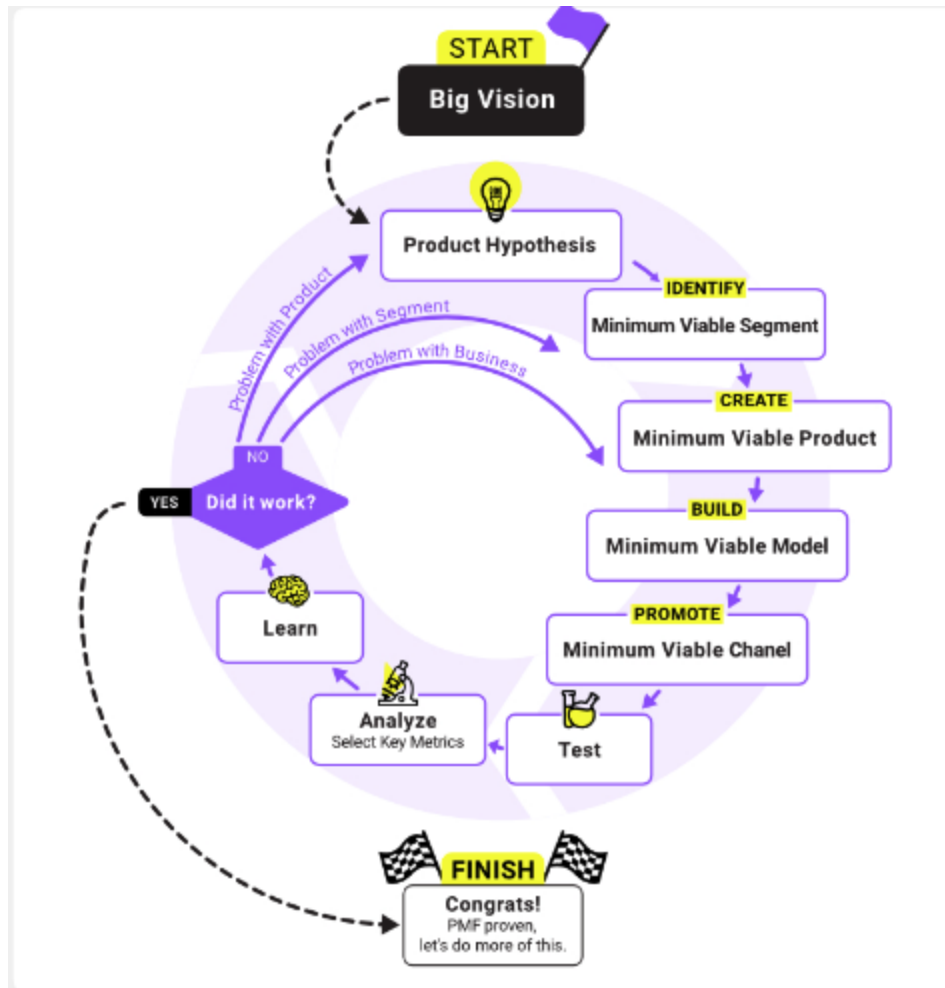
Problem:



The **go-to-market stage** is all about finding a repeatable, predictable way to acquire clients so that the company is ready to scale. To do that, you have four jobs to do:

- first have to nail product market fit,
- not select, but robustly test your ICP (ideal customer profile),
- prove that you can make money with this and
- learn how to win the hearts and minds of customers with well-crafted position

Imagine this as a wheel that keeps on spinning.



Most companies take 5-7 spins of this product-market fit cycle before they get all the moving particles right, and it takes them 2-3 years to do so.

You and I do not have that much time for trial and error.

It is mission-critical for us to prove that this works in 3-6 months and start making some money predictably. This is true for bootstrapped companies as well as for VC-backed companies. AI has transformed the business, entry barriers for new competitors to the industry are lower than ever, and customers are tightening their budgets, the pace of innovation is insanely high. Everybody (customers, investors, stakeholders, and talent) requires more proof than ever to build confidence in their business. If you move slowly, you can quickly become obsolete or run out of money.

The sooner you start acting and learning by doing, the sooner you have a fair fighting chance.

I invite you to start doing this instead of merely thinking immediately.



GTM Bootcamp: Proven methodology on how to get you to the GTM Stage in < 3 months

Double down on curriculum - always tell what is in it for them (added value)

Module 1: GTM Power Hour: Build your v01 of GTM Strategy from Scratch

We will use an example of an AI tool to list down the most essential GTM assumptions that we will test throughout our journey:

- What do you already know about your target market?
- Why are the majority of personas bullshit?
- What is your product and what problems does it solve?
- Whom do you plan to sell this to?
- How are customers currently solving this problem?
- Why are you different/better at solving it?
- How much do you plan to charge?
- How will you get customers?

Result: Listed initial assumption & Visualised timeline with milestones + tactics = your GTM plan for how you will reach your mission-critical GTM objective in 3-6 months.

Module 2: ECP- Early Customer Profile + ICP- Ideal Customer Profile

- How to decide which target market you will tackle first? (scoring, prioritization frameworks)
- How to narrow down your target market to a niche that gives you a fair fighting chance (beachhead strategy)
- Why you should focus on ECP- early customer profile first so that soon you can get your foot in the door of ICP
- Examples of how companies empirically validate their Ideal Customer Profile selections
- Which niche/segment to select first?
- How to simply get to the ICP candidate by simply launching and reverse-engineering conversion and retention data
- How to create customer archetypes in complex environments? (examples with 12 personas)

Result: You will be able to create your customer archetype, aka persona, and communicate it successfully to your team and vendors - tested 400x+

Module 3: Positioning = your promise to the customer + why you + PROOF

- Positioning is not some genius brain fart what to write as a headline on a landing page, it impacts your business in ways that you would never imagine
- How I lost \$1000 because I was stubborn with my "From overwhelmed to hyperfocused" tagline
- How to develop Unique Value Proposition (UVP) = your promise to the customer and Unique Selling Proposition (USP) - why are you the best entity to deliver on it - how are you different
- How to test positioning on landing pages, ads, with outbound and sales materials such as case studies, sales scripts, sales decks, etc)
- Proven framework how you can create v01 of positioning

Result: You will develop your UVP and USP hypothesis to test based on a trusted framework that was tested 900x+

Module 4: **Pricing = How you make money**

- How is pricing different if you are optimizing for adoption vs profit
- How to test willingness to pay in practice before you even launch
- 4 components of pricing
- Essentials of value-based pricing and pricing based on competitive alternatives - explained on examples
- Why your work is pricing is never done (new packages, market changes, competition strikes, technology evolve, you have to hit your growth targets)
- How to inform customers about pricing changes
- Where you can learn more about pricing
- Trusted pricing framework for tested 300x+

Result: Mockup of your pricing page to test

Module 5: **Only 2-3 GTM motions will work best for you → Find them soon.**

- What are compound interests in marketing
- 12 GTM Actions for pre-PMF (Product Market Fit) companies on how to get initial traction
- 7 GTM Motions for post-PMF companies that can be scalable and repeatable
- Case studies how Gusto, Snyk and Notion evolved from GTM Actions to GTM Motions
- Case study: 1000 users, 100 active users, 10 customers with 0 budget - PLG AI business
- Case study: How to get to 1 million in B2B by leveraging case studies on sales calls, events and media
- 5 proven steps on how you can find GTM Motion that will work best for your business
- Which GTM Motions are definitely not right for you if you are just starting out
- What should you outsource and what to DIY
- + Bonus: how to find reliable partners to get the work done

Result: You will know how to get customers repeatedly and scalably and get blueprints and trusted recommendations on how to do it.

Methodology

My modus operandi in earlier stages of GTM has always been:



You can of course have informed assumptions, but in reality, you have to test them all before putting more resources into scaling them. Using the scientific method and battle-tested frameworks (all tested against hundreds of companies in individual sessions) before I dare to teach them in a way that you can implement them yourself.

Everything has to make sense.

We need to make decisions with confidence.

For confidence, we need evidence.

The didactic (how I teach) of the GTM Strategist Bootcamp is inductive. (like a pan 🍳).

Inductive approach is based on the process of induction. It is a method of constructing a formula with the help of a sufficient number of concrete examples. Induction means to provide a universal truth by showing, that if it is true for a particular case. It starts from examples and reach towards generalizations. 14 Jan 2024

Each module starts with a demonstration from my business - how I felt and fixed this pain. It evolves with a demonstration of how other companies fixed it. For that I am using 2 real examples throughout the course:

- Example 1: A simple-to-understand SaaS business for AI content creation (PLG, zero budget) that needed to demonstrate how we got from alpha to profitable business in 4 months.

- Example 2: A complex enterprise sales B2B example of a database company with a deal size of 100K+ per project and a 6-month sales cycle with pre-existing traction who needed to prove GTM Motion (= predictable and repeatable way to acquire customers that can be scaled).

Here are GTM Motions if you are new to this term:

Go-To-Market Motions for your GTM Strategy		
TYPE	GROWTH LEVER	USEFUL TOOLS
 Inbound	Content creation to generate leads.	  
 Outbound	Cold outreach towards prospects via email, social media, phone...	  
 Paid Digital	Media buying to capture your target audience's attention.	  
 Community	Engaging and creating content for community members.	  
 Partners	Collaborating with compatible companies for mutual marketing and sales benefit.	  
 Account-Based Marketing	Targeting high-value accounts with personalized campaigns.	  
 Product-Led Growth (PLG)	Developing solutions for self-onboarding and early value realization.	  

After you understand all three examples in the module and their main lessons, we will dive into an applicable framework (workshop) that you can use for your business or clients.

Each module ends with action points so you can start applying immediately.

💖 How does it feel?

“Maja will say it like it is. It is like talking to a friend who genuinely wants the best for you and being coached by a fitness trainer who wants you to succeed. It is definitely not a boring experience, I caught myself giggling in every module. She will keep you on your toes and smash all your creative procrastination excuses to push you to act. It is love, but it is tough love.”

Nick - one of the alpha testers of this bootcamp

My teaching style is hyper-realistic. I love to include humor and memes, and I say it how it is. I prefer simple language so we all can understand each other. #robustcommunicator. I never shy away from sharing my failures and silly mistakes, and I always aim to be as truthful as possible. I am never saying, "This is for consulting clients only"—what you see is what you get. No upsells. You invested in this product. It is my job to deliver value.

5 Layers of Social Proof

Show, do not tell.

To prove that this product delivered value, I have 5 layers of evidence:

1. **Success stories of entrepreneurs who implemented this (min 3, got 9 🤗 after sending an email to 15 people - did not include all)**

Real people, real results

Here's what GTM Strategist Methodology can do for you.

"Maja and I developed a GTM plan for my side project Post Rewriter- With zero budget I have managed to get more than 200 active users and 10+ clients for the tool.
Working with her is just easy. She is pragmatic, fun and never holds back to support founders that she works with.
And she is a friend."

Tim Berce
Founder at Postrewriter and co-founder at Automated Content

"I managed to book over 200 B2B meetings.
One notable case is Wonest: one of their salespeople usually closes 12 meetings a year, but in 80 days, we've already booked 40 meetings with HR directors! The average deal size is between 50k and 100k per year.
I owe you big time."

Javi Platon
Professor Go to Market at BYG

"Back on November 16th, 2023, we embarked on a mission with Flou - to simplify legal matters for creative entrepreneurs, starting with music contracts. It's been an exhilarating journey since then!
In just under 60 days, we've welcomed over 600 free users (with access to split sheets) and 30 paid subscribers (with unlimited access to music contracts). A huge shoutout to Maja Vojte"

Alexiomar Rodriguez
Co-Founder at Xiola LLC

We could find our channels by trial and error and the most important one of them was email campaigns. These are some numbers from our email campaigns that after doing some ECP and messaging optimization we could reach:
23% email opening rate (~5 times higher than industry average), 8% email click through rate (~4 times higher than average), we could increase our user acquisition by more than 2x (but the previous number was low).

Ebrahim Karimi
Senior Product Manager at Zamann Pharma Support

If your go-to-market is a patchwork of guess-to-market, then this bootcamp is for you. You will learn to apply Maja's go-to-market system to your business through practical hands-on, real-world examples. For my co-founders and I, it really helped highlight the gaps in our strategy and provided us concrete, actionable next steps to move our business forward.

Doug Rhoten
Senior Product Manager at Ford and co-founder at Cereus

"As a startup founder, Maja Vojte's GTM kit has been a game-changer for our market launch strategy. It provided clear, actionable steps that helped us identify our key differentiator, ICP and streamline our GTM plan.
Thanks to her support, we already closed our first pilot, and she provided valuable contacts that accelerated our progress."

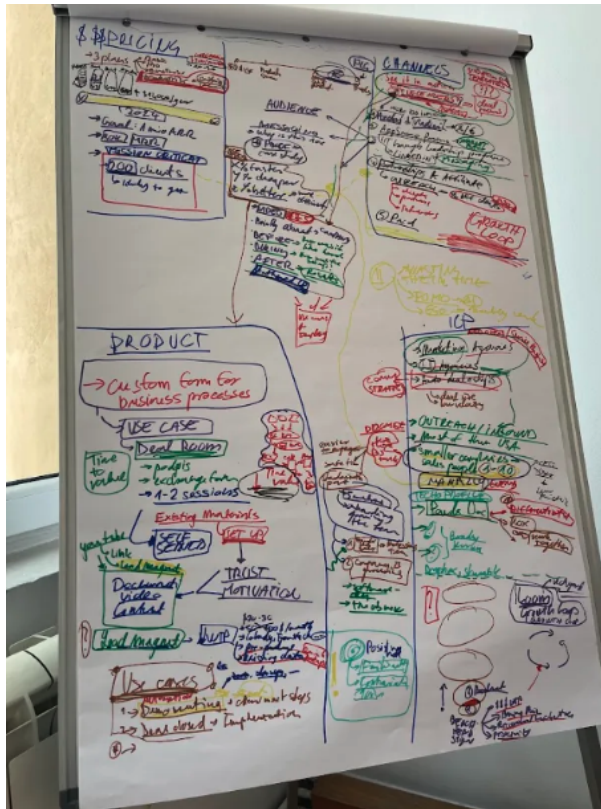
Anand Arivukkarasu
Product Leader, Advisor and Ex-Facebook

2. **Video testimonials of past attendees of the GTM Bootcamp v01, FEB 2024 (3- later)**

3. **Trusted by the innovation ecosystem and VCs.** Partners that invested in these workshops for portfolio companies

Swiss EP, ProductLed, Fortino Capital, Notion Capital, Product Marketing Alliance, Miro, Product Drive, Product Hackers, Social Impact Award, Metro Innovation Hub, Sportradar, 1337 Ventures, d.labs, ...

4. This methodology doing this 400x on private sessions- in person and online



5. Recommendations from world-class industry peers (experts) who recognize that the GTM Strategist Method is uniquely valuable.

<https://gtmstrategist.com/> - Sean Ellis, Wes Bush

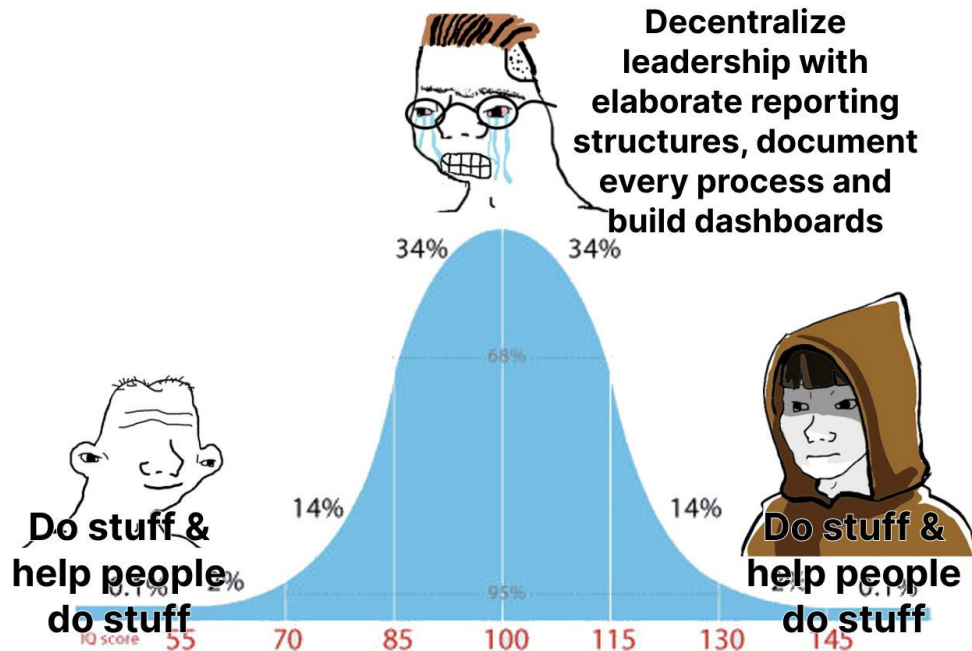
<https://www.news.aakashg.com/p/tactical-go-to-market-101-how-to> Aakash Gupta

<https://www.productcompass.pm/p/5-gtm-principles-with-frameworks-templates> Pawel Huryn

<https://www.plg.news/p/5-proven-gotomarket-frameworks-need-know> Ben Williams

Offers

Just do stuff and help people.



Credits: <https://userobsession.substack.com/p/good-founders-were-already-in-founder>

Always consider the Alex Hormozi Offers formula:

$$\frac{\text{DREAM OUTCOME} \times \text{PERCEIVED LIKELIHOOD OF ACHIEVEMENT}}{\text{TIME DELAY} \times \text{EFFORT \& SACRIFICE}} = \text{VALUE}$$

We wanted to write: "Get profitable traction is 4 weeks - average result, but if you have a sales cycle of 6 month that is not very realistic 😊 so we had to tone it down a little.

Ready to accelerate your growth and start seeing real traction?

MEGA VALUE!

GTM Bootcamp Pack



347\$
447\$

- ✓ 5 hours of hands-on content
- ✓ Well produced videos
- ✓ Miro board with 123 elements
- ✓ Lifetime access
- ✓ Work at your own pace
- ✓ 14-day money-back guarantee

[Get Access Now](#)

Let's do it together!

! Limited to 15 companies per quarter



997\$

- ✓ Done with Maja, not some random cohort folks
- ✓ 5 hours of hands-on content
- ✓ Well produced videos
- ✓ Miro board with 123 elements
- ✓ Lifetime access
- ✓ Work at your own pace
- ✓ 14-day money-back guarantee

- + 30 min preparation session with Maja
- + 60 min intense workshop with Maja to tackle your challenges hands-on

[Get Bootcamp Now + book first session](#)

You can pay with PayPal and all major credit cards.



After your payment, you will get access to your book immediately.

This brief was used to develop <https://gtmstrategist.com/bootcamp/>.

You are welcome to check out the program or other GTM Strategist Solutions.

Are you ready to dive deeper and work on your Go-To-Market strategy and execution?

Discover my solutions that support your journey from launching to scaling:

- 🚀 **Explorer:** Understand Go-To-Market and develop a winning GTM plan.
Get best-selling GTM Strategist book + 20 frameworks (workshops) + online course (\$47). Tested by 6500+ companies
- 🚀 **Doer:** Leverage the 100-step GTM Checklist tested on 650+ launches with templates (emails, launch plans, posts, landing pages), which will guide you from getting ready to launch to an impactful launch and scaling stage.
Get the Checklist (\$97)
- ⭐ **Leader:** Guide your team to successfully choose ICP (target market), pricing, positioning & selection of best GTM Motion (channels, tactics). GTM Bootcamp includes 5 hours of applicable videos and a personal Miro board.
Get the Bootcamp (\$347)
- 🏆 **Ready to win:** Tackle the most pressing Go-to-Market issues such as selection of ICP, positioning, how to get customers, build teams and select proven ways how to go to market. Book a 90-minute hands-on consultation with Maja, get personalized guidance, a Miro board, and reliable vendor contacts for further work.
Book here for \$500

