

The GTM System You Should Follow

Here's a practical, step-by-step method called **Awareness Velocity GTM (AV-GTM)**.

PHASE 1 — Foundations (Week 1–2)

1. Define a hyper-specific ICP
2. Write the problem narrative
3. Craft the category story (why this type of solution)
4. Identify product superpowers (your differentiators)
5. Build landing page
6. Script 60–90 sec demo video
7. Build FAQ + objection handling

PHASE 2 — Pre-Launch Warmup (Week 3–4)

1. Share problem-first content
2. Recruit 5–20 design partners
3. Start a small, warm waitlist
4. Publish behind-the-scenes updates
5. Release the “Why We Built This” story
6. Collect early user testimonials
7. Open limited private access

PHASE 3 — Launch Week

Day -3 to -1

- finalize assets
- schedule posts
- prepare supporters

Day 0 — Launch Everywhere That Matters

Launch on:

- **ProductHunt.com**
- **LaunchIgniter.com**
- **Peerlist.com Launchpad**

Then push to:

- LinkedIn
- X / Threads
- Reddit
- Indie Hackers
- Facebook groups
- Niche communities

Engage non-stop.

Reply to every comment.

Tell your story.

Show your screenshots.

Share your proof.

Day +1 to +7

- thank supporters
- post “what we learned”
- ship 1–2 improvements
- continue conversation
- push users into onboarding

PHASE 4 — Post-Launch Momentum (Week 2–6)

1. Turn launch feedback into product updates
2. Publish weekly changelogs
3. Turn design partner wins into case studies
4. Expand into adjacent ICPs
5. Run retargeting
6. Prepare month-2 relaunch
7. Build a repeatable acquisition loop

Launch Day Isn't the Start — It's the Middle

If you wait until launch day to start building awareness, you're already too late.

GTM is how you:

- shape perception
- educate buyers
- build anticipation
- shorten adoption
- and engineer your own momentum

You're not waiting for people to "get it."
You're designing how fast they get it.

That's awareness velocity.
And that's why GTM matters more than ever.