



The 3GM Growth System Guide

This guide was built for B2B founders who get clients from referrals and maybe some activities like content or cold outreach, but feels like the growth is slow.

To...

Help them create and implement our proprietary proven growth framework so they can get clients, increase revenue, and drive sustainable growth.

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Currently the founder of Demand Hive, a boutique growth consultancy. Previously freelancer, CMO, and startup founder.

This guide was 100% built for you if:

- You run a B2B business (the growth models are designed exclusively for B2B)
- You worked with several clients and have a kind of 'product-market fit'
- You get clients from referrals and maybe some activities like content or cold outreach but the growth is slow
- You understand that referrals are a great thing but are not a predictable source of clients
- You want to reach a level where there is a clear input and a clear output
- You want to get clients predictable and increase revenue
- You are looking for a system to drive 20% - 100% growth in the following 6-12 months (depending on the business and its services)

(The 3GM Growth System will work for other businesses too, but it was designed exactly for the situations from above)

This guide is not for you and you are wasting your time if:

- You expect some hacks to get "10 new clients in the next 15 days"
- You believe every company in this world is a potential client
- You think all you need is to do some ads and money will flow
- You are not willing to put in the work needed

Quick introduction:

To stop relying only on referrals and hope content or cold outreach will work as you would want, you have to do 3 core things:

Work on the Foundation	Client profile, segmentation, offers, value prop, etc.
Create the Growth Models	Content Umbrella, Strategic Outbound, Founder-Led
Build the Infrastructure	Tech stack, people, resources

Let's dive deeper into every step:

#1: Foundation

1. Define your client profile

Please don't skip this step even if you already have a defined client profile.

The reason I ask you is because I saw during the years a lot of bad examples.

Here's a basic example: Male, 45+ years old, from the UK.

There can be 2 persons with different problems and needs who are in this 'category'.

Or if you want a funny example, look at this:

Why demographic ICP segmentation is bad

Prince Charles



- ▶ Male
- ▶ Born in 1948
- ▶ Raised in the UK
- ▶ Married twice
- ▶ Lives in a castle
- ▶ Wealthy and famous

Ozzy Osbourne



- ▶ Male
- ▶ Born in 1948
- ▶ Raised in the UK
- ▶ Married twice
- ▶ Lives in a castle
- ▶ Wealthy and famous



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DemandHive

What you should focus instead is on the following 2 questions:

1. What is their biggest Challenge, Problem, or Need?

In one way or another, we all take action when we fall into one of these 3 categories.

By being forced to name a single one, you'll avoid spreading too thin and making your messaging broader than it should be.

2. What is their biggest Desire?

What do they want to achieve? Think about this as the promise you make to them.

Focus on a single one because you'll be exactly as specific as you should.

Now you'll have the most important 2 things to highlight in your messaging.

That's because you can make them see your business as the way to go from Challenge/Problem/Need to Desire.

When you achieve that, you know you have a good enough client profile.

And when you sort out your client profile it will be 100x times easier to create an offer, write content, distribute your messaging, and so on.

The 2 questions from above are the most important, but there are also others you should work on the following:

1: What are their desired emotions?
2: What is their current situation?
3: What are their current frustrations?
4: What are the consequences of their current problems?
5: What have they tried before to fix their problem?
6: What are the excuses they use to justify inaction?

2. Segment the market for maximum efficiency

This is another step that is not the “classic one”.

The way I see segmentation is about how it can impact the business.

So go and segment your market based on:

→ Value to Client

→ Impact in Business

Value to Client	The value a client gets from working with you
Impact in Business	The impact a client has on your business (mostly financially, but not necessarily)

Here's an example to make things easier to understand:

If you sell design services to a Series A startup, the value you provide to the client is High.

Your work could potentially translate into millions of dollars for that client.

The same thing applies to Impact in Business. Probably more work to do, higher fees, and a bigger client in your portfolio.

If you would do exactly the same work for an Ideation Stage Startup, the value would be Low.

That startup may not even reach the market.

Impact in Business will be Low too: lower contract value, might not even finish the contract, etc.

Now, please don't understand that you should always chase big clients.

But depending on your customer profile, client base, and the services you provide, you should pick the right segments to go for.

Mostly at the beginning when you want to give a "boost" to your growth.

Because if you prioritize your segments right, you could get better results with the same effort.

3. Deep-analyze your competitors

Most founders take a look at the competition for 1-2 hours, maybe write some ideas into a document, and then forget about it.

Do completely the opposite.

Use the competitive analysis for 2 things:

- See what works for others
- Find a way to stand out

Start with positioning and look what's their main promise to potential clients (value proposition) and the way they communicate their promise.

Write everything in a document for further reference.

After you do this for 5-10 competitors you will notice some patterns and it will become easier to build one that will stand out.

The communication should be the support of the value proposition.

By doing this, every time you distribute your message you are building rapport with potential clients.

The second step is to look at their offers. Every business has a Primary Offer and some of them have Secondary Offer(s) too.

Similar to positioning, look at how they try to sell their solution.

Some businesses focus only on a Primary Offer and drive all the 'traffic' to it, while others use Secondary Offers to create a customer before creating a client.

Customer	Pays once for a specific service with a clear outcome (eg: workshop)
Client	Pays a higher amount of money for a longer period (eg: retainer client)

Try to understand your competitor's flow to be able to build yours.

The last but not least step is to look at their Strategy:

- What tactics do they use?
- On what tactics do they focus the most?
- Do they spend money on some activities?

- How often do they create content and where?
- Are they using an email list to convert from there?

And the list goes on.

Try to look at what they are doing so you can do it better.

4. Create your offer

Most people jump straight to this step. They create an offer so they have something to sell.

To whom? How's your offer better?

That's why you have to do the steps no. 1-3.

To be able to create the best offer. You'll do it because:

- You know exactly who is your client
- You know what type of clients you want to work with
- You have a deep overview of the competition and know how to underperform them

Now is the time to create an offer, not before knowing all of these.

My advice when it comes to creating an offer is to create at least one Secondary Offer too.

The reason is that if you're selling expensive services (like development for example) there is a lot of trust to be built before someone says "YES".

You can do this with content, resources, and whatever, but they are all free, while for services they have to pay money.

A secondary offer can help a lot with trust building (because people will pay for this).

They will see how good/skilled your company is and it will be easier for you to convince them to start a project.

I can't tell you exactly what type of offers to create because it depends a lot on the business, but here are some ideas:

- Workshops
- Consultancy
- Audits
- Smaller projects
- Etc

For the Primary Offer, the most crucial rule is to focus on outcomes.

Eg:

Don't sell web development services. (because everyone does)

Sell a live website in 7 days.

Just an example, but you'll differentiate instantly from competitors and you'll be able to set your own rules.

Potential clients value web development services based on their hourly rate (social proof is important too, but they will always look at the hourly rate).

So even if you want it or not, you'll enter a price battle you can't control.

With the second example, you'll avoid this battle.

Simply because your offer is specific and outcome-focused. So potential clients will value your offer differently.

5. Define your value proposition and the messages

Only now you should work on your main promise to potential clients.

You have everything you need. The offer part was the cherry on the cake.

Usually here is a creative process and there will be a lot of iterations, so don't throw your laptop over the window if you don't get it from the beginning.

"A live website in 7 days" example is a good one even for the value proposition, but it was written on the fly.

When you have all the information in front of your face, you can make it 10x times better.

Some basic rules here are:

Don't act smart	Use simple language, avoid buzzwords
Focus on an outcome	People buy from you for a reason
Keep it kind of short	Make sure is "usable" everywhere (eg: on a banner)

After you have the value proposition move to the Messaging part.

These should be used in communication and consolidate your main promise.

If we go further with "A live website in 7 days" example, some supportive messages could be:

- *"Webflow website ready in 1 week"*
- *"See your ideas live in 7 days"*
- *"Next week your website could be live"*

Wrote these quickly, definitely could be better.

But they all support the value proposition. And whatever time you'll be using them you will "share the same message" – that you can build a live website in 7 days.

Not that you're a boring web development agency.

The last step is to identify some keywords that again should be used in communication.

Eg:

→ “1-week websites”

→ “7-days websites”

These could be used in several ways (eg: as hashtags, on banners, as campaigns, etc) with the same goal: to support your value proposition.

And this is where we finish the Foundation.

At this step, you should have everything prepared to start being tactical and see how you’ll get clients.

Also, by doing the Foundation you can increase your revenue without any extra effort.

That’s because as you saw the way you build your offer dictates a lot the way you can set your pricing.

So just by some tweaks here and there, you can get paid more for the same amount of work.

Let’s get tactical now:

#2: Growth Models

This is where the magic happens.

This is where you define exactly how you’re going to reach potential clients and make them say “**YES!**”.

I’ve experimented during the years with a lot of marketing and sales tactics...

Some of them worked, some of them didn’t.

One day I decided to drop the “tactical mentality” and try to build a system, where multiple tactics are supporting each other.

This is how The 3GM Growth System was built.

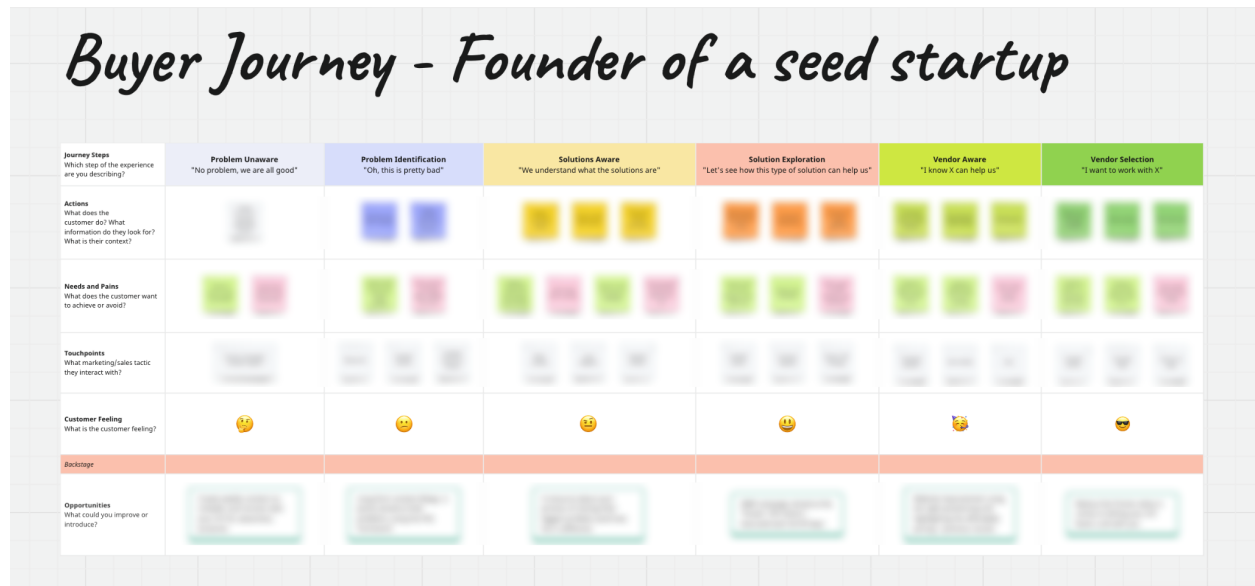
And this is how I designed the following Growth Models.

Executed right, it’s all you need.

BUT:

Before building and executing them, there's a small thing you need to do:

Create your Buyer Journey



With all the steps from before already done, this is a piece of cake.

First, we have the journey steps:

- Problem Unaware
- Problem Identification
- Solutions Aware
- Solution Exploration
- Vendor Aware
- Vendor Selection

These describe the stage where your potential clients are at the moment.

Now, for each of these, you need to define:

Actions	What are they doing now? What is their context?
Needs and pains	What do they want to achieve and/or avoid?
Touchpoints	How do they interact with your brand?
Feeling	How do they feel right now?
Opportunities	What could you improve or create for each stage?

I said it's a piece of cake because you should already know all of these since you worked on the client profile.

Except Opportunities, but this will be sorted out after deciding on which tactics will be used.

So work on the first 4 and leave the last one empty until you go through the Growth Models from below.

1. Content Umbrella

I decided to start with content because content is the foundation of everything when it comes to growth.

SEO?	You need to create content
Social media?	You need to create content
Outreach?	You need to create content

When it comes to content, there are 2 potential problems:

- The quality of it
- The distribution system

Even if 99% of people are “desperate” with quality, the problem is not there.

I mean, I remember just a few cases where the real problem was the quality.

But the distribution system? Oh, boy!

A LOT!

Let's see how to fix this:

(btw, think about the Content Umbrella as a “collection” of complementary content tactics that support each other and make growth inevitable)

1. Decide if you start big or small

Everyone is saying to create a bigger piece of content and then turn it into smaller pieces to share on socials, and so on.

I say to focus on your biggest strength.

Do you enjoy writing short-form content and/or already have some content like this?

Then do the opposite!

The goal is to make things happen, not to have the “perfect framework” without doing anything.

2. Build your distribution system

This is where you make sure you'll get the most out of your content.

Depending on how you start (big → small or small → big) the order of the distribution channels will change.

But after experimenting with almost anything when it comes to content, my advice is to use the following:

(they are everything you need and this system was designed having in mind the buyer journey)

Lead Magnets	Create something worth money but give it away in exchange for just an email address
Content Hub	Build a “Hub” on your website and find a way to put all the content there, accessible for free
Weekly Newsletter	Invest 60 minutes/week and build a newsletter aimed to help your audience even more
Action Emails	Invite people to take action: join a webinar, download a guide, buy something, etc
Social Posts	Add a personal touch when possible because people trust other people and buy from them

3. Engineer the entire flow

By executing the tactics from above “alone”, you may see some results from time to time.

If you’re looking for something predictable, that can be scaled with time, you have to engineer the entire flow and create it like a well-oiled engine.

I can’t show exactly how to build yours because it depends on your business, BUT:

I will show you a “sample” of a flow I successfully implemented during the years:

1: You start creating weekly content on social to reach people from your target market



2: You give people “a taste” of your content and invite them to join your newsletter using downloadable material



3: You start having a weekly interaction with them by sending the newsletter



4: You email them for 60-90 days before moving to the Action Emails to have some data



5: You look for intent signals and start adding Action Emails for people who raised their hands



6: You take all the content you create and add it constantly to the Website Content Hub for SEO purposes

You can see how all the actions “blend” each other to align with the way people are buying and turn a stranger... into a client.

And if you didn’t notice, the “hack” of this approach is based on the Effort → Impact ratio.

Without the Content Umbrella, it might seem almost impossible to create all this amount of content and distribute it to the right people.

But when you follow the steps?

You can turn a piece of content into 3-5 evergreen assets:

→ 1 lead magnet can be turned into 5 newsletters

→ 5 newsletters can be turned into 5 blog posts

→ 5 blog posts can be turned into 20 social posts

“Build once, sell forever”.

That’s the reason why Content Umbrella brings results, it’s predictable, and scales with time.

2. Strategic Outbound

Outreach become 10x times more difficult than what it used to be a few years ago.

That’s because with \$100 you can:

- Scrape 10,000 random emails
- Create a 5-step sequence with ChatGPT
- Send the emails and hope for some leads

This is happening DAILY.

But this is also an opportunity too.

Because the ones who do outreach differently (and strategically), will be the ones who win.

And my advice is to don’t drop outreach just because it didn’t work until now.

It can be a great channel for getting new clients (especially if combined with the Content Umbrella and Founder-Led).

Before diving deeper I want to mention 1 crucial thing when it comes to outbound:

Research can make or break your success.

If you buy random lists or you’re not willing to do some research about those potential clients, whatever you’ll do it will not work.

So if you’re implementing the following tactics and you’re not seeing any positive results, please make sure you did your research right.

1. Soft Outreach

The classic cold emailing isn't working for 1 big reason:

The lack of PERSONALIZATION.

You can't sell to 1 person if you're talking to 100 (minimum).

(sorry, but "Hey, %Name% isn't personalization)

But since there are moments when you have to do some volume too... Soft Outreach is your ally.

Soft Outreach is about making the prospect the Hero of your story.

Do it because everyone wants to be one.

So instead of trying to sell to someone who doesn't even know you... better focus on getting the opportunity to get to know each other.

Either lead with something useful for them or ask for their advice.

This lets you play the numbers game and also get positive results.

For example, this is how Nathan Barry made ConverKit a million-dollar company:

Hi Sarah,

Is anything frustrating you with MailChimp?

The reason I ask is I run ConvertKit, an email marketing platform for professional bloggers.

We've got a lot of great bloggers using us like Katie and Seth from Wellness Mama and Pat Flynn from Smart Passive Income.

I'd love to hear more about how we can build it to better serve bloggers like you.

Talk soon,
Nathan

2. Personalized Outreach

This is exactly the opposite of Soft Outreach.

Here you can try to book a meeting or make a sale because the focus is on PERSONALIZATION.

Don't aim for quantity, aim for quality.

Do the research phase as well as you can and send each day 5-10 personalized emails.

Look deep into their business and their needs and you'll definitely stand out.

One "tactic" I like to combine with Personalized Outreach is to create a custom landing page for that potential client.

I build a structure I can easily replicate and adjust it based on the prospect.

It's one thing to say "*We can improve your website*" and add some case studies to the email (everyone is doing this).

And it's a completely different story to:

- Start with something about them (eg: saw you're looking for X and X would help)
- Show it's tailored to their current situation
- Back everything up with a custom landing page

The “worst” response I got to this approach was:

“Sorry, it's not the best moment for us now, but what a great approach, will refer you to some friends who may need this”.

No one will ever tell you to f*ck off if you don't spam them.

So remember, if you want to sell to 1 person, make sure you are talking to 1 person.

3. Dream 100 Strategy

The 2 tactics from above are easier to execute because it requires only the “basic cold outbound setup”.

The difference is made with the approach.

Dream 100 Strategy is a little bit more complex, but if someone would ask me to pick only 1 outbound tactic to go with... this would be 100%.

The main difference between this and the other 2 is that is more strategic and combines marketing with sales.

It has 2 big goals:

1. Serve people with content to notice intent
2. Initiate a 1:1 sales process with the ones who have shown intent

That's how you can see who raises their hands and says *“I might be interested”* and work on them 1:1.

You don't waste your time on people who are not interested and you don't push interested people away with spammy bulk approaches.

Let's dive into the steps:

1. Build your foundation

Create a list of your dream 100 clients: companies you know you can help and want to work with.

The list should contain Accounts – persons working at those companies (for bigger businesses there can be multiple persons from the same company).

Try to get at least their:

- Name
- Email
- Company Website
- LinkedIn profile

So you can always learn more about them when it's needed.

2. Create your OBM Framework

OBM stands for Opportunity-Based Marketing.

You should use this framework to map the journey steps, audience, objectives, KPIs, and tactics.

Here's an example:

Goal	Awareness & Engagement	Awareness & Engagement	Intent	Intent	Capturing intent	Capturing intent
Journey steps Which step of the experience are you describing?	Target	Active	Engaged	Prioritized	Qualified	Pipeline
Audience What is the audience? What type of people are in each journey step?	Matches ICP, but no engagement	3rd party engagement, but no 1st party	Demonstrated 1st party engagement	Account is marketing qualified	Account is BANT qualified	Account is ready to be closed
Objective What is the objective with accounts from each step?	Generate awareness and engagement	Generate 1st party engagement	Marketing qualification	Sales qualification	Qualified meetings	Closing
KPIs What are the KPIs for each step?	Reach & engagement	1st party engagement	MQLs	SQLs	# of qualified meetings	# of new customers
Tactics What are the common tactics used at each step?	LinkedIn connect, LinkedIn engage, warm outreach	LinkedIn engage, LinkedIn DMs, warm outreach	Social selling, LinkedIn DMs, email nurturing	1:1 sales outreach, nurturing	1:1 sales outreach, nurturing	1:1 sales outreach
ABM interaction type	1-many	1-few	1-few	1:1	1:1	1:1

Your job is to move people from one stage to another.

The first 3 quadrants are “marketing” while the others are “sales”.

Eg:

When someone is under Target and matches your ICP but doesn’t have any engagement with you... don’t try to sell.

Try to generate engagement.

When someone demonstrates some 3rd party engagement but not 1st party... don’t try to sell.

Try to have a more direct interaction.

When someone demonstrated 1st party engagement and they are marketing qualified... only now you can try to sell.

But do it personalized (as I told you before with Personalized Outreach).

3. Set up a CRM

Use a CRM like PipeDrive or Folk to monitor each account from your dream 100 list. Simply sign up for one if you don’t already use something and import all the accounts.

A spreadsheet or Excel might work too, but it will be harder to maintain.

All people ...

+ Add people Email all Enrich all 5 ?

☐ 90 people	Urls	Gender	Companies	Strongest connection	Status	+
(M) [Profile Icon]	http://www.linkedin.com/in/...	Unknown	[Company Icon]	Sergiu Bungardean	Target	
(M) [Profile Icon]	http://www.linkedin.com/in/...	Unknown	[Company Icon]	Sergiu Bungardean	Target	
(O) [Profile Icon]	http://www.linkedin.com/in/...	Unknown	[Company Icon]	Sergiu Bungardean	Target	
(D) [Profile Icon]	http://www.linkedin.com/in/...	Unknown	[Company Icon]	Sergiu Bungardean	Target	
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(P) [Profile Icon]	http://www.linkedin.com/in/...	Unknown	[Company Icon]	Sergiu Bungardean	Target	
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4. Create a scoring system

To measure the intent of the people from your Dream 100 list, you need to build a scoring system.

I always use this semi-automated system:

I get the data automatically from email interactions	Opens, clicks, etc
I add data manually from other interactions	LI profile visits, LI DMs, etc

Each interaction is another intent signal.

The more you get... the higher your chances of getting a client are.

5. Warm up the people from your list

This is an optional step, but it can impact a lot the final results.

Before actually diving into starting the outreach flow you can “warm up” the people from the list.

What I do here is to:

- Connect with everyone from the list on LinkedIn
- Engage with the ones who are active for 7-14 days

By doing this you’ll most probably manage to generate that 3rd party engagement before sending any email.

This will increase your chances of getting your first emails open by A LOT.

I analyzed at the beginning of this year the results when the warming-up process was done vs when it wasn’t:

With warming up	70% - 80% open rate
Without warming up	30% - 40% open rate

So my advice is to not skip the warming-up process.

6. Execute the strategy quarterly-based

You can’t get any intent data if you’re executing this for 2 weeks only.

You should aim to have at least 1 interaction/week with each account and execute the strategy for 90 days.

That’s how there will be enough data to go 1:1 and try to turn intent into an opportunity.

(usually, after 6 weeks there will be 5-10 accounts out of 100 with enough intent data to start focusing on the selling part – after 90 days, there are about 20-35)

The “secret” is to make the communication more and more personalized with each interaction.

Go from 1:many to 1:few, and then 1:1.

Executed properly, it should get you new clients regularly each quarter.

3. Founder-Led

The Founder-Led model gained popularity in the last years A LOT.

That's because if we look at statistics the way people spend their money in B2B has changed.

They educate on their own way more than were doing 10 years ago.

From who do they prefer to learn?

From PEOPLE.

This led to the rise of personal brands.

They are a great way to engage with potential clients and build trust at scale.

So if you have to choose between posting on your company page vs your personal profile, go for the second without blinking.

BUT before diving further, the Founder-Led model isn't only about personal branding.

Is about "using you", the founder, to get in touch with potential clients:

- Through personal branding
- Through network building
- Through social selling
- Through strategic partnerships
- Through offline events

1. Personal branding

Start by picking a platform you enjoy the most.

Don't go on YouTube just because "video is cool".

Big fan of short-form content? → Go on X (Twitter)

Wanna write a bit longer? → Go on LinkedIn

My suggestion is LinkedIn and/or X (Twitter). I went from 0 to 8,500+ followers on LinkedIn and at least for me, it was the "perfect match".

I could blend perfectly short-form content with long-form content + engage with people.

I won't tell you the "classic advice" about LinkedIn (engage a lot, be the first to comment, etc).

BUT:

Aim for 3-5 posts/week	Start a bit broader to attract people, then narrow down
Work on your profile	Define a clear goal and build your profile as a landing page
Start conversations	Talk with everyone who seems a good fit to get insights
Do it consistently	Work on your personal brand for at least 6 months

This is it.

This is your "masterclass" of LinkedIn personal branding.

All the "hacks" like engaging like crazy, commenting for hours, and so on, are useless.

Yes, they may increase your numbers, but if you don't want to be a LinkedIn influencer, forget about that.

Create useful content, give people a clear next step, have conversations, and you'll beat the LinkedIn gurus at their own game.

2. Network building

The reason I recommend LinkedIn for personal branding is that is 10x times easier to build a network vs other platforms.

Why?

Because is based on the “Facebook principle”.

You send someone a connection request, you become “friends”, and then you both see each other's content.

Isn't that cool?

Aim to build your network with 50-100 relevant people/week.

Please don't send random connection requests for the sake of no. of followers because you'll waste your time.

Identify people who are really relevant to your business (potential clients, partners, etc) and connect with them daily/weekly.

Then follow the advice no. 3 from above and start conversations.

(for God's sake please don't connect with someone and then send them a pitch deck through DMs)

3. Social selling

The reason I love social selling is something every founder wants: SPEED.

You can start a conversation with someone at 12pm, get a reply at 12:10, and have a call booked in your calendar at 12:30.

That will never happen through email.

If you do the first step right, you'll start to get signals from your audience (comments, DMs, etc).

When that happens, make sure you don't miss the opportunity.

Eg:

When someone asks you a question about X on the post about Y, reply to them and then try to move the conversation into the DMs:

"Hey {X},

Just replied to your comment about X on my post.

Is that a problem for you?"

Just an example, don't copy/paste.

The point is to talk with them 1:1 to see exactly what's their situation and if maybe a sales process makes sense.

But please don't be rude or go beyond the limit if they don't respond or are not interested.

Treat them exactly the same way you would want to be treated and you'll have more success.

4. Strategic partnerships

Boy, how underrated these are.

I worked with a client who was making \$60,000+/year only from a couple of strategic partnerships he built.

These are great because usually, the sales cycles are pretty short.

Strategic partnerships are like building a system for getting referrals.

The best partnerships are when there's a big overlap in terms of audiences.

Eg:

You are doing design for startups in the ideation stage.

Your partner is implementing MVPs.

Does someone need implementation?	You send them to your partner
Does someone need design?	Your partner sends them to you

This will work only when there are some clear wins-wins. It has to be “two-sided”.

And also there has to be chemistry between you and your partner. If you “hate” each other... it will never work.

Find great people you want to have as partners and get a beer when possible and you’ll both support each other's growth.

5. Offline events

Underrated again.

Offline events are a great way to interact in person with some people who might be potential clients.

This beats any online Zoom meeting.

So whenever is possible go to offline events that are related to what you’re doing.

I see these as I see social selling vs email outreach.

10x faster and easier to get “a stranger” into a call with you.

#3: Infrastructure

There are 2 non-negotiable things you need to work on before putting your Growth System to work:

- Your website
- Your analytics system

Simply because everything you worked on already should be reflected in your website and you need to measure what’s happening.

Also, there are some other things to consider but it all depends on your business:

- The operational team working on this
- The resources needed

I'll start with the mandatory ones:

1. Website

Your website is one of the most important marketing touchpoints in the buying journey.

So you need to make sure it:

- Speaks to your client profile
- Target specific segments – if you have multiple (eg: with dedicated landing pages)
- Highlights your value proposition and the key messages
- Showcase your offering system (Primary Offer, Secondary Offer(s), etc)

My advice regarding the website is not to waste precious time.

Yes, all the things from the above have to be sorted out, but this doesn't mean you need to work 3 months at this stage only because you want everything to be perfect.

It will never be no matter how hard you try. So make them good but don't block here.

2. Analytics system

90% of businesses don't need sophisticated analytics systems, yet they always want to be "data-driven".

To be data-driven you need some more data. Data you can (and should) get from clients.

So before obsessing with data-driven, be "client-driven".

This is most probably the entire analytics system you need at the moment:

1. Google Analytics

Definitely Google Analytics to measure everything from page views to traffic sources to custom events.

Start with the basic setup that lets you visualize how you get visitors, what pages they visit, etc, and improve your Analytics infrastructure as soon as you have more data.

2. Hotjar or Microsoft Clarity

While Analytics is great at metrics, Hotjar or Clarity is great at real things.

You can create heatmaps for key pages (eg: homepage, book a call, pricing, etc) to see how to improve them.

Also, the Recordings feature is great for looking at how your potential clients interact with the website.

Sometimes watching 10-20 recording sessions can give you some insights you would have never thought of.

3. Google Search Console

Assuming you will build the Content Umbrella model and create a content hub on your website, organic traffic will flow.

Google Search Console is free, very easy to use, and it will show you exactly what pages are performing better (you can understand why).

Also, you can notice some patterns or opportunities you can work on later on.

4. Self-reported

All the tools from the above are great, but insights from people are better.

Just add a free text field in your booking form (eg: on Calendly) and ask people:

→ “How did you hear about us?”

Free text, no options.

This will give you the most accurate insights you can get.

The point is that sometimes a tool like Analytics can fool you when it comes to the lead source.

That’s because if I search on Google for your brand, land on your website, and book a call...

The source will be Google.

But in reality, I might just be doing that because I saw 5 of your YouTube videos for example.

So rely both on tools and a self-reported system to get the most relevant insights.

Now I’ll move to some things you should be doing depending on your business and where you are at the moment.

3. People

Based on your current situation, your availability, your team, etc, at least sketch the operational support you may need.

I can tell from my experience how frustrating is to want to do something, realize there is a blocker (eg: lack of design), and procrastinate for weeks.

Don’t think you need a big team, hire someone, or partner with some contractors already.

But if you know you lack some operational support, make sure the problem can be easily solved in a couple of days.

(If you need any type of support, [reach out](#) and I’ll help. I have some great strategic partners I can recommend)

4. Resources

Closely related to “People”, if you want or decide you need operational support from day 1 (eg: a content writer), make sure you “hire” in consequence.

You don’t want to stop everything after 1 month because you’ll just lose valuable time.

So make sure you hire or partner with the right people and you can do it for at least 3-6 months.

Otherwise, instead of making the Growth System work for you, you’ll be always busy looking for new people.

Summary

This is it.

This is everything you need to build your 3GM Growth System.

And start to get clients, increase revenue, and drive sustainable growth.

Let’s do a quick summary:

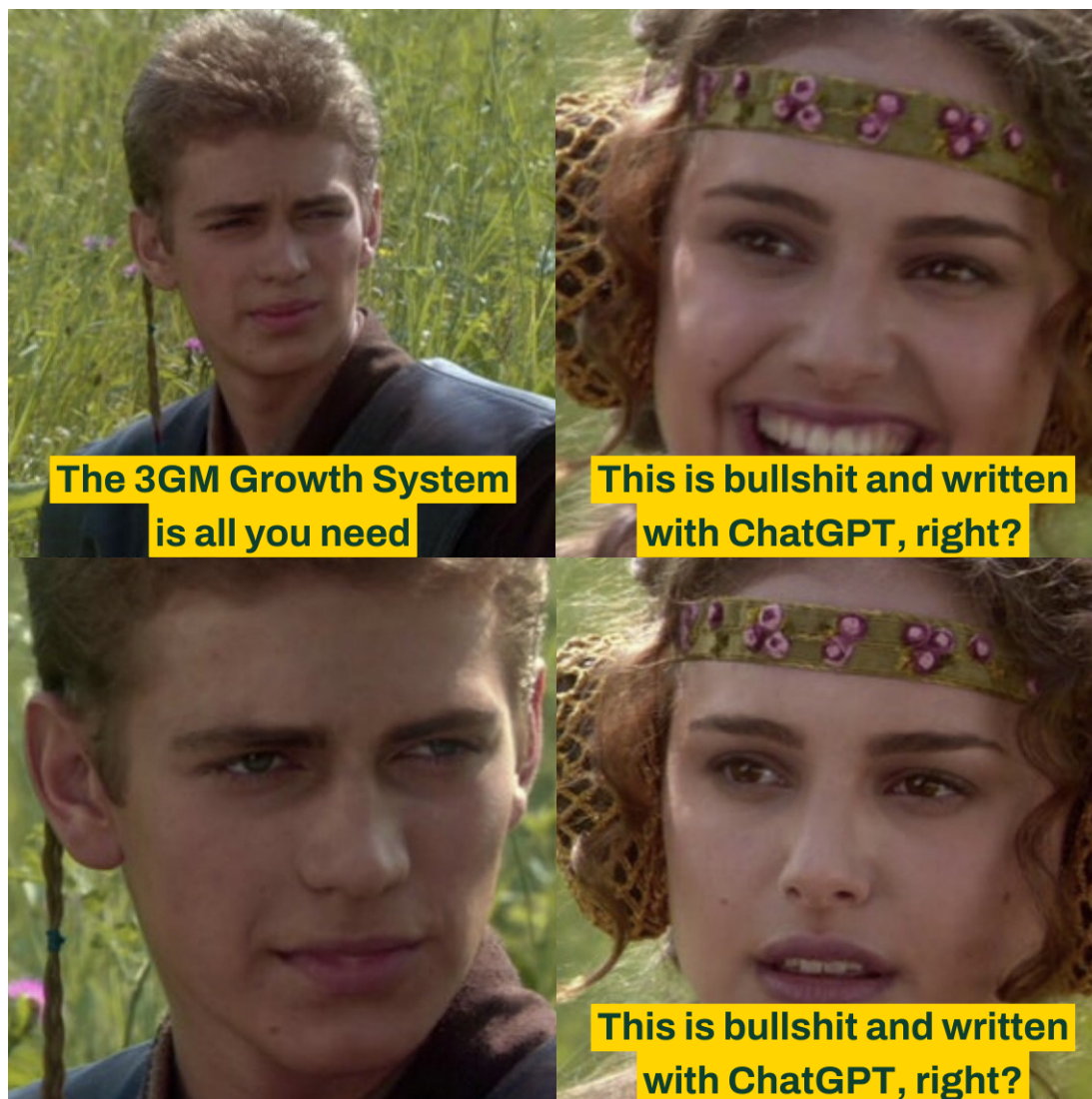
- Define your client profile(s) – don’t skip this
- Segment the market if there are multiple ICPs
- Look at your competitors and find a way to stand out
- Build a clear, compelling, and concise offer (or more)
- Pack everything into a value proposition
- Create your Growth Models: Content Umbrella, Strategic Outbound, Founder-Led
- Work on your website to talk to your client profiles and highlight the positioning
- Set up the analytics tools and the self-reported system
- Sketch the operational support you need for implementation

The 3GM Growth System works because it leaves nothing to chance.

There is no guessing during the process. **Clear input → clear output.**

If you work on all the things mentioned above and work it well, you should expect a 20% - 100% growth in the following 6-12 months (depending on the business and its services).

Results



Jokes aside, ChatGPT wasn't used not even for a sentence.

Everything was written by myself based on my experience and what I did until now.

And if it's bullshit or not?

Well...

I won't bother you with 2-pages case studies and stories about how this impact your business in the next 12 months...

Because I think you already understood how it does.

But I'll share with you some wins you can expect in a short to medium period of time so you can have proof and trust the process:

- A software company signed 3 new clients in 4 months, being on track to hit the goal of 100% growth in 2024
- A consulting company signed 4 new clients in 5 months using the Founder-Led model, reducing the sales cycle length from weeks to days
- The same consulting company got 2 new clients in the first 6 weeks after started to implement The 3GM Growth System
- An agency got a customer at \$7,300 using the Strategic Outbound model for the same service they used to sell at <\$2,000
- A fractional CFO got \$57,000+ worth of leads in the pipeline in only 3 months (3!) of implementing the Founder-Led model
- A solopreneur got 14 qualified leads 3 months after they built and launched a new offer from scratch
- An agency hit its all-time high in revenue after implementing the Content Umbrella and Founder-Led models for 5 months
- I personally made \$32,818 in 6 months after I started my newsletter (part of the Content Umbrella) back in 2023
- I built a personal brand on LinkedIn from 0 to 8,500+ followers and I get qualified leads from there each quarter (I can't lie with 50+/month like the gurus are saying)
- I made the first sale of a new offer 3 weeks after launching only by sending a couple of Action Emails (part of the Content Umbrella model)

Want some of these?

Build The 3GM Growth System.

What to do next

You have 5 options from here:

#1: Decide it's not for you or it seems hard, close the page and keep relying on referrals and hoping outreach or content will work sometime – your choice, no hard feelings.

→ **Pros:** N/A

→ **Cons:** You're giving up on a proven framework

#2: Take everything I told you in these 37 pages and start working on your own to build The 3GM Growth System.

→ **Pros:** €0 costs

→ **Cons:** You can make mistakes, lose time, and not be 100% sure it will work

#3: Take everything I told you here BUT grab the templates I built for each step to be sure you're working in the right direction.

→ **Pros:** You have “operational support” for each step with templates, examples, etc

→ **Cons:** ~~€49~~ €19 costs (60% off for a limited time), still can't be 100% sure it works

[Get all the templates with 60% OFF from here.](#)

#4: Ask for help and I'll work 1:1 with you from creating the client profile(s) to building the growth models and the infrastructure.

→ **Pros:** You avoid the trial and error and guessing part

→ **Cons:** €99/week for 12 weeks, you need to invest some hours/week

#5: Hire me to build The 3GM Growth System for your business and be 100% sure everything is done as it should be and you'll start getting the results you want

→ **Pros:** You are 100% sure about the outcome and it's faster

→ **Cons:** €299/week for 6 weeks (10% OFF for upfront payments)

If you pick #1, I can't help with anything but thanks for stopping by.

If you pick #2 or #3, congrats on your choice and I really hope you'll make it work. Feel free to [reach out on LinkedIn](#) if there are any questions and I'll try to help with answers.

If you pick #4 or #5, you're a couple of weeks away from making this work on your business. Please [book a call with me](#) first to meet each other and see if we are a good fit.

Final thoughts

I needed 14 years (from 13 to 27 – yes, 13) of trial and error, building my own startups, working at one of the biggest internet companies from Romania, being a freelancer, working as a fractional CMO & more to put what you read today together.

I really hope this will help you in one way or another to start making things work and stop relying on referrals over and over again.

If you enjoyed the guide and found it useful, [please rate it here](#) (it takes only 10 seconds). It means a lot!

Thank you!

Sergiu Bungardean

