B2B Go-to-Market Playbook

90-Day Template for Startups

This playbook will help you build a repeatable go-to-market system from strategy to execution. Work through each section in order, and you'll have a complete GTM plan in 90 days.

What's Inside:

✓ ICP Definition Worksheet
✓ Messaging Framework Template
✓ 90-Day Timeline with Weekly Tasks
✓ Channel Selection Guide
✓ Sales Playbook Outline
✓ GTM Metrics Dashboard

1. ICP Definition Worksheet

ICP = Ideal Customer Profile. This is the specific type of company that gets the MOST value from your product. The sharper your ICP, the easier everything else becomes (messaging, channels, sales).

Firmographics (Company Details)

Industry / Vertical:

Example: Ecommerce SaaS, PPC/AdTech, Supply Chain software

_____

_____

Company Size (Employees):

Example: 50-200 employees

_____

_____

Revenue Range:

Example: $2M-$10M ARR

_____

_____

Geography:

Example: US, Canada, UK

_____

_____

Tech Stack:

Example: Uses HubSpot, Salesforce, Stripe

_____

_____

Growth Stage:

Example: Series A-B, post-PMF, scaling

_____

_____

Pain Points & Buying Triggers

What specific problem keeps your ICP up at night? What event or situation makes them urgent to solve it?

Primary Pain Point:

Example: Trial-to-paid conversion under 8%, losing qualified leads

_____

_____

Secondary Pain Point:

Example: Unclear product messaging, low feature adoption

_____

_____

Buying Trigger:

Example: Just hired first product marketer, preparing for Series B

_____

_____

Decision-Making Process

Who needs to say 'yes' before they can buy? How long does it usually take?

Primary Decision Maker:

Example: VP Marketing, Head of Growth, Founder

_____

_____

Other Stakeholders:

Example: CEO (budget approval), Product team (technical validation)

_____

_____

Typical Sales Cycle:

Example: 30-45 days, 3-5 touchpoints

_____

_____

2. Messaging Framework

Your messaging should answer: (1) What do you do? (2) Who is it for? (3) Why should they care? Lead with the OUTCOME your customer gets, not your features.

Value Proposition (One Sentence)

This is your homepage H1. Format: [What you do] for [who] to [outcome they get].

Example: Product marketing consultant for Series A-B SaaS companies to increase trial-to-paid conversion from 8% to 15% in 90 days

_____
_____

_____
_____

Three Messaging Pillars

These are the top 3 reasons someone should buy from you. Make them outcome-focused, not feature lists.

Pillar 1:

Example: Cut your sales cycle from 60 days to 35 days

_____
_____

Pillar 2:

Example: Increase qualified leads by 40% without spending more on ads

_____
_____

Pillar 3:

Example: Get your first 100 customers in 6 months instead of 18

_____
_____

Competitive Positioning

How are you different from your top 2 competitors? Don't say 'we're better' — explain what you do differently.

Competitor 1:

_____
_____

How we're different:

_____
_____

Competitor 2:

_____
_____

How we're different:

_____
_____

3. 90-Day GTM Timeline

This is your week-by-week roadmap. Check off tasks as you complete them.

Note: Don't skip Month 1, it's your foundation.

Month 1: Foundation

☐ Week 1-2: Define ICP

Interview 10 customers, document firmographics + pain points

☐ Week 3: Build messaging

Write value prop, 3 pillars, competitive positioning

☐ Week 4: Choose channels

Map buyer journey, decide GTM motion (PLG / sales-led / hybrid)

Month 2: Build & Test

☐ Week 5: Set up tech stack

CRM, marketing automation, analytics, sales engagement tools

☐ Week 6-7: Create core assets

Homepage, demo video, case study, comparison page, sales deck

☐ Week 8: Run small tests

50 cold emails, $500-1k ad spend, 2-3 blog posts, track results

Month 3: Scale What Works

☐ Week 9: Double down

Scale the channel that showed best results by 3x

☐ Week 10-11: Build sales playbook

Document qualification, discovery questions, demo script, objections

☐ Week 12: Set up metrics dashboard

Track pipeline coverage, time to value, CAC, MRR growth

You're Ready to Build Your GTM Playbook

Work through each section in order. Don't skip Month 1 — that's your foundation. Everything else builds on top of a sharp ICP and clear messaging.

If you need help building your GTM strategy, I work with SaaS founders and startups on:

• Product launch strategy (what to build, how to position it, how to launch it)
• PLG content that converts (onboarding flows, feature adoption, trial-to-paid)
• GTM messaging and positioning (value props, sales decks, competitive positioning)

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