

LASSONDE FOR LIFE



Go-To-Market Strategies

Repeatability, 9 Mistakes, Hitting a Number,
Easy Marketing Plans



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20+ years in marketing



15 years teaching marketing & VC



chadscalendar.com

GTM Canvas

FOUNDATIONS

GTM PREP

GTM INVESTMENT

GTM PLAN



BRAND

1. FOUNDATIONS

Alignment

Mission, Vision, Values

☐ Y ☐ N ☐ ?

Brand Persona

☐ Y ☐ N ☐ ?

Visual Identity

Name, Logo, Colors,
Typography

☐ Y ☐ N ☐ ?



WHO?

2. TARGET CUSTOMER

Watering Holes?

☐ Y ☐ N ☐ ?

ICP (B2B Only)

Firmographic Profile

☐ Y ☐ N ☐ ?

Personas

Demographic Profile

☐ Y ☐ N ☐ ?

Psychographic Profile

☐ Y ☐ N ☐ ?

External Validation

☐ Y ☐ N ☐ ?



HOW?

5. GTM MOTION

Sales Led

Inside Sales

☐ Y ☐ N ☐ ?

Field Sales

☐ Y ☐ N ☐ ?

Channel/Partnerships

☐ Y ☐ N ☐ ?

Outbound

☐ Y ☐ N ☐ ?

SDRs

☐ Y ☐ N ☐ ?

FLS to Sales?

☐ Y ☐ N ☐ ?

Product Led

Freemium

☐ Y ☐ N ☐ ?

Self Serve

☐ Y ☐ N ☐ ?

Marketing Assisted

Inbound

☐ Y ☐ N ☐ ?

ABM

☐ Y ☐ N ☐ ?

CUSTOMER

VALIDATED?

☐ Y ☐ N ☐ ?

PAIN

VALIDATED?

☐ Y ☐ N ☐ ?

SOLUTION

VALIDATED?

☐ Y ☐ N ☐ ?

ALTERNATIVES

VALIDATED?

☐ Y ☐ N ☐ ?

SPECIAL

VALIDATED?

☐ Y ☐ N ☐ ?

METRICS

If you cannot yet calculate these metrics, they should be high-priority items to discover.

ACV

CAC

PBK

LTV

NPS

NRR



WHAT?

3. PRODUCT

Multiple?

☐ Y ☐ N

Pricing

☐ Y ☐ N ☐ ?

Package: Leader, Killer, Filler

☐ Y ☐ N ☐ ?

Delivery & Distribution

☐ Y ☐ N ☐ ?



TECH

7. CAPABILITIES

Website & LPs

☐ Y ☐ N ☐ ?

CRM

☐ Y ☐ N ☐ ?

MAP & Email

☐ Y ☐ N ☐ ?

Attribution

☐ Y ☐ N ☐ ?

Metrics/KPIs

☐ Y ☐ N ☐ ?



WHY?

4. MESSAGE

Positioning: STP/5Ps

☐ Y ☐ N ☐ ?

Storybrand/Andy Raskin

☐ Y ☐ N ☐ ?

Key Messages & Supports

☐ Y ☐ N ☐ ?



WHERE?

6. CHANNEL

Email

Newsletter(s)

☐ Y ☐ N ☐ L ☐ ?

Outbound

☐ Y ☐ N ☐ L ☐ ?

Content

Blogs

☐ Y ☐ N ☐ L ☐ ?

Podcasts

☐ Y ☐ N ☐ L ☐ ?

SEO

☐ Y ☐ N ☐ L ☐ ?

LinkedIn

☐ Y ☐ N ☐ L ☐ ?

Twitter/X

☐ Y ☐ N ☐ L ☐ ?

YouTube

☐ Y ☐ N ☐ L ☐ ?

Insta

☐ Y ☐ N ☐ L ☐ ?

TikTok

☐ Y ☐ N ☐ L ☐ ?

Other: _____

☐ Y ☐ N ☐ L ☐ ?

Misc. Channels

Direct Mail

☐ Y ☐ N ☐ L ☐ ?

Events

☐ Y ☐ N ☐ L ☐ ?

Influencer

☐ Y ☐ N ☐ L ☐ ?

Paid Search

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Paid Social

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PR

☐ Y ☐ N ☐ L ☐ ?

Webinars

☐ Y ☐ N ☐ L ☐ ?

Other: _____

☐ Y ☐ N ☐ L ☐ ?

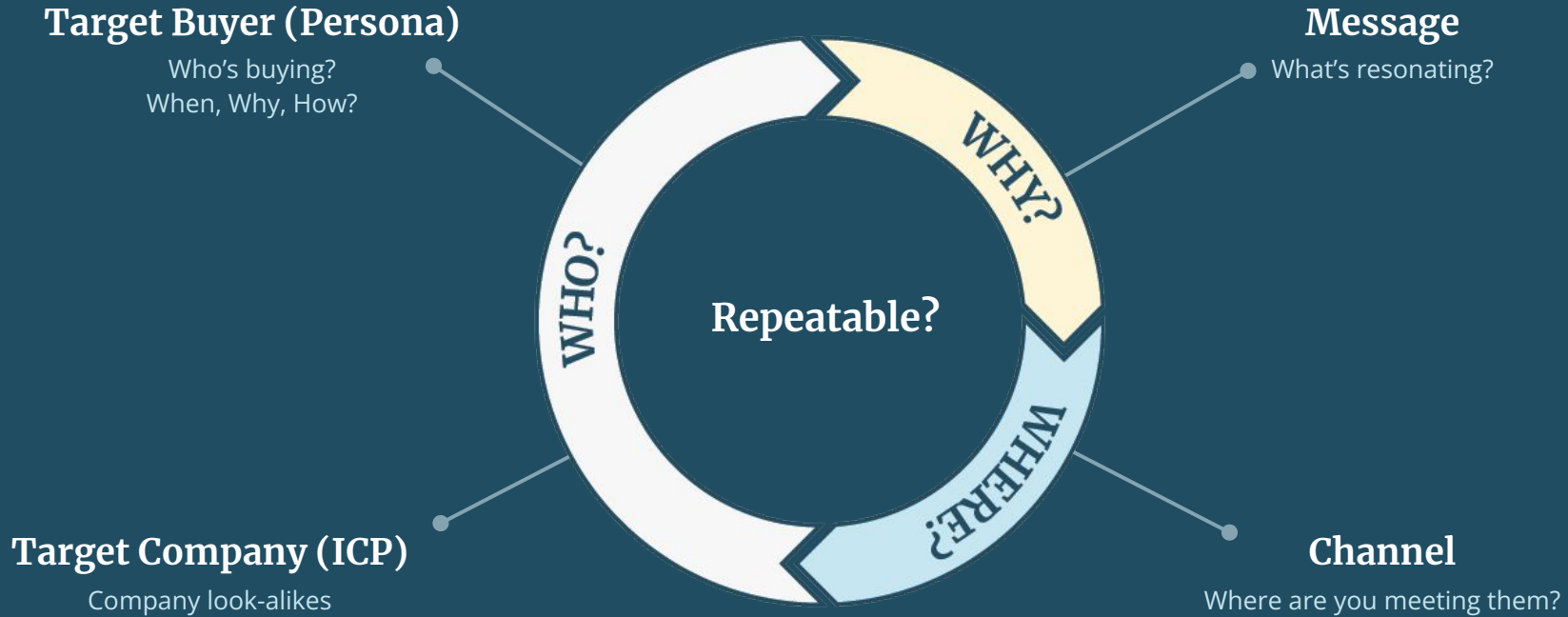
PREFER

COST

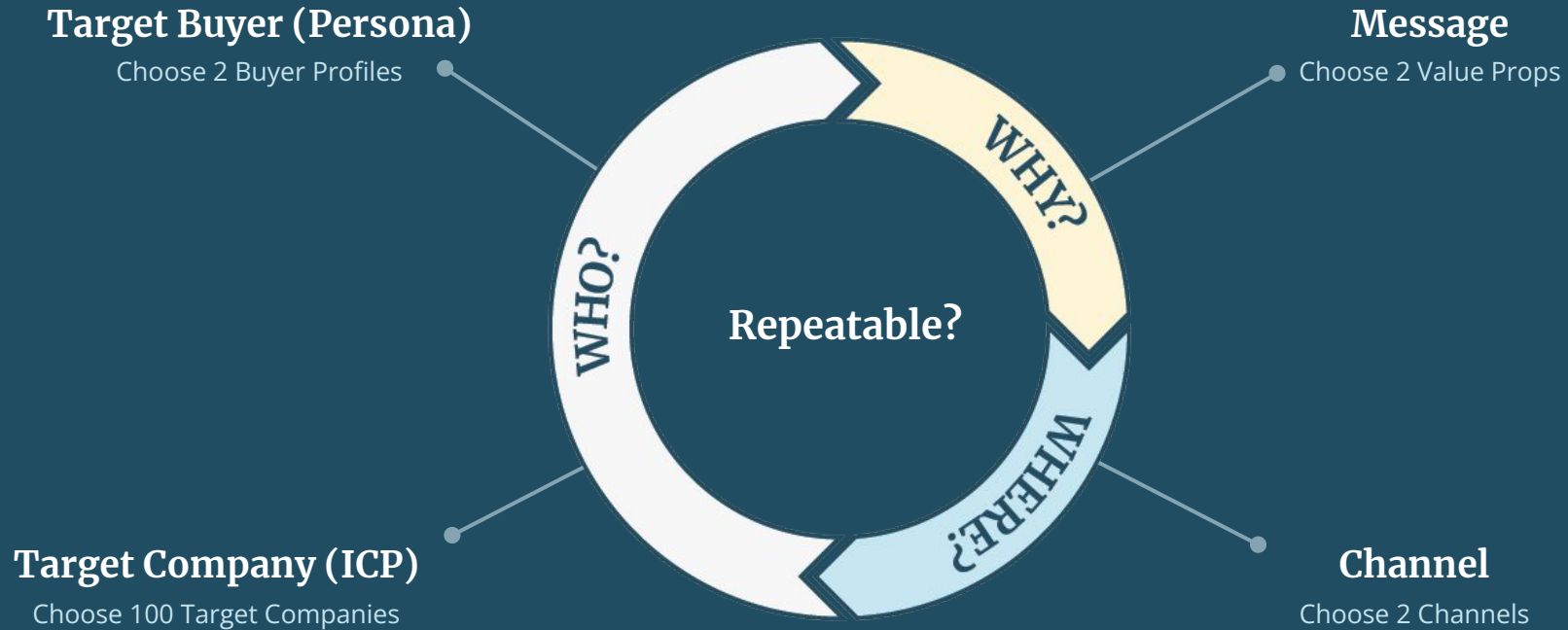
RANK

PLAN

Getting to Repeatability



How? Rule of 2.



Measure Funnel/Pipeline

1. Inputs to get a meeting
2. Meetings > qualified opportunities
3. Qualified opps > closed deals

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9 GTM Mistakes

(& how to hit a number)

GTM Pattern

Sales



Marketing



Mistake #1

Skipping founder-led sales and hiring an AE too early.



“Great founders don’t put anyone between themselves and their users.

[Y-C founders] try to hire sales and support people right away.
But...

“You’ve got to do this yourself.
It’s the **ONLY** way.”

—Sam Altman, Y-Combinator, OpenAI

Mistake #2 Hiring only one AE.

“When You Hire Your First
Sales Rep — Just Make Sure
You Hire **Two**”

—Jason Lemkin, SaaStr

Source: [Jason Lemkin LinkedIn](#)





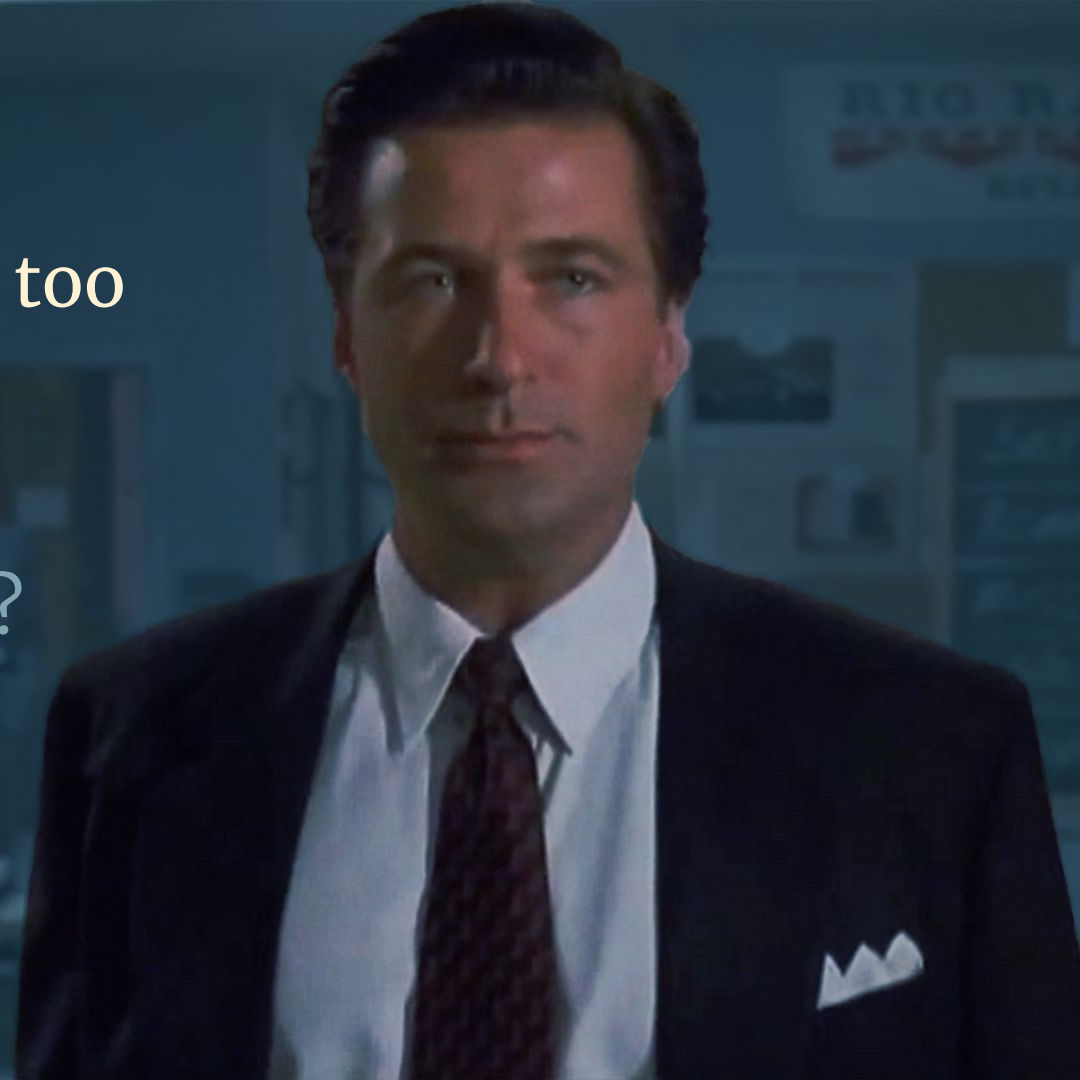
Mistake #3
Promoting your top AE to
manager—the myth of the
“player-coach.”

99/100 conversations are
NOT about this Phil.



Mistake #4 Hiring a Head of Sales too early.

What are they good at?
Optimizing teams.



Mistake #5 GTM w/o validated assumptions.



“Entrepreneurs **innovate**,
customers **validate**.”



—Paul Ahlstrom, Alta Ventures

A close-up photograph of a person's hand and forearm emerging from dark, turbulent water. The hand is open, palm facing up, and the forearm is extended. The water is dark blue/black, and there is a large splash of white water droplets and bubbles around the hand. The background is dark and out of focus.

Mistake #6
Trying too many channels
at once.

Mistake #7 Trying too few channels...

Bullets before
cannonballs



Mistake #8 Hiring wrong between brand and demand



Marketing Sides

Brand	Demand
Right Brain	Left Brain
Creative	Ops
Brand Marketing	Demand Gen
Copywriting	Conversion Rate Optimization
Design	Martech
Voice	Paid Ads

You need both sides. What's the right proportion?

Jason Lemkin's 70-20-10 Rule:

70% into measurable ROI

20% into brand

10% into experimentation

Brand Marketing:

\$1m ARR: Makes Little Sense

\$10m ARR: Ok Let's Do Some

\$100m ARR: Most of Marketing

\$1B ARR: All of Marketing



Airbnb shows faith in brand by boosting marketing investment

The travel accommodation business has upped its marketing spend by 175% in the second quarter of 2021, helping to drive a 300% revenue boost.



By Michaela Jefferson | 13 Aug 2021

Share this article



Having previously cut marketing spend as it shifted its strategy away from performance, Airbnb's marketing expenses have once again increased as the business looks to invest in brand building advertising.

Over the second quarter of 2021, Airbnb's sales and marketing expense

AirBNB didn't make the shift until Aug 2021.

It had a market cap of \$96B

Source: [Y-Charts AirBNB](#), [Marketing Week](#)

Mistake #9

Hiring a **Head of Marketing** too early.

What are they good at?

Managing teams and large budgets.



Framework for Hitting a Number

(Top Down)



Sales Target

\$12M

Current Sales

\$2M

New Sales Req'd

\$10M

ACV

\$50K



of Customers/Deals

200

Framework for Hitting a Number

(Top Down)



of Customers/Deals

200

Marketing

Sales

CAC	\$5K
Budget	\$1M
Add'l Team	\$300K

TOTAL	\$1.3M
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AE OTE	\$200K
Quota (5x)	20 deals/\$1M
10 Reps	\$2M
5 SDRs (1:2)	\$500K

TOTAL	\$2.5M
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Framework for Hitting a Number

(Top Down)

TOTAL Sales & Marketing

\$3.8M = \$12M Sales

Add 25% = \$4.75M

Fundraising use of proceeds

Framework for Hitting a Number

(Top Down)

- Consider AE Ramp for timeline
- Add CAC payback for road to profitability
- Add churn for NRR
- LTV : CAC if payback is greater than 1 year

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Paid Search

☐ Y ☐ N ☐ L ☐ ?

Paid Social

☐ Y ☐ N ☐ L ☐ ?

PR

☐ Y ☐ N ☐ L ☐ ?

Webinars

☐ Y ☐ N ☐ L ☐ ?

Other: _____

☐ Y ☐ N ☐ L ☐ ?

RANK

Cost

Plan

CUSTOMER

VALIDATED?

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Shortcut to a Plan

1. Find your target customer



Shortcut to a Plan

1. Find your target customer
2. Watering hole analysis



Shortcut to a Plan

1. Find your target customer
2. Watering hole analysis
3. Rank by Preference

MENT

W?

MOTION

Y N ?

Y N ?

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Y N ?

Y N ?

Y N ?

Y N ?

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Y N ?

CH

BILITIES

Y N ?

Y N ?

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Y N ?

GTM PLAN

WHERE?

6. CHANNEL



Email

Newsletter(s)

☒ N L ?

Prefer

2

RANK

Cost

Plan

Outbound

☐ N ☒ ?

Content

Blogs

☒ N L ?

6

Podcasts

☐ N ☒ ?

SEO

☐ N ☒ ?

LinkedIn

☒ N L ?

5

Twitter/X

☐ N ☒ ?

YouTube

☐ N ☒ ?

Insta

☐ N ☒ ?

TikTok

☐ ☒ L ?

Other: _____

☐ ☒ L ?

Misc. Channels

Direct Mail

☐ ☒ L ?

Events

☒ N L ?

1

Influencer

☐ ☒ L ?

Paid Search

☐ ☒ L ?

Paid Social

☒ N L ?

4

PR

☐ ☒ L ?

Webinars

☒ N L ?

3

Other: _____

☐ ☒ L ?

Shortcut to a Plan

1. Find your target customer
2. Watering hole analysis
3. Rank by Preference
4. Rank by Cost

MENT

OW?
MOTION

Y	N	?
Y	N	?
Y	N	?
Y	N	?
Y	N	?
Y	N	?
Y	N	?
Y	N	?
Y	N	?
Y	N	?

K

CH
ABILITIES

Y	N	?
Y	N	?
Y	N	?
Y	N	?
Y	N	?

GTM PLAN



WHERE?

6. CHANNEL

		Prefer	RANK Cost	Plan
Email				
Newsletter(s)	<input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<u>2</u>	<u>S-1</u>	_____
Outbound	<input type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/>	_____	_____	_____
Content				
Blogs	<input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<u>6</u>	<u>L-2</u>	_____
Podcasts	<input type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/>	_____	_____	_____
SEO	<input type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/>	_____	_____	_____
LinkedIn	<input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<u>5</u>	<u>L-3</u>	_____
Twitter/X	<input type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/>	_____	_____	_____
YouTube	<input type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/>	_____	_____	_____
Insta	<input type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/>	_____	_____	_____
TikTok	<input type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____	_____
Other: _____	<input type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____	_____
Misc. Channels				
Direct Mail	<input type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____	_____
Events	<input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<u>1</u>	<u>XL-4</u>	_____
Influencer	<input type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____	_____
Paid Search	<input type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____	_____
Paid Social	<input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<u>4</u>	<u>M-2</u>	_____
PR	<input type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____	_____
Webinars	<input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<u>3</u>	<u>S-1</u>	_____
Other: _____	<input type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____	_____

Shortcut to a Plan

1. Find your target customer
2. Watering hole analysis
3. Rank by Preference
4. Rank by Cost
5. Final Weighted Rank Order

HOW? MOTION

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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K

CH ABILITIES

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

MENT

GTM PLAN



WHERE?

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Email		Prefer	RANK Cost	Plan
Newsletter(s)	<input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<u>2</u>	<u>S-1</u>	<u>3 (1)</u>
Outbound	<input type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/>	_____	_____	_____
Content				
Blogs	<input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<u>6</u>	<u>L-2</u>	<u>9 (6)</u>
Podcasts	<input type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/>	_____	_____	_____
SEO	<input type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/>	_____	_____	_____
LinkedIn	<input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<u>5</u>	<u>L-3</u>	<u>8 (5)</u>
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Other: _____	<input type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____	_____

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GTM PREP

GTM INVESTMENT

GTM PLAN



BRAND

1. FOUNDATIONS

Alignment

Mission, Vision, Values

☐ Y ☐ N ☐ ?

Brand Persona

☐ Y ☐ N ☐ ?

Visual Identity

Name, Logo, Colors,
Typography

☐ Y ☐ N ☐ ?



WHO?

2. TARGET CUSTOMER

Watering Holes?

☐ Y ☐ N ☐ ?

ICP (B2B Only)

Firmographic Profile

☐ Y ☐ N ☐ ?

Personas

Demographic Profile

☐ Y ☐ N ☐ ?

Psychographic Profile

☐ Y ☐ N ☐ ?

External Validation

☐ Y ☐ N ☐ ?



HOW?

5. GTM MOTION

Sales Led

Inside Sales

☐ Y ☐ N ☐ ?

Field Sales

☐ Y ☐ N ☐ ?

Channel/Partnerships

☐ Y ☐ N ☐ ?

Outbound

☐ Y ☐ N ☐ ?

SDRs

☐ Y ☐ N ☐ ?

FLS to Sales?

☐ Y ☐ N ☐ ?

Product Led

Freemium

☐ Y ☐ N ☐ ?

Self Serve

☐ Y ☐ N ☐ ?

Marketing Assisted

Inbound

☐ Y ☐ N ☐ ?

ABM

☐ Y ☐ N ☐ ?



WHERE?

6. CHANNEL

Email

Newsletter(s)

☐ Y ☐ N ☐ L ☐ ?

Outbound

☐ Y ☐ N ☐ L ☐ ?

Content

Blogs

☐ Y ☐ N ☐ L ☐ ?

Podcasts

☐ Y ☐ N ☐ L ☐ ?

SEO

☐ Y ☐ N ☐ L ☐ ?

LinkedIn

☐ Y ☐ N ☐ L ☐ ?

Twitter/X

☐ Y ☐ N ☐ L ☐ ?

YouTube

☐ Y ☐ N ☐ L ☐ ?

Insta

☐ Y ☐ N ☐ L ☐ ?

TikTok

☐ Y ☐ N ☐ L ☐ ?

Other: _____

☐ Y ☐ N ☐ L ☐ ?

Misc. Channels

Direct Mail

☐ Y ☐ N ☐ L ☐ ?

Events

☐ Y ☐ N ☐ L ☐ ?

Influencer

☐ Y ☐ N ☐ L ☐ ?

Paid Search

☐ Y ☐ N ☐ L ☐ ?

Paid Social

☐ Y ☐ N ☐ L ☐ ?

PR

☐ Y ☐ N ☐ L ☐ ?

Webinars

☐ Y ☐ N ☐ L ☐ ?

Other: _____

☐ Y ☐ N ☐ L ☐ ?

PREFER

COST

RANK

PLAN

CUSTOMER

VALIDATED?

☐ Y ☐ N ☐ ?

PAIN

VALIDATED?

☐ Y ☐ N ☐ ?

SOLUTION

VALIDATED?

☐ Y ☐ N ☐ ?

ALTERNATIVES

VALIDATED?

☐ Y ☐ N ☐ ?

SPECIAL

VALIDATED?

☐ Y ☐ N ☐ ?

METRICS

If you cannot yet calculate these metrics, they should be high-priority items to discover.

ACV

CAC

PBK

LTV

NPS

NRR



WHAT?

3. PRODUCT

Multiple?

☐ Y ☐ N

Pricing

☐ Y ☐ N ☐ ?

Package: Leader, Killer, Filler

☐ Y ☐ N ☐ ?

Delivery & Distribution

☐ Y ☐ N ☐ ?



TECH

7. CAPABILITIES

Website & LPs

☐ Y ☐ N ☐ ?

CRM

☐ Y ☐ N ☐ ?

MAP & Email

☐ Y ☐ N ☐ ?

Attribution

☐ Y ☐ N ☐ ?

Metrics/KPIs

☐ Y ☐ N ☐ ?



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LASSONDE FOR LIFE

