

GTM & GROWTH

A WORKSHOP TO UNCOVER STRATEGIES & TOOLS TO HELP YOUR BUSINESS
FIND ITS USERS, POSITION AND PACKAGE TO CONVERT USERS INTO CUSTOMERS.



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AGENDA

- 1** Intros
 - 2** Finding Your Target Audience (after having defined it!)
 - 3** GTM - Lead Gen
 - 4** Growth - Lead Conversion
 - 5** Summary
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HI, I'M FARAH!

- Academically-trained as a social scientist at top universities in the US and UK.
 - Launched my career at an award-winning advertising agency + developed my own strategy framework for brand, product, and positioning strategy.
 - Launched and built multiple services, frequently sold before building... to stakeholders and partners including TechCrunch (pre-product)!
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- HOW TO DEMO YOUR VALUE ADD
- LEARN 1 GTM STRATEGY FOR YOUR SPECIFIC BUSINESS
- GAIN 2 INSIGHTS ON LEAD CONVERSION FOR GROWTH



CREATE + DEMONSTRATE RESULTS.

- Know what you offer best that 1) your audience needs and that is 2) missing from the market
- Offer it (even if free at first)
- Keep track of results!
- **Share the results/celebrate the impact!**



What is one result that you can share from your product?

GO-TO-MARKET WITH YOUR RESULTS, LITERALLY.

- **Understand what the audience's pain point is.**
 - *What words/terms would an ideal customer use to describe this issue?*
- **Describe your solution in how it specifically resonates with the audience.**
 - *EX. if selling a car to moms, you can describe what the back seat technology looks like to help moms manage kids while driving.*
- **Communicate your value add in the right distribution channels for your category and niche.**
 - *Where does your audience live? How can you meet them where they exist?*



Let's practice! Where and how do you demonstrate the current results that you are able to offer to attract your next best user/customer?



CREATE MORE RESULTS.

- **Prepare for after the customer converts**
 - *What is the first touch point with a customer that converts? First impressions matter!*
- **Capture feedback and reviews**
 - *Ask specific questions that demonstrate exactly how you added value to one customer that would land with another?*
 - *EX. If you're building a digital service to help software developers organize their workflows, ask questions as: "How much time does our service save you? How has this improved your coding? How much less errors do you make now vs without the product?"*
- **Engage existing customers to find more leads**
 - *Offer an incentive for existing users to showcase your brand on their website as a partner*
 - *Introduce referral programs/review sharing*
 - *Celebrate favorite customers on your website - like attracts like!*



Let's practice! Who is your ideal first customer? Who is the second ideal customer? How can you acquire the first then the second?

- FIND USERS BY SHARING YOUR SHINE
- TALK TO USERS IN THEIR OWN LANGUAGE
- CREATE A CONVERSATION WITH YOUR OFFERING AT THE CENTER

ANY QUESTIONS?

**THANK
YOU.**



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