People-first GTM Model

Putting People at the Center of Every Experience

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People-first GTM

A business strategy that uses relationships and partnerships to create, capture, and convert demand into revenue. It's designed to put people at the center of every interaction and experience.

PEOPLE-FIRST GTM PRINCIPLES

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P EOPLE
Be collaborative and supportive

E MPATHY
Be kind and thoughtful

O RIGINALITY
Be your authentic self

P RESENCE
Be in the moment
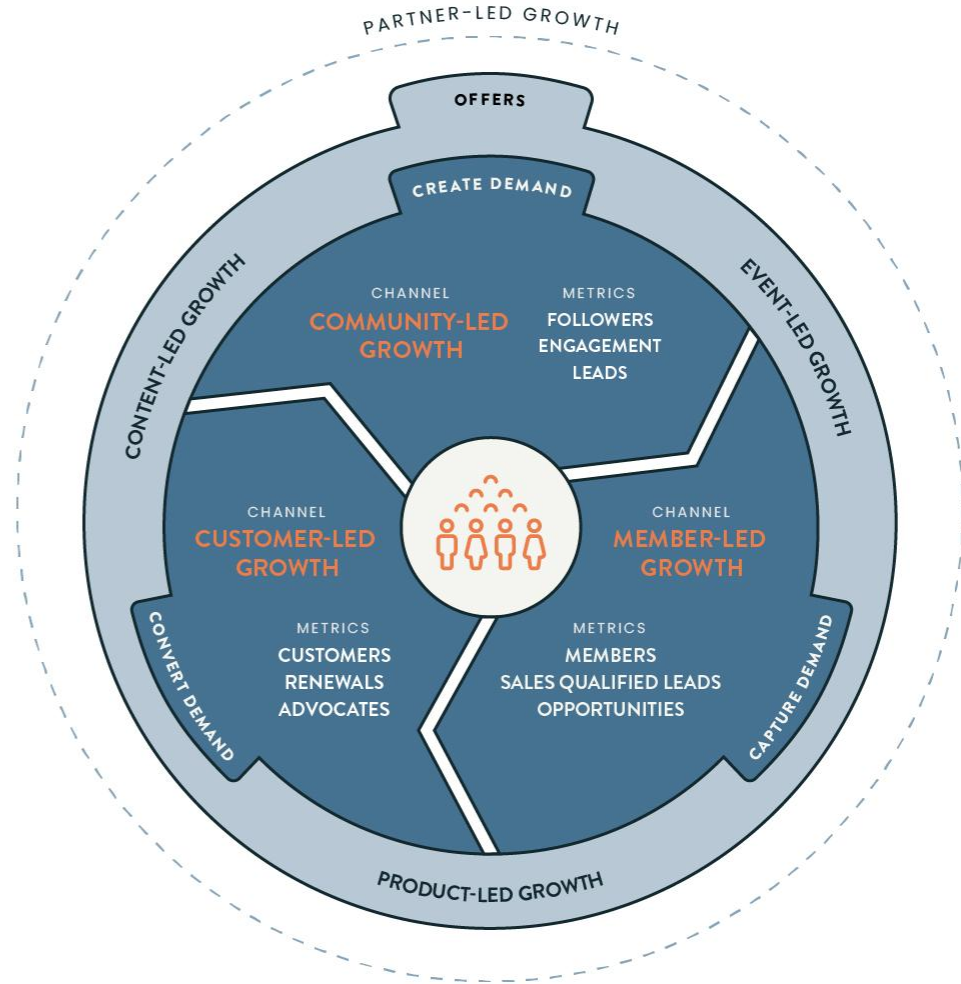
L EARNING
Be the student and teacher

E XPERIENCE
Be memorable

PEOPLE-FIRST GTM MODEL

PARTNER-LED GROWTH

OFFERS

CREATE DEMAND

CONTENT-LED GROWTH

EVENT-LED GROWTH

CHANNEL
COMMUNITY-LED GROWTH

METRICS
FOLLOWERS
ENGAGEMENT
LEADS

CHANNEL
CUSTOMER-LED GROWTH

CHANNEL
MEMBER-LED GROWTH

CONVERT DEMAND

CAPTURE DEMAND

METRICS
CUSTOMERS
RENEWALS
ADVOCATES

METRICS
MEMBERS
SALES QUALIFIED LEADS
OPPORTUNITIES

PRODUCT-LED GROWTH

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People-first GTM Model

The People-first GTM Model is designed to align revenue teams using seven different People-first go-to-market strategies.

The model uses three People-first GTM channels to turn interest into revenue.

1. **Create Demand** with Community-led Growth
2. **Capture Demand** with Member-led Growth
3. **Convert Demand** with Customer-Led Growth

Each channel can be activated using a combination of content-led, event-led, and product-led growth strategies. The goal is to use content, events, and products that are created to target, engage, and convert the right ICP and personas.

The most important part of the model is partner-led growth. Each go-to-market motion should be designed and activated in partnership with employees, customers, and people in your industry.

HOW TO GET STARTED

1. Develop your story and point of view. What do you believe in and why. The problems you solve.

2. Speak with potential customers and ideal buyers and get feedback about the point of view and story.

3. Use the feedback to help determine a relevant audience that would resonate with your story.

4. Define a set of principles to strengthen the point of view and belief.

5. Build an asset (content, event, or free product) that is a catalyst for distribution and audience building.

6. Find a partner(s) to bring the asset to life and gain a distribution edge.

7. Create a way for people to subscribe and follow. Build an email list.

8. Amplify the asset by turning it into lots of micro- and short-form content.

It's recommended this is done before or as you launch a new product. Build an audience first, always.

HOW TO MEASURE YOUR GO-TO-MARKET

Volume – The amount of something

Velocity – The speed of something

Value – The worth of something

Conversion Rates – The efficiency of something

Cost – The expense of something

Market Definition, Ideal Customer Profile, and Personas

1

Market Definition

Total Addressable Market: Opportunity

Total Relevant Market: Go-to-Market Fit

Total Obtainable Market: Account Fit and Buying Intent

Ideal Customer Profile (ICP)

Total Accounts

Account Fit Grades

Account Intent Grades

Out-of-market Accounts

In-market Accounts

Buyer Persona(s) Framework

Buying Persona Framework

1. Buying Center – The department

2. Buying Team – The group in the department

3. Buyer Personas – The person and their role in the buying process

Partner-led Growth

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Partner-led Growth

Tenets

- Collaboration
- Belief Alignment
- ICP and Persona Overlap
- Together is Better
- Ecosystem Accelerant

Components

- Influencers
- Creators
- Developers
- Sellers
- Employers
- Customers
- Sponsors
- Members

Another Way to Think About It

Relationships

Any connection to other humans or organizations

Partners

Your most formal and explicit relationships

Nearbound

The strategy and tactics for tapping into partners across GTM motions

Partner-led Growth Plays

→ Customer Partnerships

→ Influencer Partnerships

→ Product Partnerships

→ Content Partnerships

→ Marketing Partnerships

→ Co-selling Partnerships

→ Event Partnerships

People-first GTM Offers

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People-first GTM Offers

TACK

	Content-led Growth	Event-led Growth	Product-led Growth
Stage One	Creating content that's aligned to one or more personas. Starting to create cornerstone assets that bring your brand story and point view and solution to life. Using original content to create and capture demand that's both information and educational.	Hosting webinars a couple times a quarter. Creating engaging moments and experiences during each webinar. Reusing the webinar content. Partnering with other people or brands on a few in-person events each year. Possibly hosting a small in-person event.	Providing people a way to experience the product without having to talk to sales. Using an on-demand demo to walk people through the free product. Creating free education about how the product works and why it's better.
Stage Two	Partnering with other brands and people to create content. Infusing 50%+ of your content with customer quotes, perspectives, and stories. Designing a content reuse strategy that extends the reach of each piece of content by atomizing it for different channels and audiences. Hosting an original series or show.	Building a six month webinar and event plan that is designed for different persians at differents stages of the customer journeys. Integrating webinars and events into your content-led, community-led, and customer-led growth channels. Creating personalized experiences at scale before, during, and after some of your events.	Giving people access to a free trial of your product either before or after talking to sales. Enabling them with a free tool that is related to the value of your product. Something that helps them understand the way your product works and how it's different or better. Activating the community-led growth channel with the free tool..
Stage Three	Using content engagement signals to and building an intent model for the accounts and people who are consuming the content. Moved all the content into a membership community that's part of a member-led growth channel strategy. 90%+ of your content is done in partnership with someone else.	Using engagement signals to build an event intent model the accounts and people who are consuming the content. Moved all the events and webinars into a membership community that's part of a member-led growth channel strategy. Quarterly planning sessions with your sales team to design the events strategy for pipeline creation and acceleration.	Creating a self-serve free product experience where people can try a portion of the product own their. Possibly having a touchless purchase experience to go with it. Creating a model for sales and customer success to engage with the right product qualified leads at the right time. The free product experience is integrated into your member-led growth channel.

Content-led Growth

Tenets

- Teaching
- Inspiration
- Actionable
- Helpful

Components

- Blogs
- Videos
- eBooks
- Reports
- Pillar Pages
- Podcasts
- Newsletters
- Bundles
- Courses

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Content-led Growth

TYPE	ASSETS
Thought Leadership	
Problem Awareness	
Solution Oriented	
Product Specific	
Customer Education	

Event-led Growth

Tenets

- Participation
- Networking
- Content
- Live

Components

- Webinars
- Training
- Conferences
- VIP Events
- Workshops
- Award Ceremonies
- Onboarding
- Meetups
- Product Launches

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Event-led Growth

TYPE	AUDIENCE	GOAL	NAME
In-person			
Virtual			
Webinar			

Product-led Growth

Tenets

- Ease of access: Try before buy, no gatekeepers
- Ease of use: Simple
- Ease of purchase: Frictionless
- More usage, more value
- Fast time to value
- Data-driven

Components

- Ease of sign up
- Onboarding flows
- Jobs-to-be-done
- Simple purchasing (proposes vs. pressures)
- Flywheel effects

Product-led Growth

TYPE	WHAT IS IT	PROS & CONS
Freemium	Freemium plans offer a limited version of a product for free to attract new users	
Free Trial	Free trials typically range from seven to 30 days	
Reverse Trial	Free, time-limited access to more premium products than a typical free trial, but with a forever-free option for users who don't convert	
Free Tools	Users experiment with a limited version of our UI and solve a specific use case at no cost.	
Open-Source Resource	non-proprietary offerings free for users to enjoy while producing revenue from a licensing model on premium services	

People-first GTM Channels

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People-first GTM Channels

TACK

	Community-led Growth	Member-led Growth	Customer-led Growth
Stage One	Listening and engaging in places where your buyers and customers are participating. Adding unique perspectives and value to the conversation and starting to form relationships. Doing it from the voice of people not a brand. Outcomes: Followers & Engagement	Creating the first iteration of a brand's owned membership community. Creating a list of benefits to drive sign ups. Starting to attract new members by offering a free membership account. Building a recurring event into the membership experience. Outcomes: Members & Sales Qualified Leads	Identifying the most engaged customers and partnering with them to share their stories, examples, and successes. Creating content and education to help other customers use more of the product. Outcomes: Customers & Adoption
Stage Two	Partnering with people and brands in places and communities to increase engagement. Intentionally sharing valuable things to people to turn attention into interest. Sharing offers, ideas, and education that build trust and create more engagement. Outcomes: Engagement & Leads	Moving all resources into the owned membership experience and added more benefits to why someone should sign up. Starting to use first-party data and engagement signals to prioritize how to personalize a member's experience Outcomes: Members & Opportunities	Establishing programs like a customer advisory board and voice of customer program to partner with customers to drive product innovation and activate audiences. Designing marketing campaigns and offers that feature customers. Outcomes: Retention & Advocates
Stage Three	Establishing a set of rituals and habits to continually engage in the right places with the right offers. Partnering with many different brands and people to accelerate relationship building. Designing a model that measures and predicts engagement and leads. Outcomes: Leads & Meetings	Membership experience and community is being integrated into all go-to-market team motions. And is integrated into the product-led growth experience if one exists. Creating a growth model for member acquisition and activation. Outcomes: Opportunities & Customers	Building tiered customer programs and experiences for different segments of customers across each go-to-market team. Hosting a flagship summit event for customers and potential customers to attend. Building a model that predicts likelihood of renewal and referrals. Outcomes: Advocates & Referrals

Community-led Growth

Tenets

- Influence
- Trust
- People
- Helpful

Components

- Social / Community Networks
- Influencers / Creators
- Blog
- YouTube Channel
- Events
- Micro-Content
- Podcasts

Community-led Growth

COMMUNITY COMPONENTS	NAME
Community Sparks	
Primary Offers	
Secondary Offers	
Channel Activation	

Member-led Growth

Tenets

- First-party Data
- Personalized Experiences
- Tailored Benefits
- Value Add
- Differentiated
- Consistency

Components

- Purpose and Belief "the why"
- "Owned Community"
- Content
- Learning
- Programs
- Perks
- Special Access

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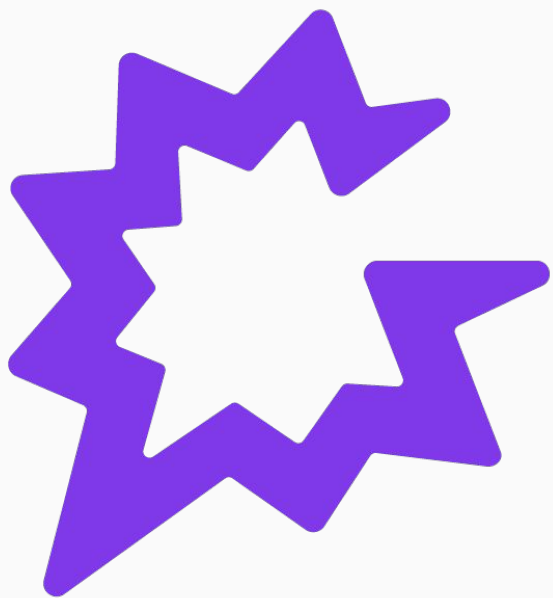| MEMBERSHIP BENEFITS	NAME
Content	
Events	
Access	
Merchandise	
Discounts	

Customer-led Growth

Tenets

- Value-first
- Reciprocity
- Voice of Customer
- Deeper Education

Components

- Customer Stories
- References
- Reviews
- Advisory Board
- Product Training
- Customer Examples

Customer-led Growth

PROGRAM	NAME
Educational Content	
Events / Webinars	
References & Advisory	
Customer Advocacy	
Customer Training	
Voice of Customer	

Business Outcomes

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Word-of-Mouth Flywheel

Tenets

- Lower cost of acquisition
- Trust power law
- Virality
- Relationships

Components

- Virality
- People-first Attribution
- Referral

Ecosystem Formation

Tenets

- Distribution Power
- Moat Building
- Lock-in
- Master Orchestrator

Components

- Belief System
- Platform
- Value Creation
- Common Customers

CLUB ⚓ PF

The club for people in B2B go-to-market who want a different way to build a brand and grow revenue.

- **Daily GTM Pro Tips (5 per week)**

- **Weekly GTM Masterclasses (4 per month)**

- **Monthly Event with Special Guests (12 per year)**

- **One Private Call with Mark or Nick Every Quarter (4 total)**

- **Library of 75+ B2B GTM Templates and Framework**

- **Unlimited Conversations and Connections**