

Go-to-Market Strategy — Workbook

This workbook turns the course into a full go-to-market plan for a real product. Each section mirrors one course module with hands-on exercises, fill-in worksheets, and checklists you apply to an offer you actually want to launch. Pick one product and carry it through every section, and you will finish with a chosen beachhead, a positioning statement and message, a sales motion and tested channels with working unit economics, a value-based price and packaging, and a tiered launch plan with the metrics that define success.

Foundations: What a Go-to-Market Strategy Really Is

Assemble the five GTM components, stress-test the launch against the common failure modes, and choose the single beachhead segment everything else will serve.

Worksheet: Draft Your Five-Component GTM Skeleton

Write a first-pass answer to each of the five components from the course. They will be rough now; you will sharpen each in later sections. The point is to expose which components you cannot yet answer.

Target market: the specific beachhead segment and the buyer inside it

Positioning: in one line, why you are the obvious choice versus the alternative

Sales motion and channels: how the buyer will discover and purchase

Pricing and packaging: what you plan to charge and how it is structured

Launch and metrics: the rollout shape and the one number that defines success

Exercise: Pre-Mortem Against the Five Failure Modes

Imagine it is a year from now and the launch failed. Walk through each of the five failure modes from the course and write how it could have caused the failure, then name the cheapest test that would catch it early.

- No real target: who might we be addressing too broadly, and how would we notice?
 - Weak positioning or broken channel economics: which is the bigger risk for us, and why?
 - For our single riskiest assumption, what is the cheapest experiment (interview, smoke-test landing page, pre-sale, small ad spend) that could prove it false?
 - What evidence would make us kill or pivot rather than proceed?
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Worksheet: Score and Choose Your Beachhead

List two or three candidate first segments and judge each against Bill Aulet's beachhead criteria. The companion xlsx does the scoring; use this to capture the inputs. Choose one beachhead and commit to it for the rest of the workbook.

Candidate segments (two or three) you could win first

For each: do buyers have money and authority to spend?

For each: are they reachable through a channel you can use?

For each: is there a compelling, urgent reason to buy now?

For each: can you deliver a whole product that fully solves their problem, with no entrenched incumbent?

Chosen beachhead and the adjacent segments it opens (bowling-pin path)

Checklist: Foundations Readiness Check

- I can state all five GTM components for my product, even roughly.
- I have named my single riskiest assumption and a cheap test for it.
- I will test demand and willingness to pay before testing channel scale.
- I have chosen ONE beachhead segment, picked for winnability, not size.
- My beachhead meets the criteria: funded, reachable, urgent, whole-product, no dominant incumbent.

Positioning: Becoming the Obvious Choice

Define the real competitive alternatives, work through April Dunford's positioning method, and turn the result into a value proposition, message, and category decision.

Exercise: Map the Real Competitive Alternatives

Find out what your beachhead would actually use if your product did not exist. Remember the alternative is often a spreadsheet, a manual process, or doing nothing, not a rival product.

- List everything customers use or would use instead of you, including manual processes and doing nothing.

- Which single alternative do most buyers compare you to first?

- On what attributes does that alternative make you look weak, and on what does it make you look strong?

- Rewrite your one-line pitch so it positions you to win specifically against that alternative.

Worksheet: Work the Dunford Positioning Components

Fill the components in order: alternatives lead to what is unique, unique leads to value, value leads to the customers who care, and the category frames it all. If you cannot name a unique attribute, that is a differentiation problem to fix, not a wording one.

Competitive alternatives (what customers would use otherwise)

Unique attributes (features only you or few have versus those alternatives)

Value and proof (the concrete benefit each unique attribute delivers, with evidence)

Target customers who care most about that value

Market category (the frame that makes your value obvious)

Relevant trend, optional (a wave that makes you timely without overshadowing the value)

Worksheet: Build the Message Hierarchy and Pick a Category

Turn positioning into words. Write a one-sentence value proposition, then a headline and three proof-backed pillars. Then decide whether you compete in an existing category, subsegment it, or create a new one.

Value proposition: one sentence tying the beachhead's top job and pain to your differentiated value

Headline: leads with the outcome the buyer wants, in their own words

Pillar 1 / Pillar 2 / Pillar 3: each tied to a unique attribute and its value

Proof under each pillar (a number, customer quote, or demo point)

Category choice: existing, subsegment, or new, and why

Checklist: Positioning Quality Check

- I built positioning against the alternative buyers actually compare me to, not a rival they ignore.
- Every claim in my message traces to a real unique attribute and its value.
- I can name at least one genuinely differentiated attribute; if not, I flagged a differentiation gap.
- I chose a category deliberately and am not attempting expensive category creation by accident.
- I tested the headline on real beachhead buyers and saw recognition, not confusion.

Channels and Sales Motion: How the Buyer Actually Buys

Match a sales motion to your price and buyer, test a small set of channels, and keep only the channels whose CAC, LTV, and payback actually work.

Worksheet: Choose Your Sales Motion

Match the motion to your deal size and product complexity using the course mapping. The gross profit on one sale must comfortably cover the cost of making that sale.

Planned price / annual contract value per customer

Product complexity (can a buyer grasp and adopt it without a human?)

Buyer type (individual, small team, or buying committee)

Chosen motion: self-serve / product-led, inside sales, or field sales (and why it fits the price)

If product-led: your free model, time-to-value, and the aha moment users must reach

Exercise: Run the CAC, LTV, and Payback Math

Compute the unit economics for at least one channel using the course formulas. The companion xlsx does the arithmetic; use this exercise to gather and sanity-check the inputs.

- For one channel: total spend in a period and customers acquired, to compute CAC.
- Average revenue per customer per month, gross margin, and monthly churn, to compute LTV (lifetime is roughly $1 / \text{churn}$).
- Compute the LTV to CAC ratio; is it at least 3 to 1?
- Compute CAC payback in months; is it under your target (e.g. 12 months)? Note what would happen to the ratio if CAC doubled as you scale.

Worksheet: Plan a Bullseye Channel Test

Use the Traction Bullseye method. Brainstorm broadly, pick three or four channels for cheap parallel tests, and define what each test must measure before you scale.

Outer ring: a plausible approach for several channels that could reach your buyer

Middle ring: the three or four channels you will test first (start where your buyer already is)

For each test: budget, time-box, and how you will measure approximate CAC

For each test: available volume and whether the customers are the right fit

Decision rule: what result moves a channel to the inner ring (concentrate budget)

Checklist: Channel and Motion Integrity Check

- My sales motion fits my price: a human is in the loop only if the deal can pay for one.
- I computed CAC and LTV for at least one channel from real or realistic numbers.
- My LTV to CAC is at least 3 to 1 and payback is within my target window.
- I am testing three or four channels cheaply, not spreading thin or marrying the first.
- My first channels are where my beachhead already spends attention, not whatever is fashionable.

Pricing and Launch: Capturing Value and Going Live

Set a value-based price, package it into tiers with a value metric, then plan a tiered, phased launch with leading and lagging metrics that prove whether it worked.

Worksheet: Set a Value-Based Price

Anchor on the value your product creates, not on your cost. Quantify the money you make or save the customer, then price to capture a fair share while leaving them a strong net benefit. Use cost only as a floor and competitors only as a reference.

Economic value created per customer (money made or saved, per month or year)

The next best alternative's cost, for comparison

Your cost floor (never price below this for long)

Initial price that captures a fair fraction of the value

Willingness-to-pay evidence (Van Westendorp acceptable range and/or Gabor-Granger demand points)

Worksheet: Design Packaging, Tiers, and a Value Metric

Structure the price. Choose a small number of tiers, make the middle one the obvious default, and pick a value metric that scales as the customer succeeds and feels fair.

Tier names and the segment each serves (aim for about three)

What is in each tier, and which tier is the intended default

Value metric you charge against (per seat, per usage, per contact, etc.) and why it is fair

Free model, if any: free trial vs freemium, and where the free-to-paid boundary sits

How revenue expands as the account grows without renegotiation

Exercise: Plan the Tiered, Phased Launch and Its Metrics

Decide the launch tier honestly, sequence a phased rollout, and define success before launch day across the AARRR funnel. The companion launch-plan template structures the schedule and owners.

- What launch tier is this honestly (tier-one major, tier-two notable, tier-three minor), and what effort does that justify?
 - Sequence your phases: internal launch, limited or beta release, general availability to the beachhead, then expansion.
 - Set one concrete target metric at each AARRR stage (Acquisition, Activation, Retention, Referral, Revenue).
 - Which leading metric will you watch first to catch a weak stage early, and which tools will instrument it (GA4, product analytics, billing)?
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Checklist: Pricing and Launch Readiness Check

- My price is anchored on the value created, with cost only as a floor.
- I have at least one piece of willingness-to-pay evidence (Van Westendorp or Gabor-Granger).
- I offer a small number of tiers with a clear default and a fair value metric.
- My launch tier matches the size of the news, and I have a phased rollout to the beachhead.
- I defined concrete success metrics across the AARRR funnel BEFORE launch and can instrument them.

Your Action Plan

1. Choose one product you will launch and carry it through the entire plan.
2. Draft the five GTM components and name your single riskiest assumption plus a cheap test for it.
3. Score two or three candidate segments and commit to one beachhead, chosen for winnability.
4. Map the real competitive alternatives, including manual processes and doing nothing.

5. Work the Dunford positioning components and write a value proposition, headline, and three proof-backed pillars.
6. Pick a sales motion that your price can pay for, and decide your free model if product-led.
7. Run a Bullseye test of three or four channels and compute CAC, LTV, and payback for each.
8. Concentrate spend on the one or two channels with an LTV to CAC of at least 3 to 1 and acceptable payback.
9. Set a value-based price with willingness-to-pay evidence, then package it into tiers with a value metric.
10. Decide the launch tier, sequence a phased rollout to the beachhead, and set AARRR success metrics before launch day.

