



DOCUMENT TEMPLATE

# Go-to-Market Plan

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01

## What this guide helps you create — and who it's for

A one-page go-to-market plan: the narrowest segment you'll win first, the one or two channels you'll actually work, the offer you put in front of people, the first ninety days as a sequence of moves, and the single number you steer by.

**Use this if** you have something to sell (or something close) and your “plan” is currently “do some marketing.” **Skip it** if you already have a channel that demonstrably works and you're just turning it up — this guide is for finding the first one, not optimising the tenth.

### HOW TO USE THIS GUIDE

- 1 **Read sections 02–04** so you know what a GTM plan actually decides — and why “do everything” isn't one.
- 2 **Open your AI chatbot** — the one you set up in guide 01.
- 3 **Make the decisions in section 03** — the beachhead, the channel(s), the offer, the metric. Do this *before* you touch the prompt.
- 4 **Copy the prompt in section 05** into the chatbot. Paste your Founder Context Block where it says to, and fill in the `{curly braces}`.
- 5 **Send it**, then sharpen what comes back using the four moves in section 06 — one at a time.
- 6 **Work the plan for ninety days before you change it.** A channel needs reps before you can judge it.

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02

## Why this document matters

Most early GTM fails the same way: too many channels, none of them worked. The founder posts on LinkedIn, sets up some ads, emails a few people, goes to an event, tries SEO — a little of everything, enough of

nothing. Each channel needs weeks of consistent effort before it tells you anything; spread thin, none of them ever does.

A GTM plan is a forcing function for the opposite: pick the *narrowest* group of people you can win first, pick *one or two* ways to reach them, and do those few things well enough, long enough, to get a real answer. It's not a forecast. It's a list of what you're going to do — and, just as important, what you're not.

## “Do a bit of everything” isn't a go-to-market plan. It's how you stay invisible while looking busy.

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The plan comes from four decisions. Section 03.

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### 03

## The thinking framework — what to settle before you prompt

The prompt builds the plan. These calls are yours.

### — What's the beachhead?

The narrowest segment where you can win *first* — not your eventual market, the slice you can dominate this quarter. “SMBs” is not a beachhead. “UK sole traders in the trades who do their own books and dread the January deadline” is. Narrow until it feels uncomfortably small, then check: can you actually reach these people, and is the problem acute enough that they'll act? If yes, that's it.

### — Which one or two channels?

Pick a maximum of two ways to reach the beachhead, and commit to working them properly: founder-led outbound, a content/SEO engine, a partnership, a community presence, paid acquisition, a free tool that pulls people in. Not all of them. Two, done with reps, beats six dabbled at. Choose by where your beachhead actually is and what you can sustain.

## — What’s the offer?

The thing you put in front of them — a free tool, a 30-day trial with no card, a hands-on pilot, a paid product with a money-back guarantee. Lower friction = more people through the door = more learning. If the offer needs a sales call and a contract before anyone can try it, that’s a choice with a cost; make it knowingly.

## — What’s the one metric?

The single number that tells you it’s working — and crucially, the threshold: what value means “keep going,” what value means “this channel’s dead, move on.” Pick something downstream of the goal (paying customers, activated users, booked pilots), not a vanity number (impressions, followers, signups that never do anything).

DECIDE	WEAK DEFAULT	WHAT GOOD LOOKS LIKE
The beachhead	“small businesses”	“UK sole traders in trades who do their own books”
The channel(s)	“social, content, ads, events”	“founder posts in 5 trades communities + a free ‘are you behind?’ checker”
The offer	“book a demo”	“free for 30 days, no card, set up in 10 minutes”
The one metric	“website traffic”	“businesses that file their first return through us”

04

## Common failure modes — what generic output looks like

Ask an AI for “a go-to-market strategy” cold, and you get a strategy-deck impression of one. Reject these:

× WHAT TO REJECT ON SIGHT

- **The kitchen-sink plan.** Eight channels, a paragraph each, no priority. A plan that lists everything has decided nothing.
- **“Build it and they’ll come.”** A GTM plan with no actual outbound motion — just “publish content” and “be active on social.” Hope is not a channel.
- **A beachhead you can’t reach.** Targeting “enterprise CFOs” when you have no network, no budget, and no warm intros. Pick a segment you can actually get in front of.
- **A high-friction offer dressed as low-friction.** “Free trial” that needs a card, a 30-minute onboarding call, and a sales follow-up. Count the steps before “they get value.”
- **Vanity metrics.** Steering by reach, followers, or signups that never activate. Pick the number that means money or real usage.

If the plan looks like this, you haven’t narrowed the beachhead or cut the channel list. Section 03.

05

## The prompt template

This is the bit that does the work. You don’t need to understand prompting — you just need to do these five things, in order:

**RUNNING THIS PROMPT — STEP BY STEP**

- 1 **Copy the entire grey box below** (all of it, top to bottom).
- 2 **Open your AI chatbot** and paste it into the message box. Don’t press send yet.
- 3 **Paste your Founder Context Block** where the prompt says `{paste your Founder Context Block here}` — delete that line and put your block in its place. (No Context Block yet? Build one in guide 01.)
- 4 **Replace every `{curly-brace}` bit** with your own answer — your four decisions from section 03 go straight in. If you’re unsure of one, leave it; the prompt will ask.
- 5 **Send it.** Then go to section 06 to sharpen what comes back.

PROMPT TEMPLATE

→ Copy the whole box. Paste your **Founder Context Block** where it says to, then swap everything in {curly braces} for your own answers before you send it.

You are helping me write a one-page go-to-market plan – what we're actually going to do for the next ninety days to reach customers, and what we're not.

Here is everything you need to know about my company:

{paste your Founder Context Block here}

Four things I've decided (use these – don't broaden them):

- Beachhead segment (the narrowest group we can win first): {e.g. "UK sole traders in the trades who do their own books"}
- Channel(s) – one or two only: {e.g. "founder posts in 5 trades communities + a free 'are you behind?' checker"}
- The offer (what a stranger gets, and how low-friction): {e.g. "free for 30 days, no card, set up in 10 minutes"}
- The one metric we steer by: {e.g. "sole traders who file their first return through us"}

Produce the plan with exactly these five parts. Keep the whole thing to one page:

1. The beachhead – name the segment, then one sentence on why we can win there first (reachable + acute problem).
2. The channel(s) – for each one, the specific weekly motion (what gets done, how often, by whom). Maximum two channels. If I gave you two, make one clearly the priority.
3. The offer – restate it, then list the steps between "stranger hears about us" and "stranger gets value." There should be at most two steps; if there are more, flag it.
4. The first 90 days – Month 1 / Month 2 / Month 3, a few concrete moves each. Month 1 should be mostly "show up and be useful," not "pitch."
5. The metric & thresholds – the one number, plus: what value over 90 days means "keep going," and what value means "this channel is dead, move to the next one."

Rules:

- No new channels beyond the one or two I gave you. If you think there's a better channel, say so at the end – don't add it to the plan.
- Anything in {curly braces} is a slot for me to fill. If I left one blank, ask me for it – don't invent it.

When you're done, tell me which part of the plan is most likely to fail, and why.

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## How to iterate when the output is weak

First drafts come back too broad. These four moves tighten them — one at a time:

1. **Narrow the beachhead.** *“Cut the target segment in half. Now half again. Who’s left, and can I reach them this month?”* Keep going until it feels too small.
2. **Cut to one channel.** *“If I could only do ONE of these channels for the next 90 days, which one — and what’s the exact weekly motion?”* You can add the second later. Not yet.
3. **Strip friction from the offer.** *“List every step between a stranger hearing about us and getting value. Cut the plan so there are at most two.”*
4. **Replace the metric.** *“Swap the success metric for the one number that means real usage or real revenue, and give me the threshold that means ‘kill this channel.’”*

If two passes don’t fix it, the issue is the beachhead or the channel choice, not the prompt — back to section 03.

## A worked example

Sam from guide 01, Ledgerwise — the GTM plan, narrowed.

#### > WORKED EXAMPLE — SAM'S FIRST 90 DAYS

**Beachhead:** not “micro-businesses.” Sam narrowed to “UK sole traders in the trades — electricians, plumbers, builders — who do their own books and keep receipts in the van.” He can reach them (trades Facebook groups, forums), and the January deadline makes the problem acute.

**Channel (one):** founder-led — Sam posts genuinely useful answers in five active trades communities, plus a free “How behind are your books?” 30-second checker on the site that ends with “want help fixing it?”

**Offer:** free for 30 days, no card, set up in ten minutes by photographing five receipts.

**First 90 days:** Month 1 — build the checker, join the communities, post 3x a week, no pitching. Month 2 — start mentioning Ledgerwise where it genuinely helps; track signups by community. Month 3 — double down on the two communities that converted, drop the rest.

**The metric:** sole traders who file their first VAT or self-assessment return through Ledgerwise. Below 10 in 90 days → the channel’s wrong, not the product. Above 30 → keep going, add the second channel.

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## Edge cases — and when to go deeper

A few situations need more than the template:

- **You don’t have the product yet.** Then GTM is a demand test, not a scaling plan — the “offer” is a landing page, a waitlist, a fake door, a manual concierge version. The goal is learning whether anyone wants it, fast and cheap.
- **You’re a two-sided marketplace.** You have two GTM plans — one to seed supply, one to bring demand — and an order: usually the harder side first, manually, before you automate either.
- **You’re going enterprise.** The “channel” is probably founder-led sales plus a few design partners; the “metric” is signed pilots, not signups; the 90 days are about getting 3–5 real conversations going, not volume.
- **Content is your channel** — and you want it to be video at scale, not just blog posts:

→ WHEN YOU NEED TO GO DEEPER

**HeyGen AI UGC Engine** — Spin up volumes of avatar-led UGC video from a single content brief, on a schedule.

[n-access.co.uk/playbook/heygen-ai-ugc](https://n-access.co.uk/playbook/heygen-ai-ugc)

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## What to read next

- **05 · Content Strategy** — if content or SEO is one of your channels, this turns it into a publishing plan.
- **07 · Launch Plan** — the GTM plan's first big moment; this is how you make it land.
- **09 · Email Sequences** — once people are in the door, this is how you don't lose them.

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## The Founder's Playbook

A library of short operator guides for founders building with AI — not prompt-pack content, an actual method. Each guide is free, each routes you to deeper blueprints when you need them, and each assumes one thing: that you've built your **Founder Context Block** (that's guide 01).

*The Founder's Playbook* · [n-access.co.uk/playbook](https://n-access.co.uk/playbook)