# **SHOW NOTES**

#### @mjkabir Notes



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### Go-to-Market (GTM) Strategy Principles

I am learning GTM strategies and here is one based on three simple principles.



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# Identify Ideal Customer Profile (ICP)

Who are the ideal customer of the product or service? Nope, not everyone. Must narrow it down as much possible for this to be effective.

629 days 4 hrs ago

# **Define a Core Message**

Educate the customer with the core message why they need the product. 629 days 4 hrs ago

### Identify and Join Ecosystems, Marketplaces

We need to find where our idea customers are hanging out. Typically there are marketplaces or ecosystems where they are already there. Find them and become part of them for visibility and marketing.

629 days 4 hrs ago