FREE RESOURCE · PRODUCT & GTM TEAMS · FILLABLE PDF

# THE GO-TO-MARKET STRATEGY TEMPLATE

## Seven sections. Answer three questions first, and every section below becomes worth filling in.

Most GTM templates organize activities. This one organizes decisions — but only once you've actually made them.

3 GATING QUESTIONS | 7 SECTIONS | TYPE OR PRINT

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HOW TO USE THIS TEMPLATE

# Answer three questions before you fill in a single section below.

Each of the seven sections has fields (what to write) and a guidance line (the standard your answer has to meet). Type directly into this PDF, or print it and bring it to your planning meeting.

## 1 Who specifically is this for?

Not a persona name from a slide — a validated segment and ICP, confirmed by someone who's actually talked to a real prospect in it.

## 2 What outcome are we committing to, and by when?

A specific revenue number, a timeframe, and a named owner — not a proxy metric like impressions or MQLs.

## 3 What would have to be true for us to actually produce that outcome?

The honest readiness question — what does the organization need to be capable of, not just what does the plan assume.

**STOP HERE IF…** If you can't answer these three questions yet, stop here. Filling in the template before you can answer them produces a structured list of assumptions, not a strategy. See "A Go-to-Market Strategy Template Organizes Your Plan. It Doesn't Build It." for the full argument.

PLAN DETAILS

| Product / launch name | Prepared by | Date | Version |
|---|---|---|---|
| | | | |

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SECTION 1 OF 7

# OUTCOME DEFINITION

GUIDANCE State this plainly enough that anyone reading the document understands exactly what success means before they read anything else.

**Revenue target**

**Timeframe**

**Owner (name + role)**

**How this will be measured**

The data source, the metric definition, and who reports it.

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SECTION 2 OF 7

# TARGET AUDIENCE (VALIDATED ICP)

GUIDANCE

This is the validated definition, not the internal hypothesis. If there's no validation source, this section isn't ready to be filled in yet.

**Segment**

**Date validated**

**ICP**

**Company profile**

**Role**

**Trigger**

**Validation source**

Who confirmed this — a real conversation, not an assumption.

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SECTION 3 OF 7

# READINESS REQUIREMENTS

GUIDANCE

Specific enough that it's obvious whether the team has met these or not — not a vague sense of "mostly ready."

| REQUIREMENT | WHAT IT HAS TO LOOK LIKE | CONFIRMING OWNER | MET? |
|---|---|---|---|
| **What sales needs to be able to do**<br>Under real conditions, not in a demo rehearsal. | | | ☐ Yes, met |
| **What the market needs to already understand**<br>Before launch day. | | | ☐ Yes, met |
| **What existing customers need to know** | | | ☐ Yes, met |

Check "Met" only when the confirming owner has seen evidence that the requirement is met.

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SECTION 4 OF 7

# POSITIONING AND MESSAGING

GUIDANCE The validated message, tested against real buyers — not the version that sounded best in an internal review.

### Core value proposition

### Tested against

Real buyer, call, or interview.

### Date tested

### What changed after testing

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SECTION 5 OF 7

# CHANNEL PLAN

GUIDANCE Matched to how the audience actually behaves — not to whichever channels are easiest to activate.

**Primary channel(s)**

**Why this channel matches how the validated audience actually behaves**

**Channels deliberately not being used this launch, and why**

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SECTION 6 OF 7

# LAUNCH TIMELINE

GUIDANCE

Built backward from the launch date, not forward from whenever tasks happen to feel ready. For the full backward-planning method, see launchible.app/blog/product-launch-plan.

### Launch date

The fixed constraint everything else is built back from.

### Who owns the go/no-go call

One named person.

### Key milestones, built backward from the launch date

Start at the top with the milestone closest to launch and work backward.

| MILESTONE | WEEKS BEFORE LAUNCH | DATE | OWNER |
|---|---|---|---|
| | | | |
| | | | |
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| | | | |

### Go/no-go criteria

Stated explicitly, not discovered by consensus.

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SECTION 7 OF 7

# MEASUREMENT FRAMEWORK

GUIDANCE This closes the loop the template alone can never close on its own — it ties this section back to Section 1.

### How we'll know if we produced the outcome in Section 1

Not just whether we completed the timeline in Section 6.

### Check-in cadence

Pre-filled at 30/60/90 days post-launch. Edit to match your sales cycle.

| CHECK-IN | DATE | RESULT AGAINST THE SECTION 1 OUTCOME |
|---|---|---|
| 30 days post-launch | | |
| 60 days post-launch | | |
| 90 days post-launch | | |

### Owner for reporting results back against the original outcome

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THE LAUNCH GAP

# A template tells you where to put the answers.

## It doesn't tell you how to get the right ones.

The gap between a filled-in template and a real strategy is the Launch Gap. Launchible is built to close it — keeping segment, ICP, messaging, pricing, and readiness honestly connected instead of independently maintained.

**Run your next launch in Launchible.**

Start at launchible.app

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