



4

SIMPLE

PROCESSES

THAT

WORKED

Swipe Right



Start With The Buyer, Not The Product

They were ready to pitch features.
I told them to talk about frustrations instead.

What they did:

- ✓ Interviewed 10 startup founders to uncover pain points.
- ✓ Used those pain points in website copy & LinkedIn posts.
- ✓ Stopped selling features—started selling solutions.

Within weeks, **engagement spiked.**



Create Demand Before You Sell

People don't buy what they don't understand.

What they did:

- ✓ Shared LinkedIn posts on CRM struggles.
- ✓ Created a free guide: "5 CRM Mistakes That Cost Startups Millions."
- ✓ Answered sales process questions in founder communities.

Soon, **DMs started rolling in**: "Hey, do you have a CRM that solves this?"



Nail Positioning In One Sentence

I asked, “What does your CRM do?”

What they did:

- ✓ Used this framework → “We help [who] achieve [what] through [how].”
- ✓ Final version: “We help tech startups close more deals with an AI-powered CRM that automates follow-ups.”
- ✓ Plastered this everywhere—website, LinkedIn, cold emails.

They started hearing “**That’s exactly what we need.**”



Optimize for Trust, Not Just Clicks

No one buys from a brand they don't trust.

What they did:

- ✓ Offered the CRM free to five startups for testimonials.
- ✓ Shared every success story, big or small.
- ✓ Used customer wins as their best marketing asset.

**Free tests and social proof make the product move from
Zero to One!**



@FAIROOZGAFOOR

Three months later?

12 paying clients ✓

Inbound leads from LinkedIn ✓

Zero money spent on ads ✓

Because **marketing isn't about selling.**
It's about making people want to buy.



Share

