

Build Your Next High-Converting Offer Before the New Year Begins

A practical 90-day blueprint to transform strategy into a market-ready offer, convert expertise into trust and turn that trust into predictable revenue.

The Problem

Why Most GTM Plans Fail (and How to Fix Them)

Most B2B growth plans collapse for one simple reason: **misalignment**.



Theoretical Strategy

The strategy is theoretical but never becomes a clear offer.



Content Without Trust

The team creates content but never earns real trust.



Unpredictable Revenue

Pipeline activity doesn't translate into predictable revenue.

The answer isn't another campaign — it's a **system** that connects all three.

An **Offer-to-Revenue System** that turns clarity and trust into measurable growth.

That's what you'll map out here.

The 3 Growth Gears Framework

These are the same frameworks inside the **AI-Infused GTM Accelerator™** — designed to turn strategy into revenue in 90 days.

1

GTM Roadmap System™

Strategy → Offer

Clarify your market, audience, and value proposition.

Transform strategy into a defined, productized offer with pricing and positioning that sell.

Outcome: a clear, validated offer + 90-day launch plan.

2

Content Intelligence System™

Expertise → Trust

Turn your expertise into authority content that attracts and converts.

AI tools help identify themes, craft messaging, and maintain consistency across LinkedIn, email, and web.

Outcome: a content engine that builds credibility and drives demand.

3

Trusted Pipeline System™

Trust → Revenue

Turn relationships into a predictable sales engine.

Map referrals, partnerships, and nurturing sequences that scale trust into pipeline.

Outcome: consistent, measurable revenue growth.

Together they create your **Offer-to-Revenue System** — the foundation of sustainable, trust-driven growth.

Offer Clarity Audit Worksheet

Rate each statement 1–5 (1 = Disagree / 5 = Strongly Agree).

Statement	1	2	3	4	5
Our offer is easy to explain and consistent across channels					
Our value proposition connects with buyer priorities					
Our content builds trust and credibility					
Our outreach and follow-up are systematic					
Referrals and partners create predictable opportunities					

Score Guide:

0–15

Start with Strategy → Offer.

16–20

Focus on Expertise → Trust.

21–25

Scale with Trust → Revenue.

The Productized Offer Formula



Extract Value

List top 3 client outcomes (not deliverables).



Clarify Transformation

"We help [ICP] go from [pain] to [desired result] in [timeframe]."



Price for Confidence

Price for ROI (3× return rule).



Productize It

Name your system and package your process.

AI Tools + Templates Included in the Accelerator



GTM Clarity Audit Template



Offer Blueprint Canvas



AI Content Prompt Library



Relationship Nurture Sequence



90-Day Metrics Dashboard

Each template is plug-and-play — saving hours of guessing and ensuring every action moves you closer to **predictable revenue**.

Success Story

From Scattered to Scalable

Client:

IT Services Firm

Challenge:

Inconsistent offers and unreliable pipeline.

Solution:

Applied the 3 Growth Gears Framework via the Accelerator.

Results:

40%

shorter sales cycle

\$150K

new pipeline

Aligned marketing and sales around one story

“GB17 helped us turn trust into a predictable pipeline and gave our team a level of clarity we’d never had before with a system we’ve now relied on for more than three years.”

— CEO, B2B IT Consulting Firm (Microsoft Solutions Partner)

Next Step

Ready to Build Your Offer-to-Revenue System?

The **AI-Infused GTM Accelerator™** guides you step by step to:

Transform strategy into a market-ready offer

Convert expertise into trust that sells

Turn trust into predictable revenue

 **Apply for Your GTM Clarity Session** → (Limited spots available.)

About GB17

GB17 helps B2B companies turn trust into predictable revenue with GTM strategy, trust-building content, and relationship-driven campaigns — powered by AI-Infused growth systems.

**Turning trust into
a revenue engine.**