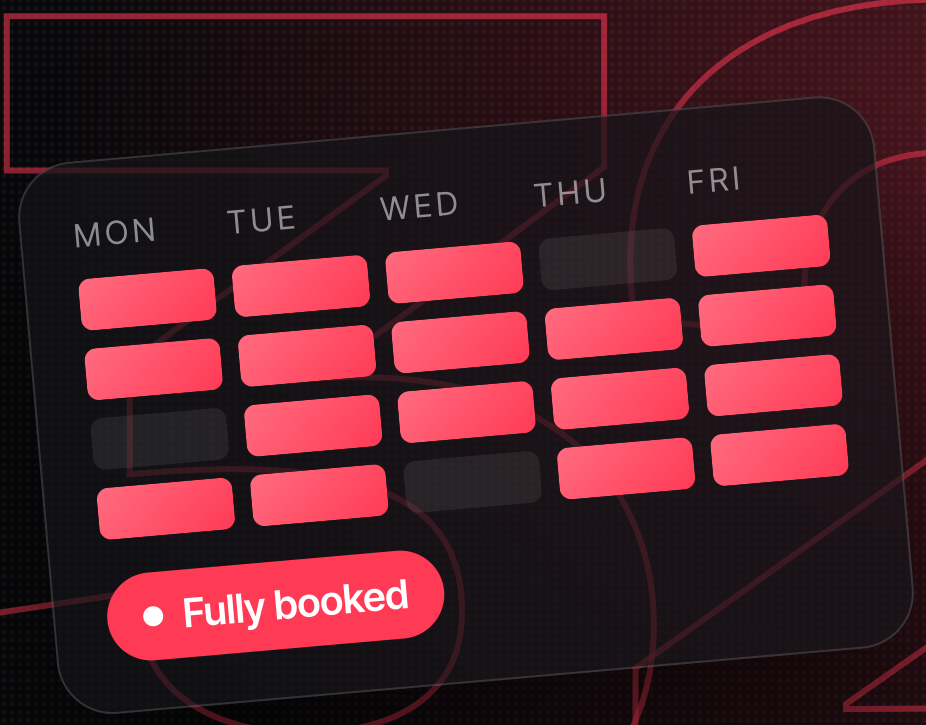
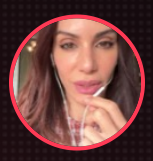
FREE GTM GUIDE



32 No BS GTM Hacks Book *More Meetings* Than Your Team Can Handle



Danit Ben Simon
No BS GTM Hacks

Ads · Signals · ABM · Outbound · Build

INSIDE THIS GUIDE

What's Inside



Old GTM vs New GTM

Why more SDRs and another tool stopped booking meetings



Paid Ads Hacks

LinkedIn, Meta and Google Ads moves that book meetings



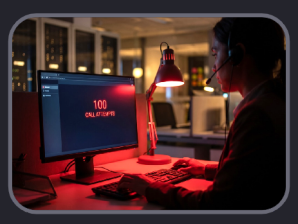
Signal Hacks

The signal, then an offer they won't ignore



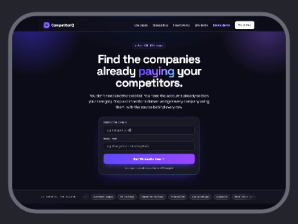
ABM Hacks

The trigger, then the bold move



Outbound and SDR Hacks

What your SDRs and your outbound do in the new GTM



Build Hacks to Book More Meetings

Tools I built to book more meetings



5 Growth Rules and a Test Plan

Run 7 tests a month and know what to kill or scale

WHY THESE HACKS WORK

Old GTM vs New GTM



OLD GTM	NEW GTM
~~Hire more SDRs and buy an AI SDR~~	**1 marketer with agents** does the prospecting
~~SDRs report to sales and write emails~~	SDRs sit under marketing and make **100 call attempts a day**
~~Leads come from form fills~~	Meetings come from **1st, 2nd and 3rd party signals**
~~1 funnel per segment~~	**1 funnel per account**
~~A test when someone has time~~	**7 tests a month** with a kill or scale date
~~Marketing reports MQLs~~	Growth owns the pipeline, from **stalled deals to Closed Lost**

BEFORE ANY HACK

5 Growth Rules



- [ ] **Analyze Your Full Pipeline**
  Campaign results show 1 stage. Once a week, check accounts showing interest, stalled deals, Closed Lost deals and champions who changed jobs.

- [ ] **Run 7 Tests a Month**
  Write a 5-line test plan before you start a hack. Use the template on the next page.

- [ ] **Kill or Scale**
  No meeting by your decision date? Stop. A meeting? Run it on your next 3 similar accounts.

- [ ] **Use Data You Already Have**
  Your CRM has stages and Closed Lost. Website visits show interest. LinkedIn shows job changes. Pull the 3 together once a week.

- [ ] **Report Meetings, Never MQLs**
  Track meetings booked and deals that moved a stage.

FILL THIS IN BEFORE YOU START A HACK

Your 5-Line Test Plan

1 Hack and account list

Which hack, on which accounts or audience?

---

2 Why it fits them now

The trigger you saw, such as a pricing visit, a promotion, an outage or a funding round

---

3 Pipeline stage it should move

For example, from "visiting" to "first meeting"

---

4 What counts as success

A meeting booked or a deal moving a stage

---

5 Decision date

The day you decide to kill it or scale it

No Meeting?

Kill the hack and pick the next trigger.

Got a Meeting?

Scale it to your next 3 similar accounts.



#1 Quote Competitor Reviews in LinkedIn Ads

WHEN Your competitor's customers keep leaving 1-star G2 reviews?

> Run LinkedIn ads to those companies that quote the complaint and show your fix

HOW TO RUN IT

1. Pull the competitor's customer list with CompetitorIQ.
2. Sort their G2 reviews by 1 and 2 stars and pick the 3 complaints that repeat most.
3. Upload the list as a LinkedIn company list and run 1 ad per complaint.

COPY TO USE

Still exporting reports by hand in [Competitor]? Here's the 2-click version.

MEASURE

Demo requests from the uploaded companies within 30 days

competitorcustomer.com ▶



#2 Run LinkedIn Avatar Video Ads

WHEN Your founder won't record another video?

> Turn your founder's most candid video, unscripted and in their own words, into an avatar and run it as LinkedIn video ads

HOW TO RUN IT

1. Pick the founder's most candid clip, like a voice-note style video or a call recording, not a studio shoot.
2. Train an avatar on it and write 20 scripts of 30 seconds, 1 per ICP pain.
3. Run them as LinkedIn video ads and kill the bottom 15 after 2 weeks.

COPY TO USE

I'm [Founder], and I built [Product] because [pain] cost us [number] a month.

MEASURE

Cost per booked meeting against your image ads after 30 days



#3 Test Ads on Synthetic Prospects

WHEN You're about to spend $10K on a new LinkedIn or Meta ad?

> Test it first on synthetic prospects built from your sales calls. They ignore your bad ads for free

HOW TO RUN IT

1. Export transcripts of your last 50 sales calls from Gong or Fathom.
2. Build 5 synthetic buyer personas from the objections and words they used.
3. Show them 10 ad variations and launch the 3 they'd click.

COPY TO USE

You're [persona]. Which of these 10 ads would make you book a call, and why?

MEASURE

CTR of the 3 picked ads against your current best ad



#4 Turn Closed Lost Into a Campaign

WHEN The same Closed Lost reason showed up 3 times this quarter?

> Run a LinkedIn ad to your lost accounts that answers that exact objection

HOW TO RUN IT

1. Pull Closed Lost deals from the last 12 months with their loss reason from your CRM.
2. Pick the top reason and find 1 customer who had the same doubt and bought.
3. Upload the lost accounts to LinkedIn and run that customer's proof as the ad.

COPY TO USE

[Customer] thought [objection] too. Here's what changed their mind.

MEASURE

Closed Lost accounts that reopen within 60 days



#5

Target Freshly Funded Companies on LinkedIn

WHEN ICP companies raised a round in the last 90 days?

> Show their leadership LinkedIn ads about what the board asks next

HOW TO RUN IT

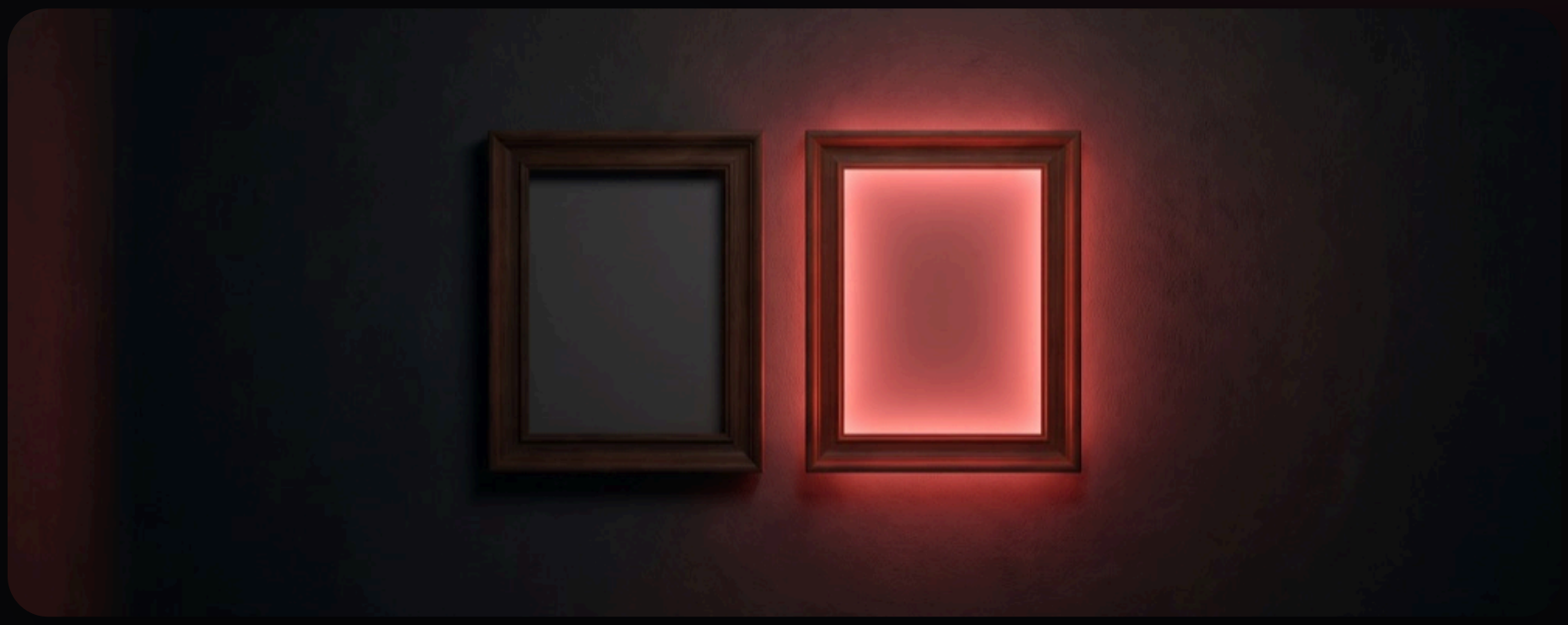
1. Pull ICP companies that raised in the last 90 days from Crunchbase.
2. Upload them to LinkedIn and target VP and C-level titles.
3. Run 1 ad about the metric the board will check at the next meeting.

COPY TO USE

Congrats on the raise. Now what? Your board will ask about [metric] in 90 days.

MEASURE

Meetings from funded accounts within 45 days



#6 Turn Competitor's Winning Ad Into Yours

WHEN Your competitor's ad has run for 6 months?

> Build a new ad of your own from their winning ad, then launch 100 variations of it

HOW TO RUN IT

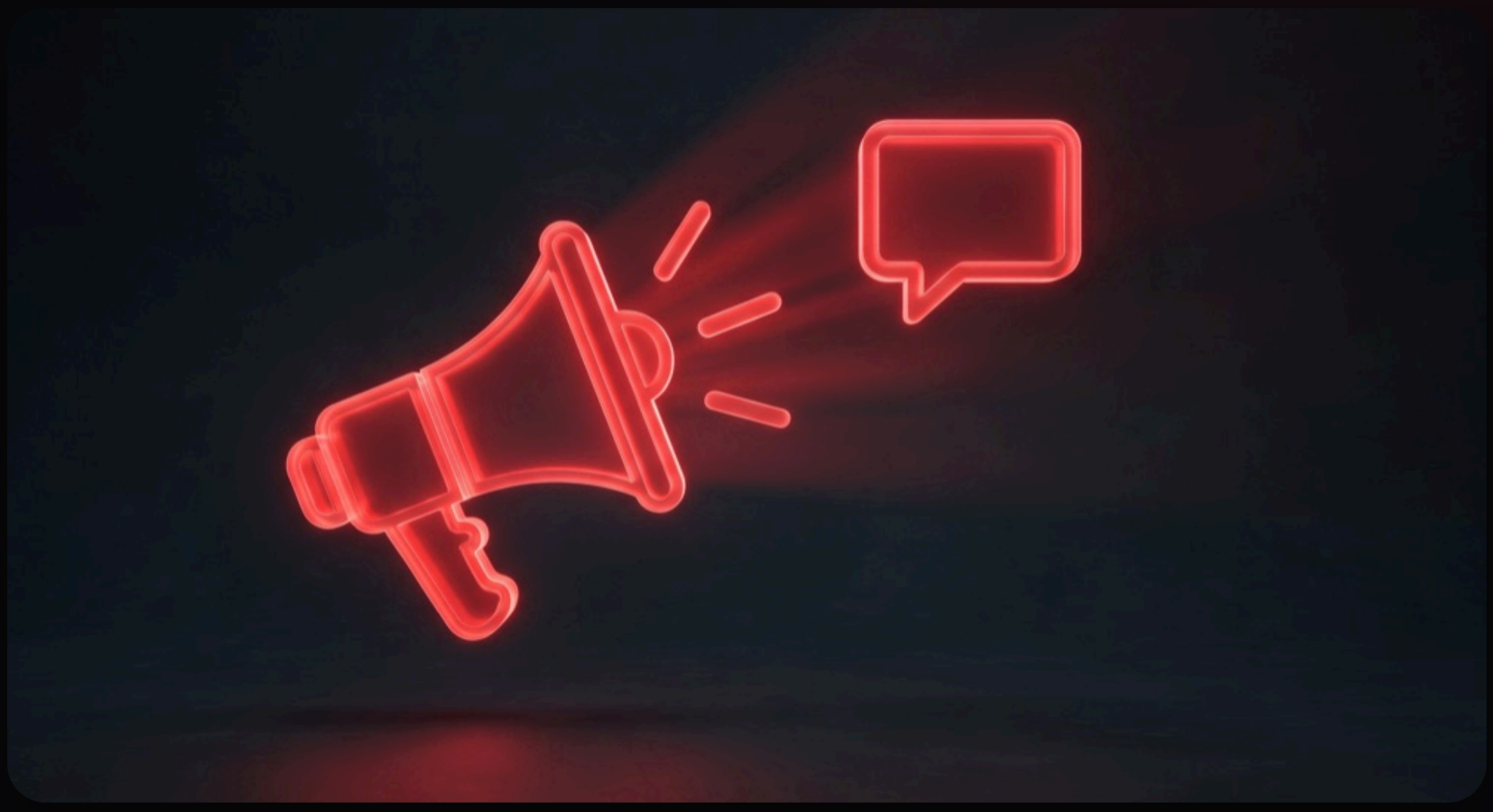
1. Run an Apify actor on the Meta and LinkedIn ad libraries to find their oldest live ads.
2. Keep what made it win, its hook pattern and format, and swap in your offer and your proof.
3. Generate 100 variations of your new ad and launch the top 10 on Meta and LinkedIn.

COPY TO USE

[Their hook pattern], [your offer], in [their format].

MEASURE

CTR against your current best ad within 14 days



#7 Promote Customer Posts on LinkedIn

WHEN Your best customer posted about you on LinkedIn?

> Run that post as a Thought Leader Ad to your target accounts. Their words sell better than yours

HOW TO RUN IT

1. Ask the customer for permission to promote the post.
2. Add it in LinkedIn Campaign Manager as a Thought Leader Ad.
3. Target your account list and the job titles on the buying committee.

COPY TO USE

Pinned comment, "Want the same result as [customer]? Book 15 minutes with our team."

MEASURE

Demo requests from target accounts against your brand ads



#8 Build 1 Funnel per Buyer Role

WHEN Your buying committee has a CFO and an IT lead?

> Build a LinkedIn ad, landing page and lead magnet per role

HOW TO RUN IT

1. List the 3 roles that sign off and the question that role asks.
2. Give the CFO an ROI calculator and the IT lead a security checklist.
3. Run 1 LinkedIn ad per role to the same account list, with its own landing page.

COPY TO USE

What does [problem] cost you per quarter? Get the number in 2 minutes.

MEASURE

Meetings with 2 or more roles from the same account



#9 Scale Meta and LinkedIn Video Ads

WHEN Your Meta and LinkedIn ads need new videos weekly?

> Make video ads at scale from 1 recording. Didn't you hear? Claude killed video editors

HOW TO RUN IT

1. Record 1 webinar or founder talk of 30 minutes.
2. Use Claude to cut it into 30 clips of 20 to 40 seconds with captions and hooks.
3. Launch 10 a week on Meta and LinkedIn and keep the 3 with the cheapest meetings.

COPY TO USE

Open with the sentence from the recording that made the audience react.

MEASURE

Cost per meeting from video ads week over week



#10 Gift Your Champion's New Team Free Seats

WHEN Your champion moved to a new company?

> Send their new team 3 months of free seats in their first week

HOW TO RUN IT

1. Track champions from won deals with a job-change alert in Sales Navigator.
2. In their first week, send a card with 3 months of free seats for their new team.
3. In week 3, offer 15 minutes to set it up with them.

COPY TO USE

Welcome to [new company]. Your new team gets 3 months of [Product] on us.

MEASURE

A meeting at the new company within 30 days



#11 Give a Prospect Your Coveted Speaking Slot

WHEN A target exec posts on LinkedIn about their ideas weekly?

> Buy a speaking slot at a big, expensive conference and invite them to take the stage as your guest

HOW TO RUN IT

1. Pick 1 conference your ICP attends where speaking slots are sold to sponsors.
2. Buy the slot and invite the exec to speak on the topic they keep posting about.
3. Prep the talk together, and host them at your booth after they speak.

COPY TO USE

We have a speaking slot at [event] and want your take on [topic] on that stage. The slot is yours.

MEASURE

A yes to the slot and a meeting during the prep



#12 Send a Leader of the Year Cover

WHEN Someone on the buying committee got promoted or joined as VP?

> Send a framed magazine cover, "ABM Leader of the Year", with their photo on it

HOW TO RUN IT

1. Set a Sales Navigator alert for promotions and new VPs at your target accounts.
2. Design the cover with their photo and 3 headlines about their new role, and frame it.
3. Ship it in their first 2 weeks with a handwritten note and your calendar link.

COPY TO USE

New role, new targets. Here's how [customer] hit theirs in their first quarter.

MEASURE

A reply or a meeting within 14 days



#13 Light Up Their City's Biggest Screen

WHEN Your target account announced funding?

> Put a congrats message on the biggest screen in their city

HOW TO RUN IT

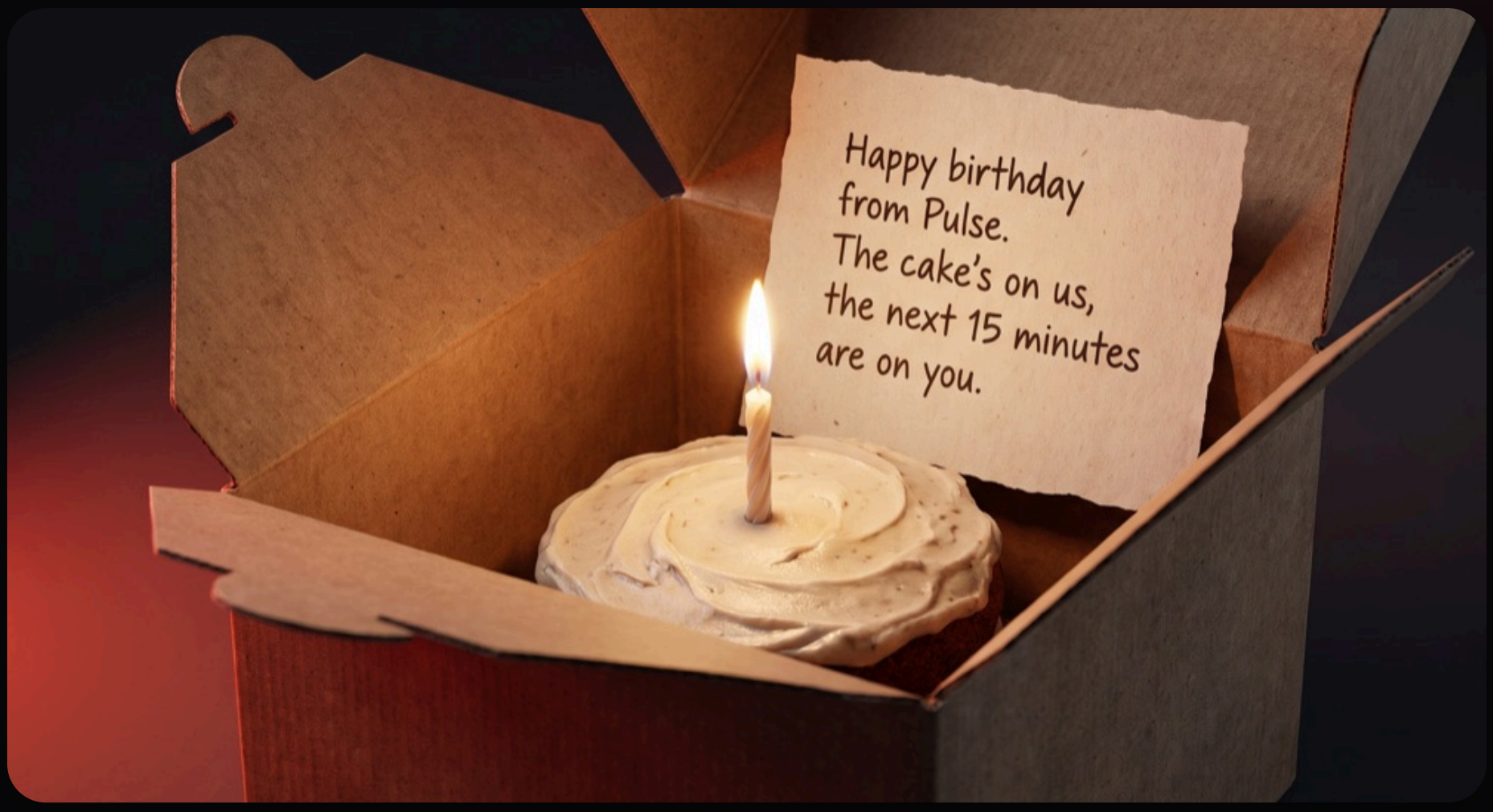
1. Book a digital billboard slot in their city through a DOOH platform.
2. Show their logo and 1 congrats line, and photograph it.
3. Send the CEO the photo the same day on LinkedIn.

COPY TO USE

Congrats on the raise, [Company]. [Your company] is cheering from [city].

MEASURE

A reply from the CEO within 7 days



#14 Send an Office Party Kit

WHEN Your prospect is celebrating their birthday?

> Send an "Office Party Kit" with cake, balloons and a sign with their name

HOW TO RUN IT

1. Find the date on LinkedIn or ask their assistant.
2. Order the kit to their office for the day itself.
3. Add a card with 1 line and your calendar link.

COPY TO USE

Happy birthday from [Your company]. The cake's on us, the next 15 minutes are on you.

MEASURE

A thank-you reply or a meeting within 14 days



#15 Send Part 2 Movie Tickets

WHEN The person who blocked your deal left?

> Send the team movie tickets with the line "Part 2, the deal is back"

HOW TO RUN IT

1. Log the blocker on your Closed Lost deals in your CRM.
2. Set a job-change alert on those blockers.
3. When one leaves, send tickets to the rest of the committee with a note.

COPY TO USE

Part 2, the deal is back. Popcorn's on us. Want to pick up where we left off?

MEASURE

The deal reopening within 30 days



#16 Send a Private Driver

WHEN Your target is attending a conference?

> Send a private driver to take them to and from the event, and join the ride

HOW TO RUN IT

1. Check the speaker and attendee list with the Event Attendee Scraper.
2. Offer the ride 2 weeks before the event.
3. Ride with them and keep the pitch to 1 question about their goals.

COPY TO USE

We're both going to [event]. Can I send a car and share the ride?

MEASURE

A meeting booked from the ride

Event Attendee Scraper ▶



#17 Fly a Banner Plane

WHEN They keep visiting your pricing page?

> Fly a plane over their office with a banner showing your number

HOW TO RUN IT

1. Spot accounts with 3 or more pricing visits in a week with your visitor ID tool.
2. Book a banner plane over their office at lunchtime.
3. Email the buying committee the photo the same afternoon.

COPY TO USE

Still looking at our pricing, [Company]? Call [phone number].

MEASURE

A meeting within 14 days



#18 Send a Mariachi Band

WHEN They launched a new product?

> Send a mariachi band to their office to sing about the product

HOW TO RUN IT

1. Track launches on their LinkedIn page and press releases.
2. Book a band and write 1 verse about the launch.
3. Film it and send the video to the CEO the same day.

COPY TO USE

Congrats on [product]. We wrote you a song, and next we'd love to talk about [problem].

MEASURE

A reply from the CEO within 7 days



#19 Cheer at Km 30

WHEN Their CEO is running a marathon?

> Set up a cheering station at km 30 with a sign with their name and water bottles with your logo

HOW TO RUN IT

1. Watch the CEO's LinkedIn and Strava posts for race sign-ups.
2. Set up the station at km 30, where runners hit the wall.
3. Send the photo with a note after the race.

COPY TO USE

You hit km 30, and we were there. Congrats on the finish, [Name], you earned it.

MEASURE

A reply from the CEO within 7 days



#20 Run a Job Ad for Their Role

WHEN A VP ignores your outreach?

> Post a job ad for their own role that gets them to click

HOW TO RUN IT

1. Run a LinkedIn ad that looks like a job ad, with their logo and job title, to their company.
2. The landing page invites them to interview your company as their next vendor.
3. Follow up with a LinkedIn message after the click.

COPY TO USE

We're hiring for your role, [Name]. Interview us as your next vendor.

MEASURE

A click and a reply from the VP



#21 Send an Avatar Video

WHEN Their CEO posted about the pain you solve?

> Send an avatar video so real it got me 450% more replies than my cold LinkedIn messages

HOW TO RUN IT

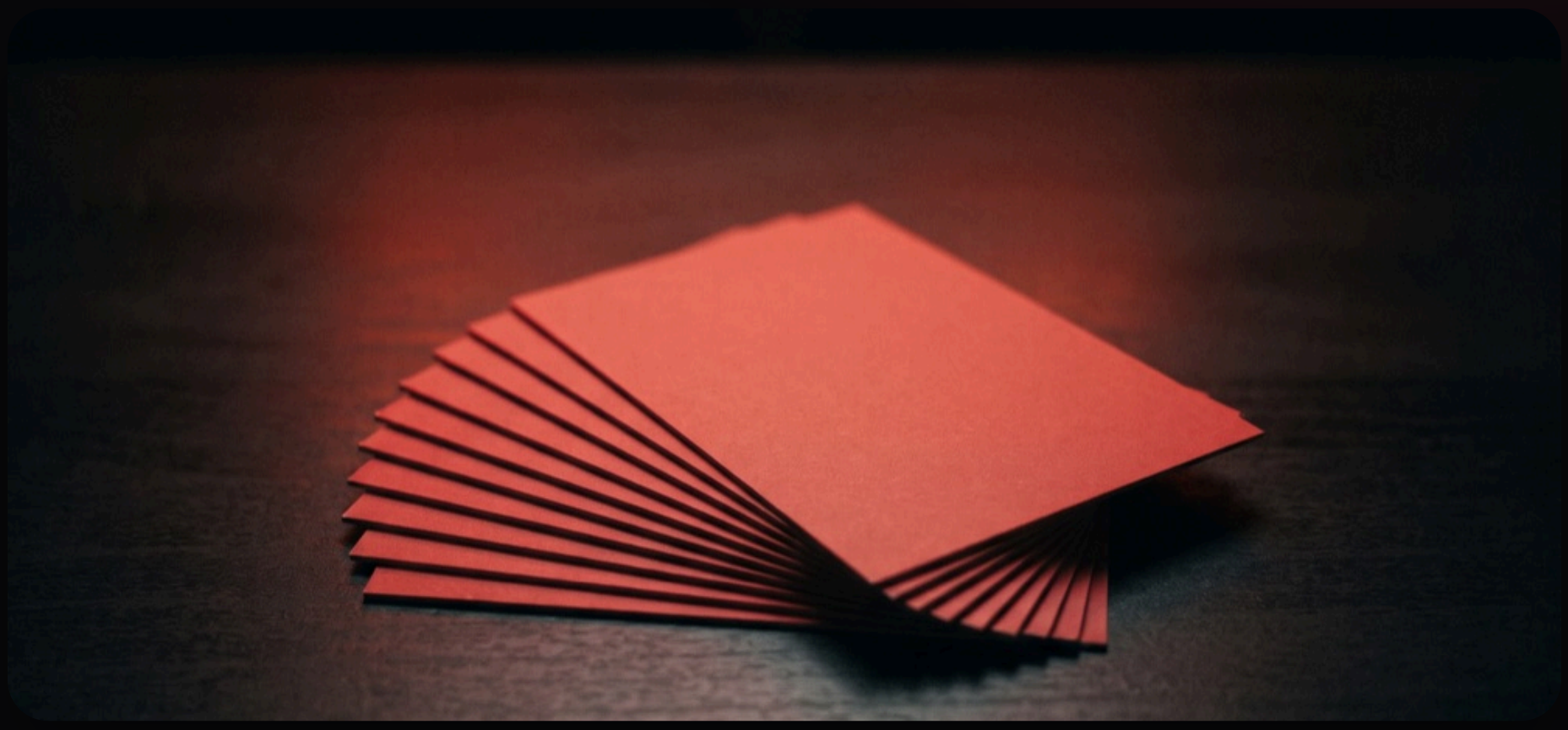
1. Set a LinkedIn alert for posts by your target CEOs.
2. Write a 45-second script that quotes their post and adds 1 idea.
3. Send the avatar video as a LinkedIn message the same day.

COPY TO USE

Your post about [pain] stuck with me. Here's 1 thing [customer] did about it, in 45 seconds.

MEASURE

A reply from the CEO within 7 days



#22 Send Gift Cards to Your Customer's Peers

WHEN A customer loves your product?

> Send a gift card to 10 of your customer's peers, on you, saying [customer] uses you for [result]

HOW TO RUN IT

1. Ask a happy customer which 10 peers at ICP companies they'd recommend you to.
2. Send the 10 peers a $50 gift card, paid by you, with a note naming the customer and their result.
3. Follow up 3 days later with a 15-minute invite.

COPY TO USE

[customer] uses [Product] to get [result], and thought you'd want to see it too. Lunch is on us.

MEASURE

Meetings from gifted peers within 30 days



#23 Feature Prospects in Your Content

WHEN Your cold outbound gets ignored?

> Ask them to be featured in a LinkedIn post, a carousel or your podcast

HOW TO RUN IT

1. Pick 20 ICP leaders and 1 topic they have a strong view on.
2. Invite them to share their view in your next carousel or a 20-minute podcast episode.
3. Tag them when it goes live, and offer 15 minutes after the recording.

COPY TO USE

I'm putting together a LinkedIn carousel on [topic], and I'd love to feature your take. 2 questions, 5 minutes?

MEASURE

Yes rate against your cold sequence, and meetings within 30 days



#24 Move SDRs Under Marketing

WHEN Your SDRs report to sales and miss quota?

> Move them under marketing and feed them signals daily. An SDR without signals is a $100K dialer

HOW TO RUN IT

1. Move SDR reporting to the head of marketing.
2. Send them a signal list at 9:00 with the account, the signal and the contact.
3. Review meetings booked per signal on Friday.

COPY TO USE

Today's list has 12 accounts. 3 visited pricing, 2 changed jobs and 7 read your guide.

MEASURE

Meetings per SDR per month after 60 days



#25 Set 100 Call Attempts a Day

WHEN Your SDRs spend their mornings writing emails?

> Marketing writes the emails, and SDRs make 100 call attempts a day

HOW TO RUN IT

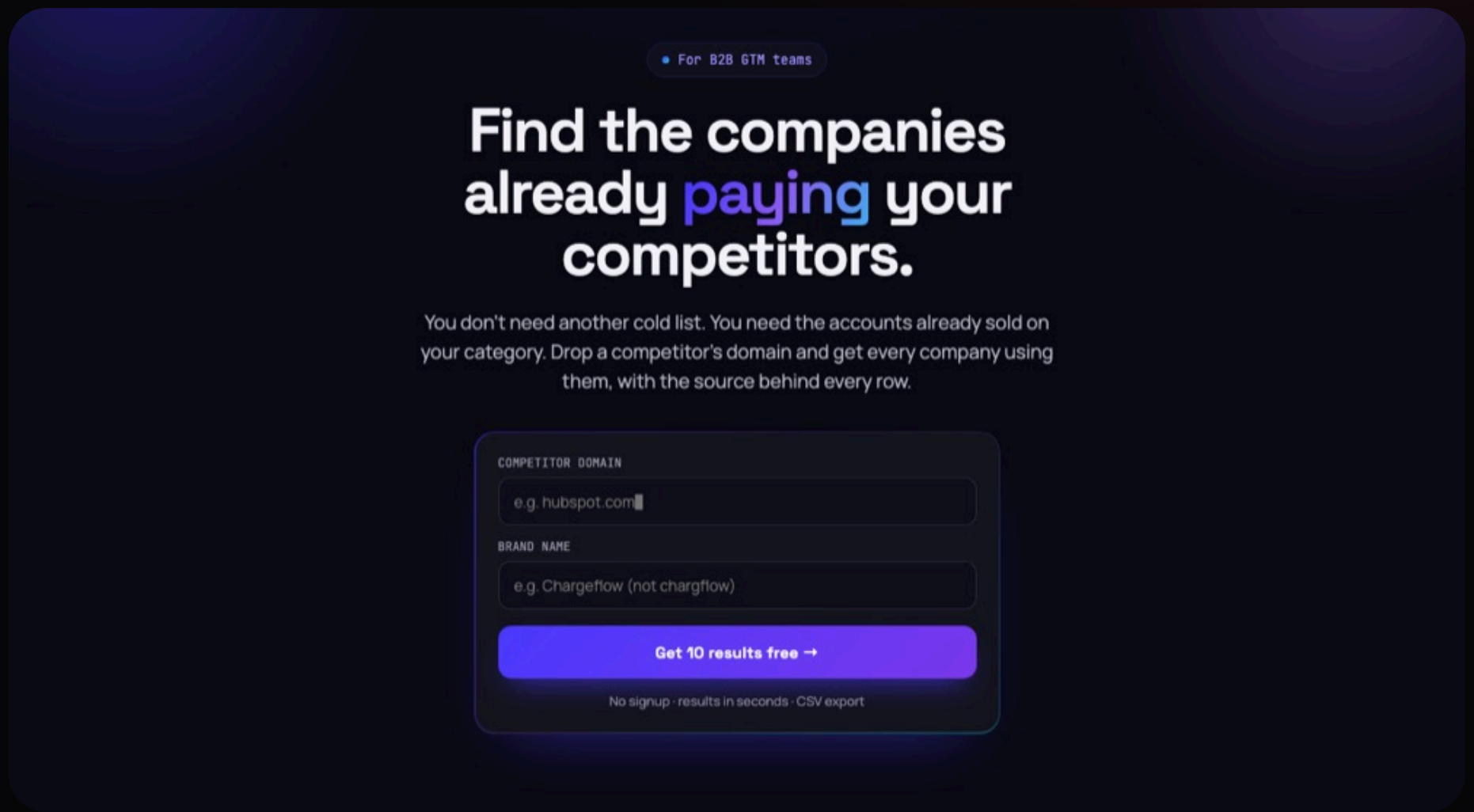
1. Marketing writes and sends the email sequences.
2. SDRs call accounts with a fresh signal from 9:00 to 12:00 and 14:00 to 16:00.
3. Track connects and meetings per 100 attempts.

COPY TO USE

Hi [Name], I'm calling because [signal]. Got 2 minutes?

MEASURE

Meetings per 100 call attempts



#26 Pull Your Competitor's Customer List

WHEN You don't know who uses your competitor?

> Pull their customer list from 6 signal sources. My WikiLeads drove a 10x outbound lift

HOW TO RUN IT

1. Enter your competitor's domain at competitorcustomer.com.
2. Get the customer list with the signal behind the companies.
3. Load it into outbound and LinkedIn ads the same week.

COPY TO USE

Teams moving off [Competitor] tell us [reason]. Want the 2-minute version?

MEASURE

Meetings from the list within 30 days

competitorcustomer.com ▶



#27 Swap Lead Magnets for Assessments

WHEN Your lead magnet gets downloads and no meetings?

> Swap it for a 3-minute assessment that scores which workflows to automate first

HOW TO RUN IT

1. Write 10 questions that ask for numbers.
2. Score the answers and show the top 3 workflows to automate.
3. Send the score to your SDR before the call.

COPY TO USE

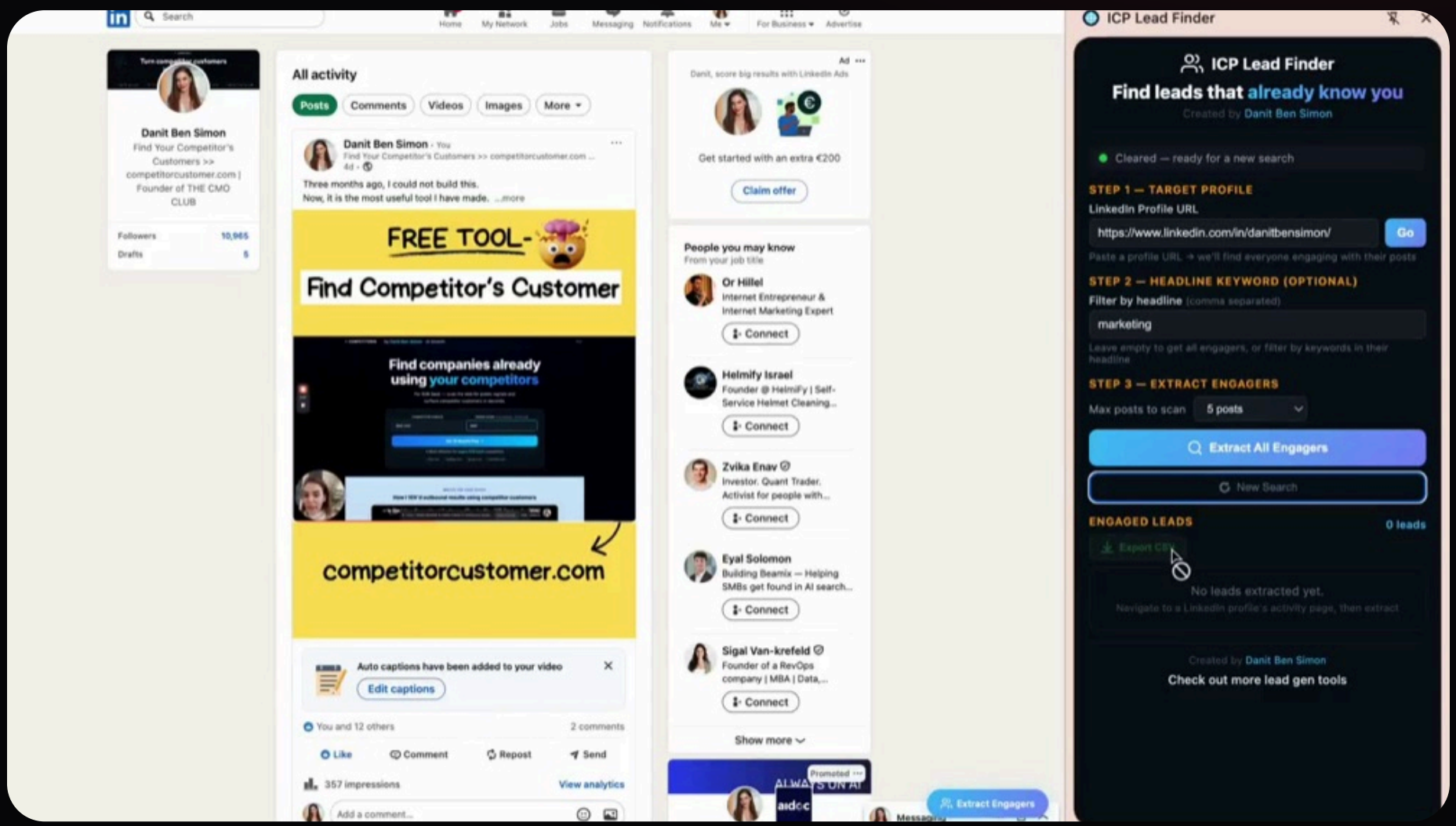
Find out which 3 workflows to automate first, in 3 minutes.

MEASURE

Meetings from contacts who finish the assessment

AI-Growth Assessment ▶

BUILD HACKS



#28 Scrape Competitor Post Reactions

WHEN Your competitor's LinkedIn post got 500 reactions?

> Turn the reactions into a lead list with a Chrome extension

HOW TO RUN IT

1. Open the post and run the LinkedIn Post Engagement Scraper.
2. Filter the list to your ICP titles and companies.
3. Send a connection note on the post's topic, with no pitch.

COPY TO USE

You liked [Competitor]'s post on [topic]. Here's a different take.

MEASURE

Accepted invites and meetings within 30 days

Post Engagement Scraper ▶



#29 Book Meetings Before an Event

WHEN Your ICP is flying to a conference?

> Pull the speakers, sponsors and attendees from the event page, 350 names in 1 click

HOW TO RUN IT

1. Run the Event Attendee Scraper on the event page.
2. Filter to your ICP and book meetings 2 weeks before.
3. Send a reminder with your table or booth the day before.

COPY TO USE

We're both at [event]. Coffee on day 1 at [time]?

MEASURE

Meetings booked before the event

Event Attendee Scraper ▶



#30 Coach Reps During Live Calls

WHEN First calls don't turn into second calls?

> Run a live coach that flags objections while the prospect is on the line

HOW TO RUN IT

1. Connect the Real-Time Sales Coach to your call tool.
2. Load your top 10 objections and the answers that won.
3. Review the missed signals after the call.

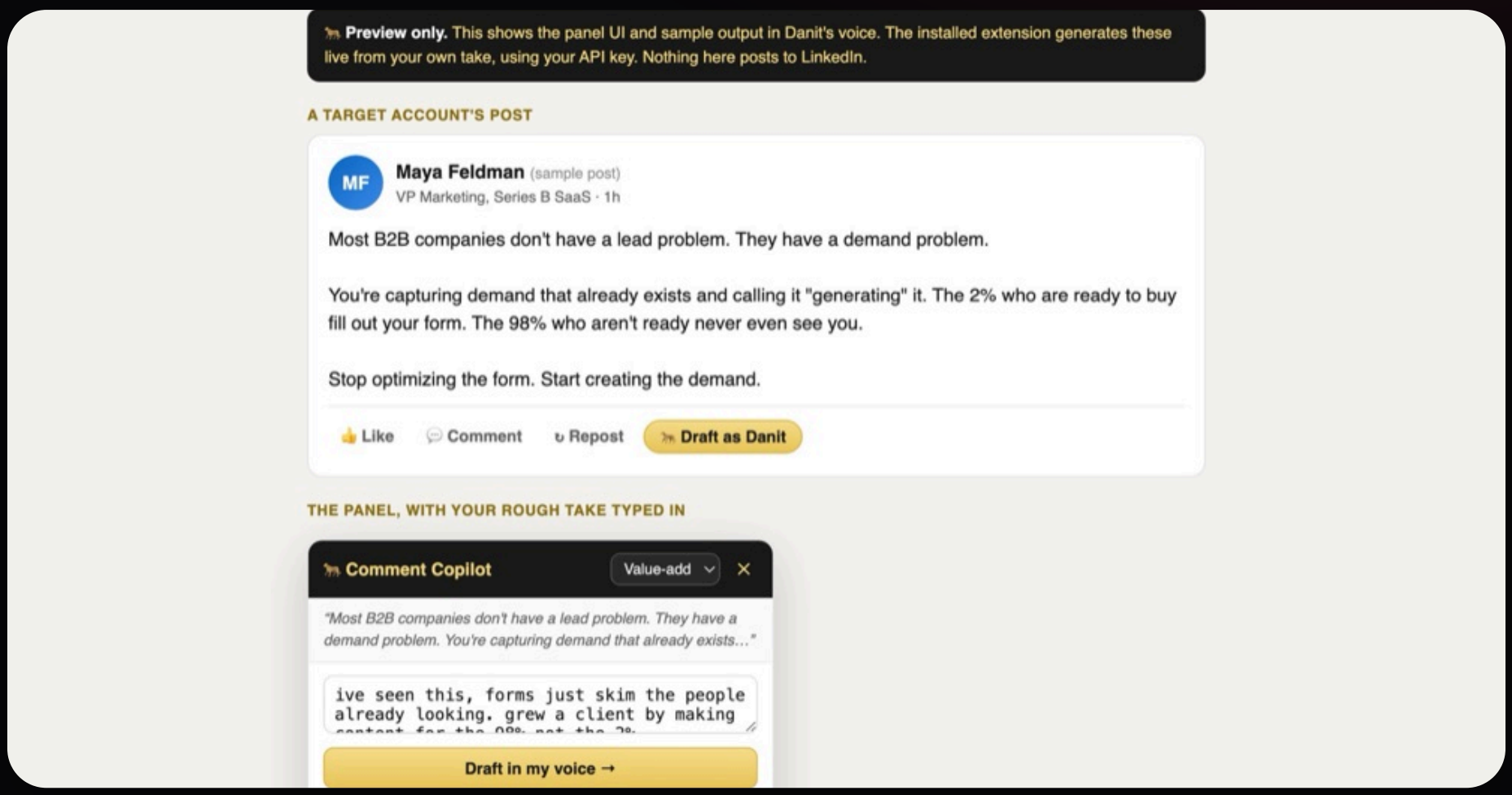
COPY TO USE

On screen during the call, "They mentioned Q2 budget. Ask who signs off."

MEASURE

First-to-second meeting rate after 30 days

Real-Time Sales Coach ▶



#31 Draft Founder Comments on LinkedIn

WHEN Your founder has no time for LinkedIn?

> Draft comments in their voice on your ICP's posts, so the ICP knows them before the first DM

HOW TO RUN IT

1. Install the LinkedIn Comment Copilot.
2. Type a rough take, and it drafts the comment in the founder's voice.
3. Comment on 5 ICP posts a day before any DM.

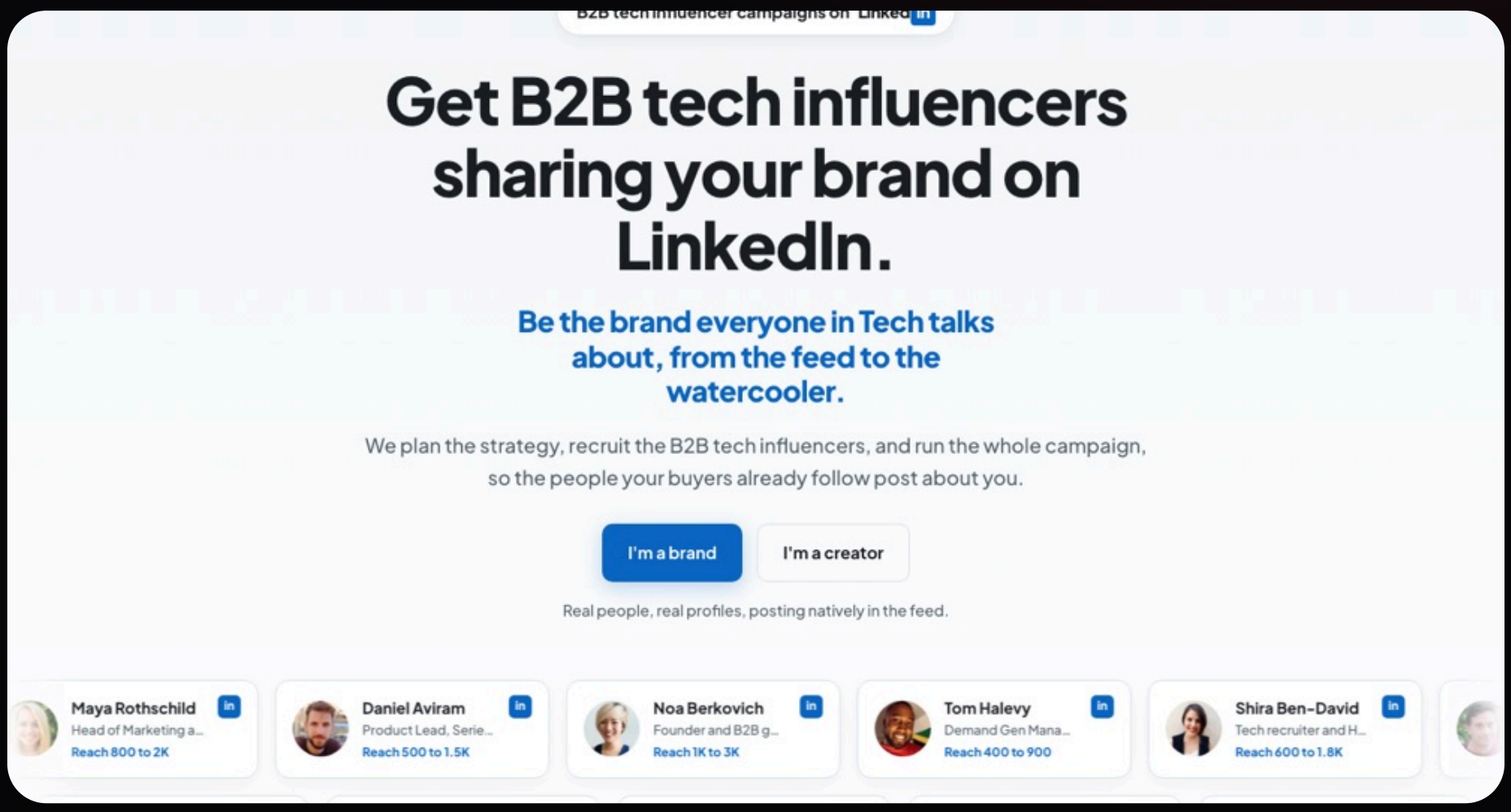
COPY TO USE

Rough take in, "pipeline is a marketing problem", and a 3-line comment out.

MEASURE

Profile views and DMs from your ICP within 30 days

LinkedIn Comment Copilot ▶



#32 Turn Influencers Into Your Advertisers

WHEN Your LinkedIn ads stopped getting cheaper clicks?

> Get creators your ICP already follows to post about you

HOW TO RUN IT

1. List 10 creators your ICP follows.
2. Brief them on 1 pain and 1 result, in their own words.
3. Track meetings from their posts with a unique link.

COPY TO USE

We're looking for 10 B2B creators to post about [problem] their followers deal with.

MEASURE

Meetings from creator posts within 30 days

Chorus ▶

WORK WITH ME

I Fix Broken Pipelines



Hi 👋, I'm Danit Ben Simon.

I work with funded B2B startups, from top of the funnel leads (ads, signals, social) to the middle of the funnel (SDRs, outbound, funnels).

If you're looking for an advisor and a hands-on growth professional, let's talk.

$300M
revenue generated

$10M
ARR in 6 months with 3 marketers

3
meetings booked per day

450%
more replies with ABM videos

Book a 15-Minute Fit Call

Visit my website

See the GTM tools I built

Find your competitor's customers