

# Mark Murnahan

mark@murnahan.com - murnahan.com

---

## MURNAHAN GTM FRAMEWORK

**Purpose:** A clear, repeatable framework for building a revenue engine that scales.

### SUMMARY

This framework shows how I build and scale a revenue engine that ties every marketing action to pipeline, deal flow, and predictable revenue. It outlines the process I use to define the ICP, create the GTM narrative, clean data, build reporting that leadership trusts, and launch channels with fast testing cycles. It is built for founders and executives who want clarity, control, and measurable growth instead of scattered activity. This is the same structure I use to transform underperforming systems into engines that scale.

### 1. Positioning the Revenue System

Every high performing marketing and revenue engine starts with three anchors:

- Clear ICP and segmentation logic
- A positioning narrative that defines exactly why a prospect should care
- A measurable customer journey with conversion targets at each stage

My first step is to build clarity on each of these. I use a simple forced ranking scorecard to identify pain, urgency, value, sales readiness, and operational fit. This gives leadership a common vocabulary and removes guesswork from channel, budget, and resource decisions.

**Outcome:** Shared understanding of who we are targeting, why, and how we measure success.

---

### 2. Build the Operational Spine

I build the operational backbone that supports pipeline creation and revenue forecasting. This includes:

- CRM and MAP cleanup
- Lead routing and scoring
- Lifecycle stages, definitions, and exit criteria
- Dashboards and reporting layers for leadership
- Attribution structure

The goal is always the same. I remove friction, shorten cycle times, and let leadership see exactly what dollars are doing inside the system.

**Outcome:** Decisions become fast because reporting is trusted.

---

### 3. Channel Mix and Testing Plan

This is where the engine starts to move. My testing plan includes rapid validation, repeatable wins, and clear cost control.

- Paid Search
- Paid Social
- High intent retargeting
- SEO and content sets
- Affiliate and partner flows
- CRO and landing systems
- Outbound sequences when appropriate

I structure every channel around weekly experiments and 4-week performance targets.

**Outcome:** Faster identification of profitable channels and removal of wasted spend.

---

### 4. Creative Direction and Messaging

I operationalize creative so that message, offer, and channel all move together.

- Message matrices
- ICP based variations
- Ad creative testing
- Landing page frameworks
- Offer selection
- Content sets for sales enablement

The purpose is consistent clarity. Prospects see the same story in all channels, and that story links directly to their pain and your solution.

**Outcome:** A unified GTM story across paid, organic, and sales.

---

### 5. Pipeline Pressure and Conversion Systems

Pipeline slows when handoff between marketing and sales is weak or undefined. I fix that with:

- Qualification criteria
- Meeting and opportunity SLAs

- Enablement materials
- Objection and value-based call kits
- Weekly alignment calls with sales

This is where revenue becomes predictable. Both sides know what matters at each stage.

**Outcome:** Higher closing efficiency and more reliable forecasting.

---

## 6. Executive Rhythm

My work is always structured around a predictable executive rhythm:

- Weekly decision cadence
- Monthly performance reporting
- Quarterly roadmap and budget adjustments
- Annual full system reset

This is where leadership trust is built. When executives know exactly how the engine works and how each dollar contributes, organizations become faster and calmer.

**Outcome:** Leadership clarity and aligned team execution.

---

## 7. 90 Day Transformation Map

My standard 90-day rollout follows this sequence:

### Days 1 to 30

- ICP
- Positioning
- Data and CRM cleanup
- Lead flow design
- Initial dashboards
- Early channel tests

### Days 31 to 60

- Channel expansion
- Creative systems
- CRO and landing page testing

- Sales enablement
- Attribution and reporting layer

#### Days 61 to 90

- Scale ready channels
- Budget modeling
- Forecasting
- Quarterly roadmap
- Hiring plan if needed

---

### 8. What This Produces

The result of this system is simple.

- Decisions based in data, not opinion
- Clear connection between spend and revenue
- Predictable pipeline
- Faster cycle times
- Executive alignment
- A revenue engine that scales

This framework has been used in manufacturing, SaaS, industrial equipment, DTC, B2B services, and large multi-unit operations. It adapts to team size, technical stack, and budget.