launch

 + lead

**A 90-Day Roadmap To Launch Your Fractional Business**

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Introduction

Launching a fractional services business is an exciting and rewarding journey—one that offers you the flexibility to leverage your executive expertise while partnering with multiple organizations in a strategic, high-impact way.

Whether you are stepping into the role of a Fractional COO, CMO, CFO, CPO, or Sales Strategist, your first 90 days are crucial. This period lays the groundwork for your brand, credibility, and sustainable client pipeline. Fractional leadership is about more than just filling a temporary gap. It’s about becoming a trusted advisor who drives real transformation.

To succeed, position yourself clearly, demonstrate measurable value quickly, and build systems that allow you to scale without sacrificing quality.

**Fractional COO: Operations Leadership for Scaling Businesses**

**The Operational Architect**

As a Fractional COO, you are the backbone of scaling businesses—designing and optimizing the systems, processes, and teams that turn chaos into consistent execution. Your expertise helps founders navigate operational complexities, improve efficiency, and prepare for sustainable growth. This guide will help you position yourself as an indispensable partner who keeps the business running smoothly while accelerating its trajectory.

PHASE 1 (Days 1–30): Foundation + Credibility

**Goal:** *Establish clarity, visibility, and market positioning as an operations expert.*

* Define your niche clearly:
Example: “Fractional COO for e-commerce businesses scaling past $2M ARR.” Specializing clarifies your expertise and attracts the right clients.
* Build a clear offer suite:
Create packages such as Retainers, Sprints, and Strategy Days to fit various client needs and budgets.
* Design branded assets:
Develop a 1-page offer sheet, pitch deck, and case study templates to professionalize your business.
* Optimize LinkedIn and website bios:
Speak directly to urgent operational pain points founders face.
* Conduct 15–20 relationship-building calls:
Connect with warm leads and colleagues to gather insights and build your network.
* Draft and share your origin story:
Publish authority-building posts on LinkedIn to humanize your brand.
* Collect testimonials or borrowed proof:
Highlight prior successes or client types to build credibility quickly.
* Set pricing based on outcomes:
Focus on value delivered, not just hours worked.

**Service Providers to Prioritize:** Fractional COOs, CMOs, CFOs (cash runway/fundraising experience).

PHASE 2 (Days 31–60): Traction + Targeting

**Goal**: *Test and validate your offers with real clients, and refine your delivery.*

* Launch beta or soft offers:
Example: “VIP Ops Sprint” or “30-Day Brand Reset” at introductory rates.
* Develop client intake and onboarding processes:
Use tools like Calendly, Notion, and Loom for smooth delivery.
* Track lead sources:
Monitor where your leads come from to focus your marketing efforts.
* Build one strong case study:
Demonstrate real client results to strengthen credibility.
* Host workshops or live webinars:
Showcase your expertise and attract leads.
* Create follow-up sequences:
Nurture warm leads with email or DM campaigns.
* Post weekly behind-the-scenes content:
Share your thought process as a fractional COO.

**Service Providers to Prioritize:** Fractional Legal Counsel, CPOs/CHROs, CTOs (SaaS/tech focus).

PHASE 3 (Days 61–90): Growth + Authority

**Goal**: *Systematize client acquisition and deepen your thought leadership.*

* Create a signature framework:
Develop a methodical model to differentiate your approach.
* Standardize delivery:
Document SOPs, onboarding materials, and dashboards.
* Package client testimonials:
Build a compelling “Client Results” PDF.
* Guest podcast or write for niche publications:
Expand your authority beyond your network.
* Build referral partnerships:
Collaborate with accountants, VCs, accelerators, and HR firms.
* Reassess pricing and boundaries:
Adjust based on traction and workload.
* Document everything for scalability:
Prepare for VAs, project managers, or subcontractors.

**Service Providers to Prioritize**: Fractional DEI strategists, sales strategists, strategy advisors.

**Fractional CMO: Strategic Marketing Leadership**

**The Growth Catalyst**

A Fractional CMO drives visibility, demand, and brand authority by crafting and executing marketing strategies that fuel scalable growth. Whether launching campaigns or refining messaging, you help businesses attract and engage their ideal customers while optimizing marketing ROI. This guide lays out how to build a marketing leadership practice that delivers measurable impact from day one.

PHASE 1 (Days 1–30): Foundation + Credibility

**Goal:** *Establish a clear marketing identity and build brand visibility.*

* Define your niche:
Example: “Fractional CMO for SaaS companies between $1M and $10M ARR.” Specialization accelerates trust.
* Build offer suite:
Retainer, Campaign Sprint, Marketing Audit to meet diverse client needs.
* Design branded assets:
One-pager, pitch deck, case study template to demonstrate professionalism.
* Set up LinkedIn and website bios:
Address client marketing bottlenecks clearly.
* Relationship-building calls:
Connect with former clients and partners for insights and leads.
* Publish your origin story and posts:
Build emotional and logical trust.
* Collect testimonials or borrowed proof:
Highlight relevant, specific successes.
* Set outcome-based pricing:
Anchor fees on results delivered.

PHASE 2 (Days 31–60): Traction + Targeting

**Goal**: *Validate offers and build social proof.*

* Launch beta offers:
Examples: “30-Day Brand Reset,” “Marketing Systems Sprint.”
* Develop onboarding and delivery systems:
Use tools to streamline client experience.
* Track lead sources:
Focus marketing efforts where they convert.
* Build strong case studies:
Highlight measurable marketing results.
* Host mini-workshops or webinars:
Demonstrate strategic thinking live.
* Create lead nurture sequences:
Keep warm leads engaged.
* Share behind-the-scenes content:
Show your expertise openly.

PHASE 3 (Days 61–90): Growth + Authority

**Goal:** *Systematize delivery and build thought leadership.*

* Create a signature framework:
Own a named marketing method.
* Standardize delivery:
Develop repeatable client workflows.
* Package testimonials and results:
Build polished assets for sales.
* Guest podcast or contribute content:
Reach new audiences.
* Build referral partnerships:
Work with complementary fractional executives and agencies.
* Reassess pricing and scope:
Align services with your best clients.
* Document for scalability:
Prepare systems for growth.

**Fractional CFO: Strategic Financial Leadership**

**The Financial Strategist**

A Fractional CFO does more than manage numbers—they provide strategic financial leadership that enables founders to make confident decisions about cash flow, fundraising, and long-term planning. Acting as a trusted advisor, you help businesses optimize their financial health and prepare for future growth. This guide equips you to launch a fractional CFO practice focused on delivering clarity and financial resilience.

PHASE 1 (Days 1–30): Foundation + Credibility

**Goal**: *Establish financial expertise and trusted advisor status.*

* Define your niche:
Example: “Fractional CFO for early-stage SaaS preparing for Series A.”
* Build offer suite:
Financial Health Check, Cash Flow Sprint, Investor-Ready Retainer.
* Design branded assets:
One-pager, pitch deck, case study template showing financial wins.
* Craft LinkedIn and website bios:
Emphasize strategic insight over bookkeeping.
* Relationship-building calls:
Connect with founders, investors, accountants.
* Publish financial origin story:
Share your approach to financial leadership.
* Gather testimonials or borrowed proof:
Use relevant past wins.
* Set outcome-based pricing:
Reflect your strategic role, not hours.

PHASE 2 (Days 31–60): Traction + Targeting

**Goal**: *Validate offers and generate measurable client results.*

* Launch beta offers:
“30-Day Cash Clarity Sprint,” “Investor Readiness Audit.”
* Develop onboarding and delivery systems:
Intake forms, dashboards, reporting processes.
* Track lead sources:
Know which channels produce clients.
* Build case studies with metrics:
E.g., runway extension, burn rate reduction.
* Host founder-focused sessions:
Workshops on fundraising readiness.
* Create nurture sequences:
Follow up with warm leads.
* Post financial thought leadership:
Demystify complex finance topics.

PHASE 3 (Days 61–90): Growth + Authority

**Goal**: *Systematize delivery and expand your financial influence*.

* Create a signature financial framework:
Example: “The GROW Model: Goals, Reporting, Optimization, Wins.”
* Standardize delivery:
SOPs for forecasting, reporting, and updates.
* Package testimonials and client wins:
Develop polished proof assets.
* Guest podcast and content syndication:
Amplify your voice in startup and finance communities.
* Build referral partnerships:
Connect with bookkeepers, lawyers, accelerators.
* Reassess pricing and client fit:
Optimize for value and alignment.
* Document everything:
Prepare for scaling your practice.

**Fractional CPO: People & Culture Leadership**

**The People Champion**

As a Fractional Chief People Officer, you design and implement the people strategies that create aligned, engaged, and high-performing teams. You help companies build culture, manage talent growth, and lead organizational change during critical scaling phases. This guide walks you through establishing a people leadership practice that transforms workforces and supports sustainable success.

PHASE 1 (Days 1–30): Foundation + Credibility

**Goal**: *Position as a strategic people leader who designs scalable culture and org structures.*

* Define your niche:
Example: “Fractional CPO for remote-first tech companies scaling 50+ employees.”
* Build offer suite:
People Strategy Audit, Culture Sprint, Org Design + Retainer.
* Design branded assets:
1-pager, pitch deck, case study templates focused on engagement and turnover improvements.
* Set up bios:
Highlight organizational design, DEI, and leadership development.
* Relationship-building calls:
Engage with founders, DEI pros, coaches, and consultants.
* Publish people philosophy:
Share beliefs on culture and leadership.
* Gather testimonials:
Use past wins in culture shifts and talent systems.
* Set outcome-based pricing:
Reinforce your strategic role.

PHASE 2 (Days 31–60): Traction + Targeting

**Goal**: *Validate offers and gain early client wins.*

* Launch beta offers:
“30-Day Culture Reset,” “Equity & Belonging Sprint.”
* Develop onboarding and delivery processes:
Use Notion, Trello, Loom.
* Track lead sources:
Identify best channels.
* Build case studies:
Highlight engagement scores, time-to-hire reductions.
* Host workshops:
Founder-focused sessions on culture and scaling people systems.
* Create nurture sequences:
Follow up with warm leads consistently.
* Post weekly insights:
Share leadership and people strategy content.

PHASE 3 (Days 61–90): Growth + Authority

**Goal**: *Build authority and scalable delivery systems*.

* Create a signature people framework:
Example: “ALIGN: Assess, Lead, Integrate, Grow, Normalize.”
* Standardize client delivery:
Document workflows and coaching structures.
* Package testimonials and case studies:
Build polished marketing assets.
* Guest podcast and media contributions:
Raise profile in HR and startup communities.
* Build referral partnerships:
Connect with fractional CFOs, CMOs, DEI consultants.
* Reassess pricing and client fit:
Optimize for long-term growth.
* Document for scalability:
Prepare assets and systems for future growth.

**Fractional Sales Strategist: Revenue & Sales Enablement**

**The Revenue Enabler**

The Fractional Sales Strategist crafts and executes sales systems that generate predictable revenue and accelerate business growth. From pipeline optimization to team alignment, you bring strategic clarity to revenue generation efforts. This guide outlines how to launch your fractional sales practice with a focus on delivering measurable sales outcomes and lasting client partnerships.

PHASE 1 (Days 1–30): Foundation + Credibility

**Goal**: *Establish as a strategic revenue partner who builds scalable sales systems*.

* Define your niche:
Example: “Fractional Sales Strategist for B2B SaaS companies $1M–$10M ARR.”
* Build offer suite:
Sales Audit + Playbook, Revenue Sprint, Advisory Retainer.
* Design branded assets:
One-pager, pitch deck, case study template focused on sales growth.
* Optimize LinkedIn and website messaging:
Address pipeline, close rates, and team alignment challenges.
* Conduct relationship-building calls:
Engage with CROs, VCs, startup advisors.
* Share origin story and insights:
Publish wins and lessons on LinkedIn.
* Collect testimonials or borrowed proof:
Highlight measurable sales improvements.
* Set revenue outcome-based pricing:
Reflect strategic value.

PHASE 2 (Days 31–60): Traction + Targeting

**Goal**: *Validate offers and build credibility through client wins.*

* Launch beta offers:
“30-Day Pipeline Reset,” “Fast Close Sprint.”
* Develop onboarding and delivery systems:
Use Notion, Trello, Google Sheets.
* Track lead sources:
Refine outreach efforts.
* Build impactful case studies:
Highlight improvements in close rates, sales cycles.
* Host micro-workshops or strategy sessions:
Showcase your expertise.
* Create nurture sequences:
Keep warm leads engaged.
* Post sales insights regularly:
Demonstrate deep sales understanding.

PHASE 3 (Days 61–90): Growth + Authority

**Goal**: *Scale client acquisition and brand authority.*

* Create a named sales framework:
Example: “The C.L.O.S.E. Method.”
* Standardize delivery:
Develop SOPs and coaching cadences.
* Package testimonials and case studies:
Build polished sales assets.
* Guest podcast and content appearances:
Expand reach and credibility.
* Build referral partnerships:
Collaborate with fractional CFOs, CMOs, and accelerators.
* Reassess pricing and client alignment:
Focus on best-fit clients.
* Document for scale:
Prepare to delegate or expand.

**Core Tools Across All Roles**

* Sales & Discovery: Calendly, Dubsado, Zoom, Google Meet
* Marketing & Thought Leadership: LinkedIn, Notion, ConvertKit or Flodesk
* Client Delivery & Project Management: Airtable, Trello, ClickUp, Loom, Slack, Google Drive
* Finance & Contracts: Stripe, QuickBooks, Wave, Bonsai, HelloSign, DocuSign
* Role-Specific Tools:
	+ CFO: LivePlan, Fathom, Spotlight Reporting
	+ CPO: CultureAmp, 15Five, Lattice, SurveyMonkey
	+ Sales Strategist: HubSpot, Pipedrive, Close CRM

**Final Thoughts**

Launching as a fractional executive in operations, marketing, finance, people, or sales is about building clarity, proving your value, and systematizing your delivery to set a foundation for long-term growth.

Your first 90 days set the tone for your brand and client experience. Focus on outcome-driven offers, authentic relationship-building, and scalable systems. Prioritize partners whose impact aligns with business health and growth.

Want this packaged as a downloadable guide, Notion dashboard, or slide deck? I’m happy to help create those tools next.

***Ready to build a profitable, positioned, and powerful fractional business?***

You’ve stepped into fractional leadership because you know your expertise creates real impact. But building a business around that expertise will require strategy, systems, and positioning that work.

[scrappy girl project](http://www.scrappygirlproject.com/)helps fractional executives build sustainable, high-impact businesses that attract and retain their ideal clients. We partner with you to design a business that reflects your expertise, delivers results, and supports the life you desire.

**We Can Help You:**

* Package and price your services with clarity and confidence
* Position your brand as a trusted authority in your niche
* Build scalable systems that reduce overwhelm
* Develop thought leadership that attracts aligned clients
* Grow a business that’s both profitable and purpose-driven

**Ways to Work With Us:**

**The Power Hour:** *a focused 60-minute strategy session to clarify your offers, messaging, or systems—and give you a clear, personalized action plan.*

**JUMPSTART30:** *a 30-day guided launch sprint to refine your positioning, set up your authority platform, and begin landing aligned clients.*

**EVOLVE90:** *our signature 13-week business leadership development experience for clients who are ready to build with intention. You’ll get expert strategy, tailored support, and proven systems to help you launch, lead, and grow with clarity and confidence.*

**Messaging & Brand Support:** we help you tell your story, craft compelling positioning, and build the assets that make clients say, “We need you.”

**You Don’t Have to Build Alone.**

*You have the expertise. We’ll help you turn it into a business that works—for you and for the clients who need your leadership.*

*Ready to start building?*

**Book a Session Now:** <https://scrappygirlproject.com/contact-us>