

THE

FRACTIONAL LIFE

A Balanced Life Of A BadA\$\$ Boss Babe

TRAINING COURSE FOR FRACTIONAL C.M.O.

MSJ

MARKETING



ABANDON THE ORDINARY

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Hey **bada\$\$ boss babe!** I am Julia, founder of MSJ Marketing and fractional CMO for some of the most amazing start-up's and companies in growth phase around the globe. These clients are looking for help, guidance and mentorship to get things rolling. They have sales down and they are hitting the ground running but they aren't at a sustainable point to have a full-time C.M.O. This is where our role becomes a viable and affordable option. I will teach you how to write your contract and negotiate your retainer.

This fractional role is ideal for some of us who have years in the business and want to lend a hand to newer companies without the 9-5 grind. You have flex and freedom and the best part, these are remote contracts. You meet people worldwide, expand your network and share your knowledge with people eager to learn from you. Most of these businesses have no idea where to start. They have a passion, a dream and a tenacious attitude and a hunger to succeed they just need the blueprints to make it happen. This is where you come in!

You set it all up, teach them how to use marketing to achieve TOTAL MARKET DOMINATION. How to hire marketing roles, you put operations, systems and procedures. Teach them how to budget, plan and what they should expect from a marketing team.

This course is one-on-one and it is fast-paced and geared to get you jump started in 6 weeks. We're not here to hold your hand; we're here to kick your career into high gear as a powerhouse fractional CMO so you can start booking your own clients. I am going to equip you with the tools, tactics, and mindset to kick down doors, break through barriers, and take your career where it deserves to be – at the top.

🎯 Attract high-paying prospects who have big problems you can solve, so that you can make a big impact and have the freedom and flexibility you are looking for.

🎯 Effortlessly convert those prospects into Fractional CMO clients without resorting to high-pressure sales techniques (they'll actually want to work with you! Just by building your network.

🎯 Keep your stress low and serve those clients where you're providing leadership and strategy (no more late nights of writing copy, building funnels or being the "everything person")

🎯 Start-ups and companies in the growth phase are in desperate need of help in the marketing department but they are not at a point where they can pay a full salary for in-house. This is where you provide your years of marketing and business acumen at a fractional cost and a fractional capacity.

Let me tell you what I love about the fractional life:

- The Freedom To Work From Anywhere In The World
- The Ability To Help Various Companies
- Watching A Company Grow As Part Of My Leadership

My Role- To Show You How To Execute And Maximize Your Gifts

How to Scale a Highly Profitable Fractional CMO Practice with a Proven System!

This training offers a deep dive into tactics, systems, and financial metrics that can elevate your practice's profitability and scalability.

What you'll learn:

- Creating systems and processes to scale your agency or practice
- Automating essential business operations for efficiency
- Strategies to double your fees immediately
- How to establish a model for monthly recurring revenue

By the end of this training, you'll walk away with actionable insights that could reshape your outlook on the Fractional CMO model.

Course Highlights:

Strategic Marketing Expertise: I will teach you how to think strategically, analyze markets, and develop impactful marketing plans.

Hands-On Learning: Immerse yourself in real-world scenarios and practical exercises. Develop the skills to navigate the dynamic landscape of marketing, from crafting compelling campaigns to optimizing digital channels.

Digital Domination: OMNI CHANNEL- Marketing is NOT a one size fits all plan! I'll teach you how to master the digital landscape from on-page SEO, CRO, MPO to social media, search engines and leads services. We will tackle them all and how to choose which channels to use for your industry.

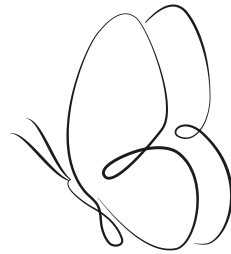
Team Leadership and Collaboration: Acquire leadership skills to inspire and guide your marketing team. Learn how to foster collaboration, delegate effectively, and create a high-performance marketing culture.

Measurable Results: Understand how to set and measure key performance indicators (KPIs). Drive marketing campaigns that yield tangible and quantifiable results, ensuring a positive impact for your client.

Setting up systems & Operations- Working with start-ups and companies in growth phase requires a lot of building. Building systems and operations, recruitment, programs and more. I will show you how to do it and how to manage it all.

Course Package:

- **Course Outline**
- **Samples and Templates**
 - performance tracking
 - Paid ads for Meta
 - YTD performance tracker
 - Media plan
 - SOP template
 - Operations
 - Budgeting + more!
- **All downloadable and multi functional**
- **How to Network Like A Boss**
- **How to manage a multi-faceted remote team**
- **Best practices**
- **More templates and examples to use in your everyday leadership role**



Don't miss this opportunity to become a
BadA\$\$ Boss Babe-Fractional C.M.O.

BOOK BEFORE **12/31/2023** and lock in this years' pricing.

Next Cohort:

Week of **January 8**

Price: \$1,499 (Limited Time Offer)

Pay half down now

half due 1/15 (payment plan available)

More information at msjmarketinginc.com or text 253-329-4032

About Julia Jordan

Personally-

I have been in marketing for 16 years and have owned my own agency since 2016. Personally, I am the mom to two extraordinary adults, married to my sweet heart.

I enjoy hiking, designing, ghost writing for business publications and creating content for general consumption for people to DIY. I love empowering people to find their calling and purpose. I look for ways to help people elevate. I am a life-long learner, a feedback fiend and a performance driven/competitive person.

I strive to be better than my yesterday version of me. I am confident in my skills and humble enough to know when to ask for more clarity or help.

Professionally- *I am a results-driven marketing leader with a proven track record in developing and executing innovative marketing campaigns and leading global cross-functional teams. Expertise in strategy and lead generation I have also developed and executed recruiting, affiliate relations, and investor acquisitions programs Adept at driving brand initiatives, conducting market research, and tracking/analyzing ROI. I have personally managed marketing budgets in excess of \$50M for some of the top corporations spanning the globe.*

"If your actions inspire others to dream more, learn more, do more, and become more, you are a leader"

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