BreakThru GROWTH

FREE GUIDE

How to Grow Your Business with a Fractional CMO

Your 6-month plan, month by month.

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START HERE

You started a business, not a marketing department.

You're good at what you do. Your customers know it. But marketing keeps sliding to the bottom of the list.

Posts go out when business is slow. Ads run with no plan. Money goes out, and you're not sure what comes back. It's frustrating to work this hard and still be guessing.

You shouldn't have to become a marketing expert to grow your business.

You don't have to do it alone. I've started 12 businesses, so I know what it's like when marketing is one more job on your plate. As your Fractional CMO, I lead your marketing for 10 hours a month. You stay in charge of the business.

Here's the plan

1. **Get clear (months 1 and 2).** Know what to say and fix what's broken.
2. **Bring in leads (months 3 and 4).** Catch more leads and turn them into customers.
3. **Make it run (months 5 and 6).** Keep what works and build a system that lasts.

Picture six months from now. You know what to say. Leads come in on their own. You know which dollars are working. Or you can keep guessing, and keep paying for marketing that doesn't pay you back.

This guide shows what happens each month, and the few things I'll need from you along the way.

Ready to start? Book a free strategy call at **BreakThruGrowth.com/start**.

YOUR PART

Your part, in one page.

Most of the work is mine. These six things are yours.

1. **Show up for our monthly meeting.**
   One hour, same time each month. We review results and set the next steps.

2. **Answer within two business days.**
   Fast answers keep the work moving. Slow answers burn your hours.

3. **Pick one decision maker.**
   One person says yes or no. Too many voices stall everything.

4. **Share the numbers.**
   Sales, leads, and what you spend. I can't fix what I can't see.

5. **Give me access.**
   Website, Google profile, social accounts, email list, and ad accounts.

6. **Tell me what customers say.**
   Their questions and complaints are the best marketing ideas you have.

BEFORE WE START

A quick scorecard.

Check the ones that are true today.

- [ ] I can say what my business does in one sentence.
- [ ] I know where my best leads come from.
- [ ] My website tells visitors what to do next.
- [ ] I ask every happy customer for a review.
- [ ] I follow up with leads who don't buy right away.
- [ ] I know what I spend on marketing each month.
- [ ] I know what that spending brings back.

Fewer than four checks? You're in the right place.

YOUR 6-MONTH PLAN

MONTH 1

STEP 1 · GET CLEAR

Get clear

GOAL

Know where you stand and what to say.

WHAT I DO

Review your marketing, sales numbers, and competitors. Write a clear message about who you help and why they should pick you.

WHAT YOU GET

A one-page plan for the next five months, and a one-sentence message for your business.

YOUR PART

A 90-minute kickoff meeting. Access to your accounts. Your sales numbers.

MONTH 2

STEP 1 · GET CLEAR

Fix the foundation

GOAL

Make sure people who find you can say yes.

WHAT I DO

Fix the words on your website. Clean up your Google profile. Set up review requests. Set up tracking so we can see what works.

WHAT YOU GET

A website that tells people what to do. A steady flow of new reviews.

YOUR PART

Approve changes fast. Send a list of happy customers.

MONTH 3

STEP 2 · BRING IN LEADS

Capture more leads

GOAL

Stop losing the people who aren't ready to buy yet.

WHAT I DO

Create a free offer people want, like a checklist or guide. Set up emails that follow up for you.

WHAT YOU GET

A way to collect leads every day, and follow-up that runs on its own.

YOUR PART

Answer the questions your customers ask most. Approve the emails.

MONTH 4

STEP 2 · BRING IN LEADS

Turn up the volume

GOAL

Bring in more customers.

WHAT I DO

Run one campaign. It might be ads, or a campaign that wins back past customers.

WHAT YOU GET

A campaign that brings in calls and sales.

YOUR PART

Approve the budget. Make sure your team is ready to answer calls fast.

MONTH 5

STEP 3 · MAKE IT RUN

Measure and adjust

GOAL

Do more of what works and stop what doesn't.

WHAT I DO

Review every number. Cut what's wasting money. Grow what's working.

WHAT YOU GET

A clear report showing what your money brought in.

YOUR PART

Share your sales results, and tell me which customers came in and how.

MONTH 6

STEP 3 · MAKE IT RUN

Make it run

GOAL

Build a system that keeps working.

WHAT I DO

Set up a simple monthly routine for your marketing. Train your team on what they need to know.

WHAT YOU GET

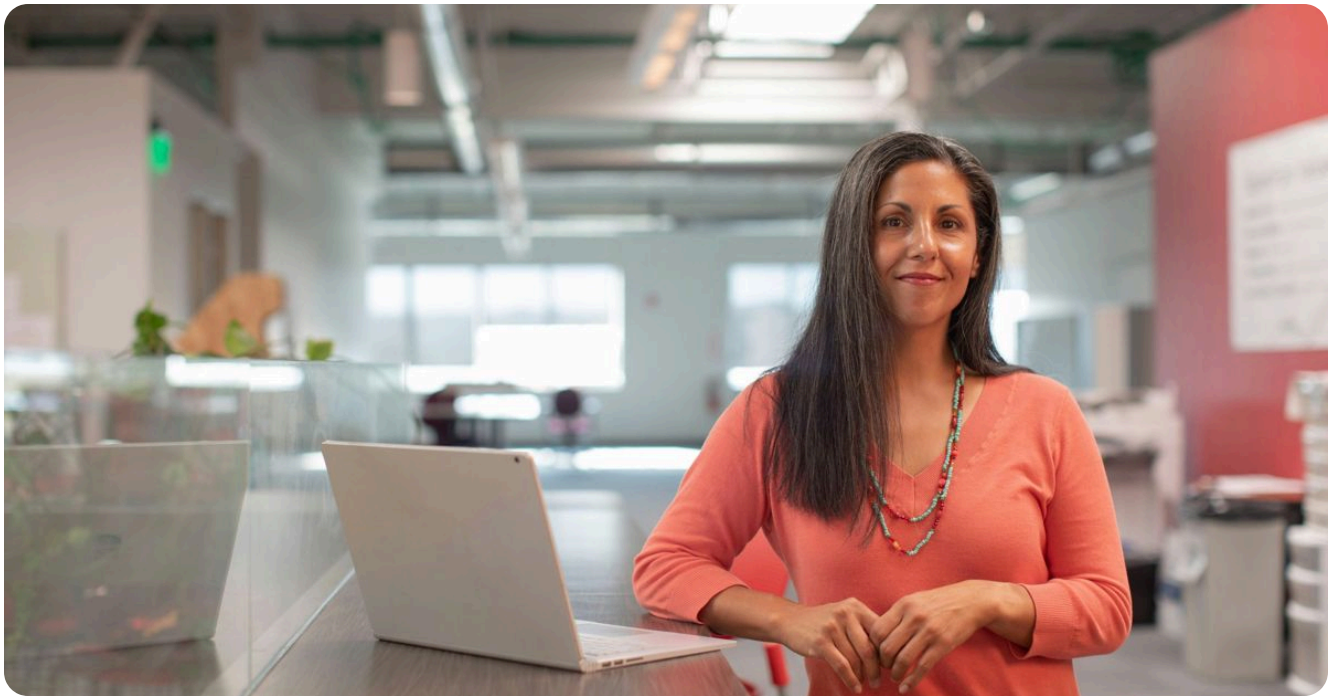
A marketing system you understand, and a plan for the next six months.

YOUR PART

Decide what's next. Keep going, change the focus, or have us help you transition to running it on your own.

WHAT SUCCESS LOOKS LIKE

No more guessing.



After six months, you know what to say. Leads come in on their own. You know which dollars work. You're not guessing anymore.

Next step: book a free strategy call.

We'll see if this is a fit for your business.

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