

When we look for “fit” we look at 2 primary things.

Are you a cultural fit, and will you be successful as a fractional CMO in our system. The cultural fit is the first and most important. To answer this question we simply need to know if you share our core values.

Our 6 Core Values

- Show Up and Own It
- Your Success is Our Success
- Score Keeping Matters
- Trust the Process - Value Expertise
- Elevate Your Peers
- Marketing Drives Sales

These core values guide us when hiring full-time team members, partnering with fractional CMOs, building strategic vendor relationships, and choosing clients. Yes, even clients.

In our experience when clients don't share these same core values, it's always a source of trouble. We've set the baseline for core value fit to be 3 plus and 0 minus. That means as a fractional CMO, you're a good “fit” if you strongly showcase at least 3 of the 5 values the majority of the time, and don't demonstrate any counter beliefs. Of course, this is slightly subjective, but it's generally pretty clear when someone is or isn't a fit.

So are you a core value fit? Simply put a + next to the list of core values above that you strongly agree with, a +/- on the ones you kind of agree with, and a - next to any you disagree with. If you have at least 3+ and no -s then you're a culture fit! If not, that doesn't mean you aren't a good fractional CMO, it just means we may not be a mutual fit.

Now, will you be successful as a fractional CMO?

To answer this question, we focus on 3 things: get it, want it, and capacity to do it (GWC).

What is a fractional CMO in our system? Do you “get it”?

A fractional CMO is a marketing leader that shares their expertise with multiple clients, not just 1 full-time employer. There are fractional CMOs that work completely independently, finding their own opportunities for part-time work as a consultant or freelancer. There are also fractional CMO firms (different than yorCMO) that will place CMOs with client work, sometimes for finite project work and sometimes for longer ongoing engagements (e.g. Chief Outsiders). Our system is different. Both of these opportunities typically rely on the individual CMO and his/her experience to get the work done, and determine how best to manage the client engagement.

Our fractional CMO system is different.

We have a complete and proven system for CMOs to follow to deliver the service and best practices for managing the client engagement. We still rely on the CMOs experience to do the strategic work, but we also provide full-time marketing coordinators to support the workload. In addition, we have peer to peer learning opportunities and interaction to support CMO development and client outcomes - remember your success is our success

During our Perfect Practice Presentation we will go into greater detail on our system and support, but in general a successful CMO in our system has to be good at these 3 things:

- 1 Positioning yourself as *THE* marketing thought leader in your market.
- 2 Focusing on C-level strategic work, and delegating the more tactical coordinator level work.
- 3 Leading the client through our process as a fiduciary team member, not an outsider.

There's more to share and learn, but for now, do you get it?

To be fractional or to be full-time, that is the next question. Do you “want it”?

Being a fractional CMO has its advantages and disadvantages.



One advantage is flexibility. You set your own schedule. You choose your own clients. You work where you want to work. You are essentially building your own practice, virtually, working only with the clients you want when you want.



Another advantage is income - recurring income. You determine your annual income. In our system we charge flat fees, not hourly rates, but you get to decide what those fees are and how much you earn per client. We provide practice support tools and marketing coordinators that optimize your dollar per hour, and allow you to easily manage multiple clients to meet your income goals.



One of the biggest advantages of being a fractional CMO with yorCMO is our proven system. You bring the marketing expertise, and we bring the proven system to leverage your expertise. We provide you all the training, resources, support, and best practices. You don't have to reinvent the wheel. Our system is proven to work with B2B, B2C, Retail, Government, Nonprofits, Startups and Multi-million dollar organizations. We have the success stories, we have pre-built campaigns that can be easily customized for your clients, and we have marketing and lead generation to assist you in building your perfect practice.

But, there are disadvantages too.

One obvious downside is you are not a full-time employee. You don't get a salary. You don't get benefits. You don't get paid time off (however our 2nd CMO program gives you a peer to lean on when in need). You need to plan at least 6 months to build your practice, but because our engagements are heavily front loaded in fees it doesn't take long to catch up.

Another disadvantage is you are not in an office. You miss out on some of the comradery that comes from working in an office environment. You don't get the structure that comes from being at the same place from 9-5 (or equivalent). You're on your own, but with yorCMO you're not alone. We have daily peer to peer huddles, weekly team check-ins and regular interaction with clients and colleagues, but it isn't the same as being in a physical office environment.

The biggest disadvantage is the uncertainty. You're building your own practice, and in full control, but there's no way to know how well you'll do or how long it will take. You're entering the world of the entrepreneur, with hopes of reaping the vast rewards; but the reality is it's up to you to make it happen. We're certain our model works, and the right clients embrace it wholeheartedly. But there's no guarantee you'll find the right clients, or that you're ready for the uncertainty. Thus, the question - do you want it?

Do you have the “capacity to do it”?

Capacity comes down to competency and resources.

Do you have the financial resources to go out on your own and build your practice? Do you have the time it takes to invest and build your practice? Do you have the relationships and networks to leverage to build your practice? We can't answer these questions, only you can. But we can give you some details to help you make that decision. **Let's start with the most important one: money.**

We've spent hundreds of thousands of dollars developing, documenting and perfecting our system. So what's your investment?

How Much To Run Your Practice?

Your startup costs consists of a franchise fee, training and launch, and your ongoing monthly investment includes content marketing, lead generation campaign, and the technology you need to run your practice.

Startup Details

Initial Franchise Fee

\$15,000 for a solo practice or \$30,000 for a Firm

The Solo Model

Support your own clients with the support of our Marketing Coordinators and Practice Development Support team. On your own but not alone!

The Firm Model

Support your own clients and lead your Associate CMO's work with additional clients. Our Marketing Coordinators and Practice Development Support team help you and all of your CMO's.

Training and Launch

\$15,000

Your Initial Franchise Fee includes the yourCMO streamlined three-day pre-opening training program. This program is conducted in person in Omaha, with sessions available virtually. We train you, on the day to day of operating, developing and leading your practice.

We co-CMO your first client to help make sure you are off a great start.

In addition to training, our Practice Development Support team helps with client development using our 120 day quick start program. We work with you to reach out to prospective clients to grow your network and get in front of prospective clients.

Ongoing Investments

Marketing and Practice Tools

\$750 per Month Marketing and lead gen support
\$75 per month practice tools and technology

We provide custom marketing materials to position you as a thought leader in your market. We produce weekly blogs that are ghost written for you with your choice of topics and final edits. We give you all the tools necessary to run your practice including:

- Ongoing lead generation and marketing from our Practice Development Support team
- CRM/Marketing Automation
- Client facing project management software
- Audio and visual conferencing software
- Google Suite
- Business building tools covered: business cards, note cards, placemats, and napkins
- Ghost writing articles for CMOs (promoting thought leadership)
- Presentation packages CMO's deliver in their markets for lead generation (DLR, quarterly planning, etc.)
- Targeted lead generation and awareness campaign

* See our Franchise disclosure document for complete investment details.

Client Work

We have 3 major steps in our client engagement that we support: **Audit, Foundation and Quarterly Sprints.**

We provide all the best practices for facilitating these major steps, coordinator support for completing each step, and all the back office admin for contracting, billing and payments.

AUDIT

We complete an assessment and audit of all marketing efforts to date including an in depth interview of key stakeholders. We review the information provided, and integrate our external findings to provide a detailed analysis and list of recommendations.

FOUNDATION SESSIONS

Strategy Session: Establish WIG, identify the target audiences and understand how to position the offering in the mind of the customer.

Action Session and Evergreen Campaign: Establish top priorities for the next 90 days, develop a scorecard, and the Evergreen Campaign.

Deliver Foundation Strategy and Quarterly Sprint Agreement: We will deliver a full foundational report and strategy document.

QUARTERLY SPRINTS

Each week we check-in for about 30 minutes to review the scorecard, action items, and uncover any “stucks”. Each quarter we facilitate an action session to review the previous quarter performance. Then we set new 90 days rocks, establish next quarter’s budget, and develop a new marketing campaign to launch. Weekly check-ins continue throughout the sprint.

*Some CMOs elect to pay referral fees for lead generation. These fees are typically 10% of Audit and Foundation work, and are negotiated between the CMO and the lead source. yorCMO collects and pays these fees to the referral source on behalf of the CMO. THIS IS AN OPTIONAL FEE, NOT REQUIRED.

Now that we have the money details out of the way, let’s talk about competency. Normally, when potential CMOs reach out to us, we expect they have the marketing leadership experience to be successful. However, we ask that you complete 2 assessments and answer a few simple leadership questions before scheduling your Perfect Practice Presentation. We’ve use the Kolbe and DISC assessments to get a better understanding of who you are, and we share the composite results of successful CMOs with you during our Perfect Practice Presentation. THIS IS NOT A LITMUS TEST. Rather we feel it helps you and us both understand where your strengths are a “fit” and where there may be some challenges as a fractional CMO.

Here are the 2 assessments we’d like you to complete and send to us if you’re interested in scheduling a Perfect Practice Presentation. Ultimately, the assessments are yours to keep and learn from whether you take the next step with us or not.

FREE - <https://www.tonyrobbins.com/disc/> (you might get solicitation from Tony Robbins, but the test is free)

Kolbe - secure.kolbe.com/k2/show_takeIndex/indexType_A (there is a \$49 fee for this - please share results with us when you’re complete)

*All client pricing is set between client and CMO and is represented here for informational purposes only. Fees are set by yorCMO for client coordinator work and back office support.

Here are the 3 questions we'd like you to answer and send to us with the results of the 2 assessments above if you're interested in scheduling a Perfect Practice Presentation with us.

Leadership Questions:

- 1 *How have you successfully lead marketing change in an organization?*
- 2 *What is your single greatest leadership attribute?*
- 3 *What is your why or passion that motivates you to be a fractional CMO?*

If you think you are a fit, we want to share the Perfect Practice Presentation with you. Send us an email with your assessment results, the answer to the 3 questions, and a few good times that work for you for a 90 minute conversation about building the Perfect Practice with yorCMO.

Email joseph@yorcmo.com

Sometimes we're not a fit, and that's OK too. Feel free to just reach out and learn more about what we're doing. The timing might not be right, the budget might not be available, or you're looking for a more permanent marketing gig. That's OK if you just want to learn more.

Your Success is Our Success whether with it's with us or not.