



# Website Copy Template

These templates were built for Fractionals who need a clean, confident website that communicates value, builds trust, and turns interest into conversations. Use this example copy to jumpstart your site and customize it to match your voice.

Think of it as your digital front door... simple, strategic, and client-ready.





# Homepage Copy

Your homepage is the first impression potential clients will have of your Fractional services. It needs to clearly communicate your value proposition while building immediate trust.

## First Impression

Your homepage should immediately communicate who you are, what you do, and who you serve.

## Value Proposition

Clearly articulate the unique benefits you offer as a Fractional.

## Call to Action

Guide visitors toward the next step in engaging with your services.

# Creating Your Homepage Hook

Your headline should immediately communicate your core value proposition – providing Fractional-level expertise without requiring a full-time hire. The subheadline expands on this by highlighting the specific benefits clients receive.

**Headline (Hook) Example:**

**Marketing leadership without the full-time overhead.**

**Subheadline:**

Hire a seasoned Fractional to guide your strategy, build your growth engine, and lead execution fractionally.



# Driving Action on Your Homepage

## Call to Action (CTA):

[Book a Free Consultation]

[Let's Talk Strategy]

## Brief Intro:

You're growing fast, but marketing feels reactive, scattered, or inconsistent. I drive clarity, momentum, and measurable growth for businesses like yours through strategic marketing leadership, without the cost or commitment of a full-time hire.



## CTA Best Practices

- Use action-oriented language
- Create a sense of value
- Reduce friction to conversion
- Make buttons visually distinct

# About Page Copy

## Where marketing strategy meets hands-on execution

I'm a Fractional who partners with founders and executive teams to drive measurable, sustainable growth. With over [X] years of experience across [industries], I bring the clarity, structure, and leadership your business needs – from strategy to execution.

This isn't theory. It's hands-on marketing, led by someone who's built teams, scaled campaigns, and delivered results.

Whether you're launching a product, building a growth engine, or aligning your go-to-market, I help you stay focused while I lead the marketing.

[\[ See Case Studies \]](#)

[\[ Why Clients Choose Me \]](#)

# Services Page Copy

## What You Get with a Fractional

Whether you need strategic clarity, marketing leadership, or hands-on support, I tailor my work to match your stage of growth. Every engagement is built around outcomes and not busywork.

### Strategic Planning

Go-to-market roadmaps and comprehensive marketing strategy development

### Channel Strategy

Email, paid media, SEO, content marketing optimization and integration

### Team Leadership

Team oversight & freelancer management to ensure aligned execution

### Performance Optimization

Analytics, reporting & continuous performance improvement

Every partnership starts with a conversation, so we can define what success looks like for your business and build a plan to get there.

[\[Explore My Services\]](#)

[\[Let's Build Your Plan\]](#)



# Contact Page Copy

## Let's Talk About Growing Your Business

The first step is a short call to align on your goals and see if there's a fit. I'll share how I work, what to expect from a Fractional engagement, and where we could start.

[\[Book a Call\]](#)

[\[Send a Message\]](#)



# BONUS: Slogan/Tagline Worksheet

Create a tagline that instantly communicates what you do, who you help, and the value you bring. This builds directly on the UVP and elevator pitch exercises you did in the Define Your Niche & Position Your Brand exercise.

1

## Step 1: Clarify the Before & After

Identify the problem your clients face and the transformation you provide

2

## Step 2: Use Tagline Templates

Apply proven formulas to create compelling taglines

3

## Step 3: Review Real-World Examples

Draw inspiration from successful Fractional taglines



# Step 1: Clarify the Before & After

Before crafting your tagline, you must deeply understand the transformation you offer clients. This involves pinpointing their current pain points and visualizing the desired outcomes they'll achieve by partnering with you.

This clarity will enable you to create a tagline that powerfully resonates with your ideal clients, speaking directly to their needs and aspirations.

"What problem do your clients face before hiring you?"

Focus on the core pain point or critical gap in their business.

For example: "They're executing random marketing activities without a clear strategy or measurable results."

## Common Client Challenges

- Inconsistent marketing efforts
- Lack of strategic direction
- Poor ROI on marketing spend
- Inability to measure results

## Business Implications

- Wasted resources
- Missed growth opportunities
- Competitive disadvantage
- Founder/CEO overwhelm

"What transformation do you help them achieve?"

Describe the specific outcome or significant benefit of working with you.

For example: "They'll gain a clear, data-backed strategy that drives consistent, sustainable growth."



### Disorientation

Random marketing without clear direction



### Strategic Focus

Cohesive plan aligned with business goals



### Accelerated Growth

Measurable results and sustained success

"Who do you serve best?"

Be specific about your niche or ideal client profile.

For example: "VC-backed SaaS startups in need of senior marketing leadership."

## Company Stage

Early-growth, scaling, or established businesses with specific marketing challenges

## Industry Focus

SaaS, e-commerce, professional services, or your specific vertical expertise

## Leadership Needs

Companies needing strategic direction without a full-time Fractional commitment

## Step 2: Use These Tagline Templates

Choose one that fits your style, or mix and match to create your own.

These templates provide a structured approach to creating a tagline that clearly communicates your value proposition while being memorable and impactful.

1

**[Role] for [Audience] who need [Key Result]**

Example: "CMO support for SaaS teams who need traction fast."

This formula clearly identifies who you are, who you serve, and what outcome you deliver.

2

**Strategic marketing leadership without [Typical Pain Point]**

Example: "Strategic marketing leadership without the full-time hire."

This approach highlights your value while addressing a common objection or concern.

3

**[Your specialty], reimaged for [Niche or Industry]**

Example: "Growth strategy, reimaged for direct-to-consumer brands."

This template positions you as an innovative specialist in your particular niche.

# Step 3: Review Real-World Examples

## Inspiration for your tagline

- "Senior marketing leadership for scaling SaaS teams."
- "Your Fractional partner. Part-time, with full impact."
- "Go-to-market clarity. Growth-ready execution."

These examples demonstrate how successful Fractionals position their services with clear, compelling taglines that communicate value.

## Ask yourself, "Who do you serve best?"

**Be specific about your niche or ideal client profile.**

For example: "VC-backed SaaS startups in need of senior marketing leadership."

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# Want More Tools Like This?

Level up your marketing practice with playbooks, templates, and strategic resources built for Fractionals. Explore more at [Hey CMO](#).



## Playbooks

Step-by-step guides for marketing success



## Templates

Ready-to-use marketing frameworks



## Strategy Tools

Resources to elevate your marketing approach

Visit Hey CMO

# Your Partner in Fractional Success

At *Hey CMO*, we're dedicated to empowering fractional entrepreneurs like you with the knowledge and tools needed to build, scale, and protect your business. From expert guides on business structures to practical advice on growth, we're here to help you thrive.

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