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## Pricing & Packaging Like a Pro

Craft scalable offers, price with confidence, and position yourself as a must-have strategic partner.

# Why This Guide Exists

Most full-time Fractionals turned Fractionals undercharge, not because they lack value, but because they've never been shown how to translate executive-level expertise into a scalable offer.

## **This guide will help you:**

- 1** Set income-aligned pricing.
- 2** Package your services with clarity.
- 3** Position your value like a true executive.
- 4** Pitch your rates with confidence.
- 5** Build a business that scales with intention.

# Full-Time vs. Fractional A Straightforward Comparison

Fractionals offer executive-level impact with greater flexibility and often higher earning potential. For clients, it's a cost-effective way to access senior marketing leadership without the full-time commitment. It's a win-win for both sides.

Here's how it breaks down:

FULL-TIME		FRACTIONAL
\$300 - \$400K/YEAR	SALARY	\$8K - \$15K/MONTH PER CLIENT
ABOUT \$115 - \$150/HR (BASED ON 50 - 60 HRS/WEEK)	HOURLY EQUIVALENT	\$200 - \$300/HR
FIXED SCHEDULE	FLEXIBILITY	TOTAL CONTROL
1 COMPANY	CLIENT LOAD	2 - 4 CLIENTS
CAPPED	INCOME POTENTIAL	\$250K - \$500K +
		HEYCMO

# Value Stack: What Clients Are Really Paying For

You're not just selling time. You're selling momentum, clarity, and strategic acceleration. Here's what your clients are truly investing in:

## Executive-Level Strategy

Caliber thinking that drives decisions, not just deliverables.

## Cross-Industry Expertise

Insights drawn from working with diverse teams, models, and market dynamics.

## Vetted Network Access

Instant access to a trusted bench of freelancers, platforms, and partners with no sourcing required.

## Proven Frameworks & Systems

Accelerated execution through playbooks, templates, and repeatable systems.

## Leadership & Influence

Ability to rally internal teams, influence stakeholders, and drive alignment across functions.

## Low Commitment, High Impact

No overhead, no internal politics... just focus, clarity, and results.

**Prompt: List 3 intangible assets that justify your rate:**

1.

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2.

---

3.

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# Avoiding the Hourly Mindset Trap



You're not a timekeeper... you're a growth partner. You're delivering clarity, growth, and confidence, and that value doesn't fit neatly into an hourly rate.

## *Common pitfalls that undercut your value:*



### **Using hourly pricing in your service offerings**

Shifts focus to time spent instead of business impact.



### **Allowing clients to scope-creep**

Leads to burnout, blurred boundaries, and frustration.



### **Using a one-size-fits-all generic services**

Makes you replaceable, not indispensable.

*A smarter and more strategic approach:*

**Flat-rate retainers**

Anchor your pricing to outcomes and not the number of hours you work with each client.

**Scope-based proposals**

Clearly define deliverables, milestones, and expected impact.

**Quarterly reviews and adjustments**

Create space to revisit pricing as the business grows.

**Remember: You're not a freelancer. You're a growth partner.**

## Why This Matters

Clients aren't just hiring you to execute. They're hiring you to think critically, lead strategically, and help them make better decisions. Your frameworks, leadership, and experience compress time and eliminate costly mistakes. That's priceless.



# Set Your Pricing Like a Pro

## Step 1: Understand Your Hourly Value

Even though you shouldn't charge by the hour, you still need to understand your hourly value. This helps you anchor your monthly pricing in the strategic worth you bring.

**Client Engagement:** 10–12 hours/week

**Estimated Monthly Hours per Client:** ~40–50 hours/month

**Hourly rate × Estimated hours = Monthly rate per client**


### *Examples:*

\$200/hour = \$8,000–\$10,000/month

\$250/hour = \$10,000–12,500/month

\$300/hour = \$12,000–15,000/month

## Pro Tip

 Clients don't need to know your hourly math. Use it internally to ensure your pricing aligns with your time, effort, and value, and then package it as a flat monthly rate.



## Step 2: Service Package Template for Fractionals

When building your service packages, avoid anchoring them to company size or budget. That approach often leads to unclear scope, inconsistent value, and pricing that's difficult to defend. Instead, structure your offers around the level of strategic support, integration, and ownership you provide.

This positions you as a high-leverage growth partner and not a vendor-for-hire. It makes it easier for clients to choose the right level of support based on outcomes, not hours.

Use the framework below to define clear, scalable packages that grow with your clients and protect your time.

Package	Description	What's Included	Monthly Price
Fractional Services	Companies needing hands-on leadership and full integration	Strategic ownership of marketing, team leadership, roadmap development, reporting, weekly calls	\$8,000–\$15,000
Strategic Advisor	Companies with in-house teams needing high-level guidance	3–5 hours/week, asynchronous support, monthly strategy sessions, campaign and reporting review	\$3,000–\$6,000

## Pro Tip

Keep your offer names clear and aligned to outcomes. Your goal isn't to sound fancy. It's to make it easy for clients to know what they're buying, why it matters, and how it helps them grow.



# Build Your Package

**Package Name:**

**Scope of Work:**

**Number of strategy calls per month:**

**Type and frequency of reporting:**

**How will you measure success / define your goals:**

**Set your boundaries and what you'd like to focus your efforts on:**

## Step 3: Build a Sales-Ready Deck or Pricing Sheet

Before you walk into a sales call, walk in with a story.

If you want to confidently charge premium rates, you need more than a list of services. You need a clear, client-facing asset that tells the story of your value.

### This could be a slide deck, PDF, or Notion page that includes:



The specific problems you solve



Real outcomes you've driven (e.g., revenue growth, funnel efficiency, team alignment)



A snapshot of how you work (engagement model, rhythm, tools)



Two clearly defined service tiers (e.g., Fractional vs. Strategic Advisor)







A section that aligns their business goals with your superpowers

## Why This Matters

It positions you as a strategic leader and not just a hired resource. You're not selling time or deliverables; you're selling clarity, confidence, and results. When you show up with a defined offer and a proven approach, you shift the conversation from cost to impact.

## Avoid These Common Mistakes

-  Leading with a resume instead of results
-  Listing services without context or outcomes
-  Offering "custom packages" with no structure
-  Letting the client define the scope before you define the value

## Prompts to Guide Your Messaging

“

What story do you want your proposal to tell?

”

“

How does your offer map to the outcomes your ideal client wants?

”

## Next Steps

Choose your format: Google Slides, Canva, Notion, or a simple PDF. Your goal isn't to impress with design; it's to communicate your value clearly. Create something you can confidently share on your next call that you can use as a tool that positions you as the solution, not just a service provider. When you lead with outcomes and impact, not just tasks, pricing becomes a natural next step, not a point of negotiation.

## How to Pitch Your Pricing with Confidence

### Say this:

*"My packages are designed to give you Fractional-level marketing leadership without the cost or overhead of a full-time Fractional."*

*"Most of my clients see momentum in 90 days because we focus on the highest-leverage opportunities."*

*"I charge a flat monthly retainer, not hourly, because you're hiring me for outcomes, not hours."*

*"What you're getting is a strategic partner, not a contractor. I lead, drive, and deliver results."*

*"This structure allows me to focus on impact, not clocking hours, which is how real growth happens."*

## Avoid phrases like:

*"I know this may sound like a lot..."*

*"I'm still figuring out my rate..."*

*"It depends..."*

*"I'm flexible... Just let me know what works for you."*

*"This is just a ballpark..."*

*"I can discount it if that helps."*

*"You're my first client at this rate."*

*"Let me know what your budget is, and I'll try to make it fit."*

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