



Week #5: Building Your Fractional Practice

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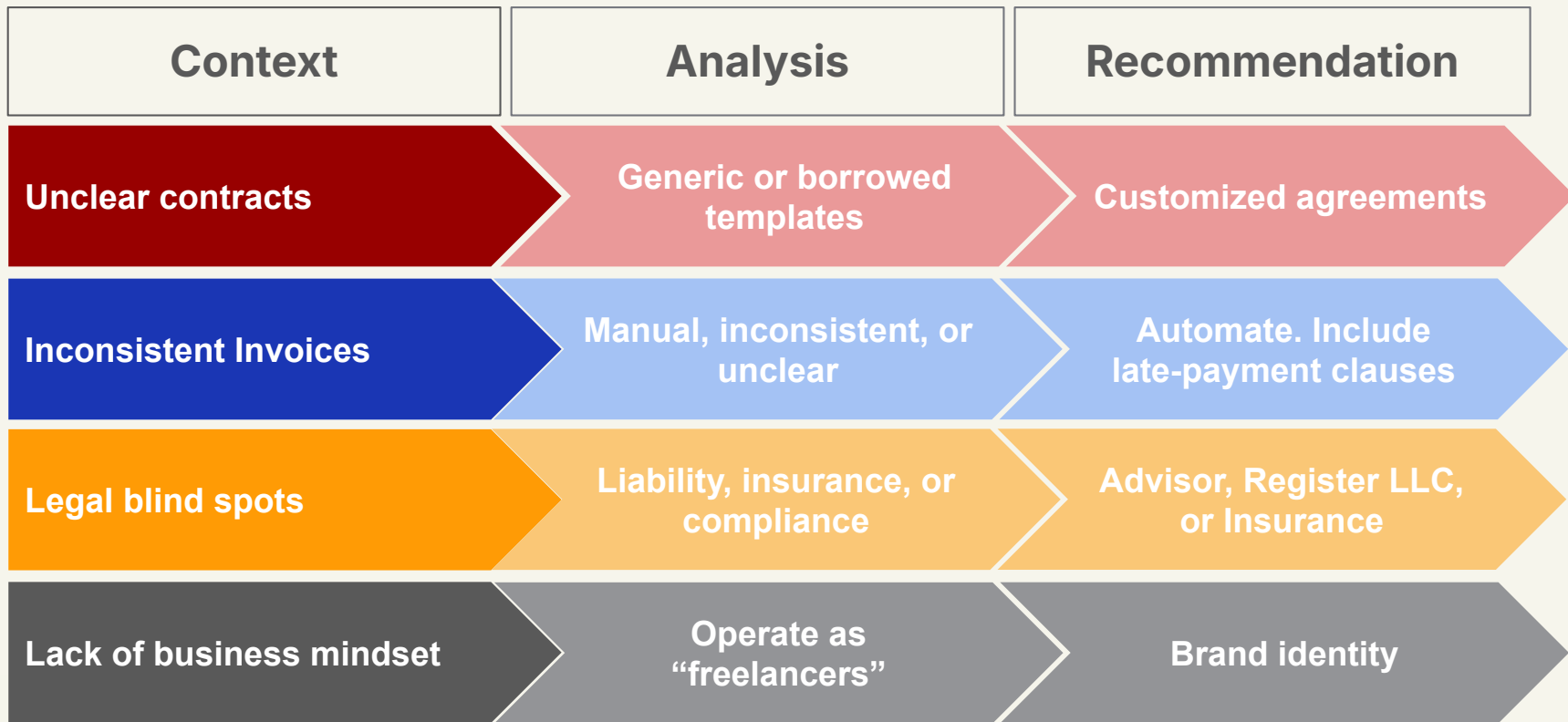
Feb 5th, 2026

9:00AM EST

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2 Fractional Practice as a Business



Cases:



Finance Professional



Problem: Delayed payments, scope creep, and disputes.

Data Professional



Problem: Undervalued work, “task-doer,” and inconsistent payments.

Action:

- Created tiered service packages (dashboard setup, monthly reporting, strategic insights).
- Formalized contracts with scope and deliverables.
- Showcased expertise on LinkedIn and portfolio sites.
- Clarified payment terms (retainers for ongoing work, upfront for projects).

Result: Shifted perception from “freelancer” to “fractional analytics partner. Leading to revenue stabilized, client retention improved, and referrals increased.

A structured business increases credibility, reduces risk, and improves client trust.



Do you have any questions?

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Thank You!

