



Week #2: Defining Your High-Ticket Fractional Identity

Maria Mejia - Medellin, Colombia



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The Fractional Mindset Shift

Start pitching your High-Value Asset: what is an specific result you can deliver?

Fractional Leader

You own a specific outcome, and the result depends on you.

The Audit Goal

Find the one needle-moving skill that commands premium rates on a part-time basis.



Auditing Your Superpowers

To command high-ticket rates, your skill must sit at the intersection of three critical pillars:

Solve a High Pain Point

Does a business see a clear financial return (Saves/makes money)?

High Scarcity

Is this expertise rare or difficult to hire for on a full-time basis?

High Impact

Drastically increases revenue or decreases costs

Example: "Generic Marketing" is a low-ticket commodity. "Fractional CMO for Series A SaaS Startups" is a high-ticket service.



Your "One Skill" Selection

Defining Your Minimum Viable Offer (MVO)

01 Inventory

Audit your past 5 years. Identify the top 20% of your work that produced 80% of your results.

02 Market Validation

Search for companies currently hiring for this role full-time. That is your proof of demand.

03 Next Move

Identify opportunities



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Prepare your pitch

Avoid: "I help with operations."

Good: "I build the internal systems that allow agencies to scale without the founder burning out."



Translating: Common Roles → Fractional



Do you have any questions?

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Thank You!

