



**FRACTION**

# **OPERATIONALIZING GROWTH FOR THE FOUNDER-OPERATOR.**

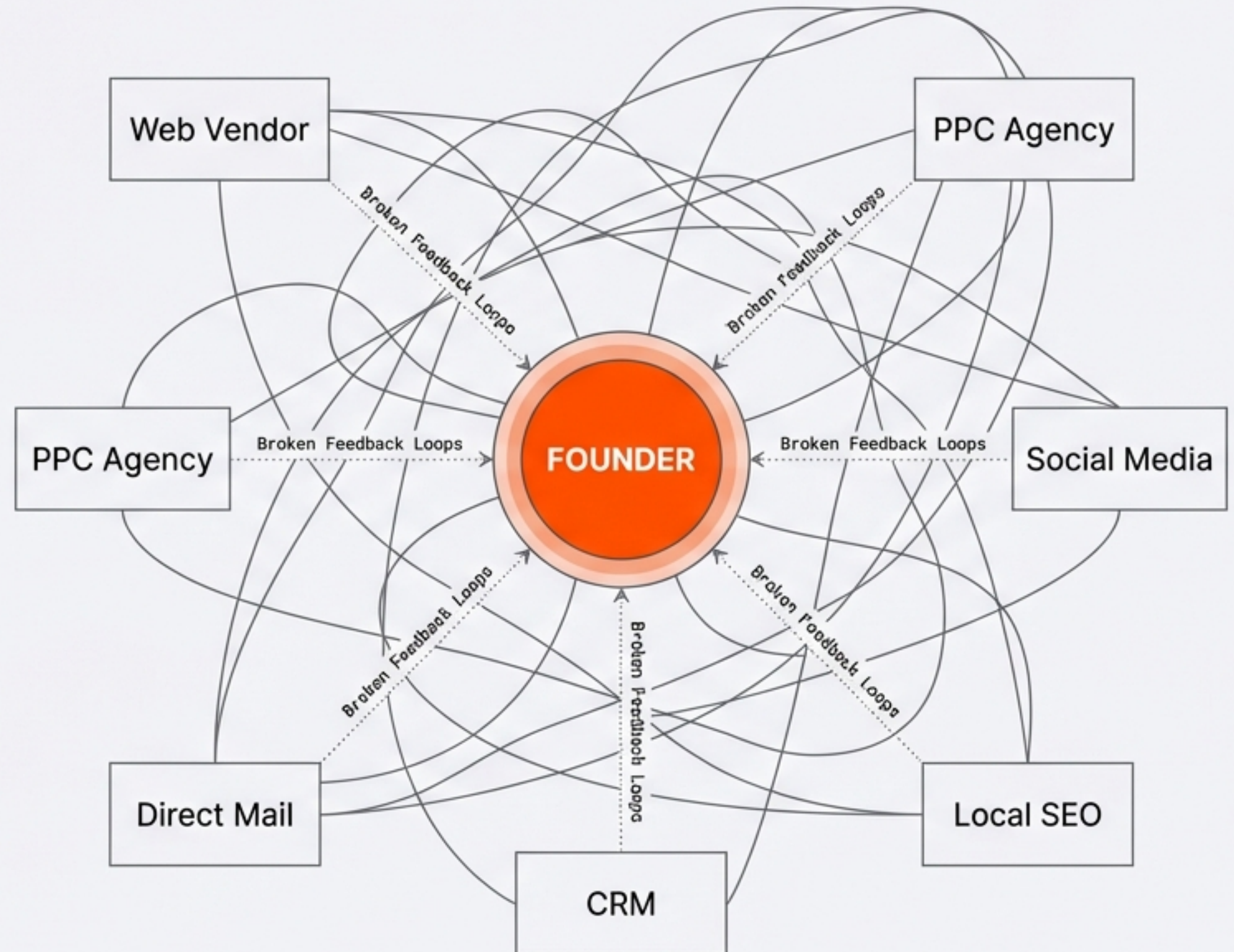
A fractional leadership framework for  
scaling Trades & HVAC businesses.

# The Operator's Dilemma

Scaling a business requires a marketing engine, yet the current landscape creates friction at the Founder-Operator level. Without a centralized leader, marketing becomes a series of disconnected tasks rather than a strategy.

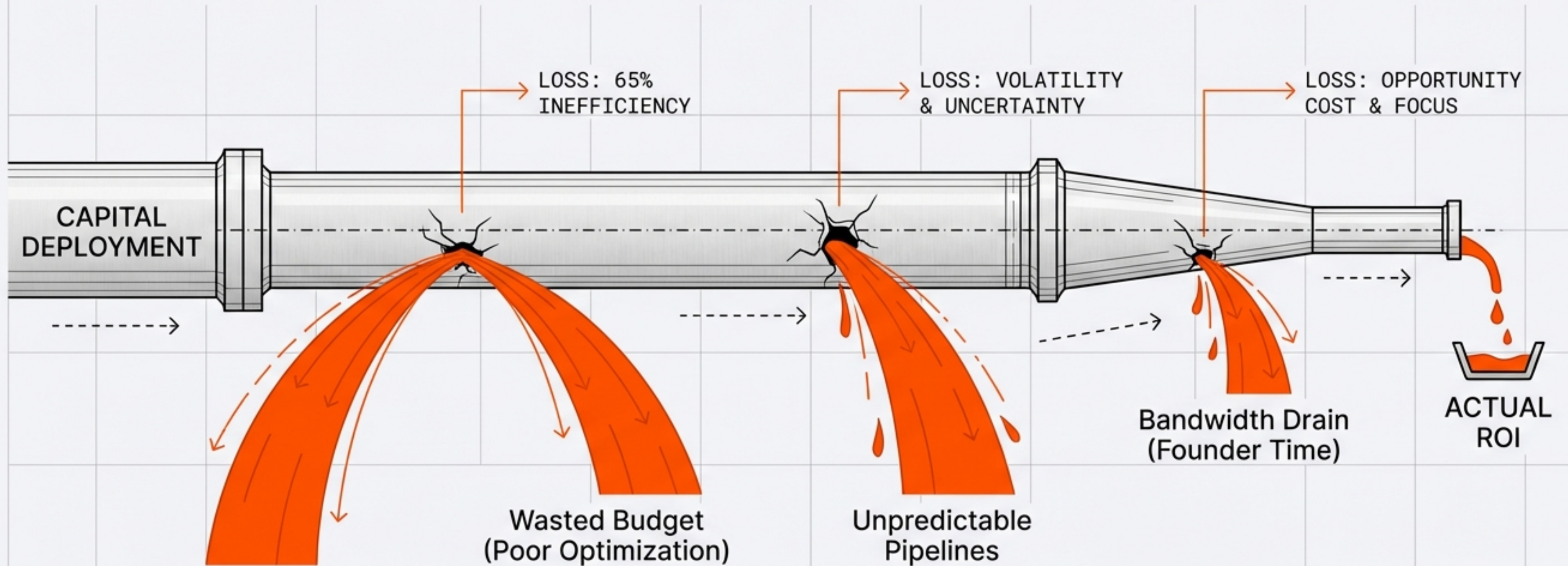
- Vendor Fragmentation: Managing complex execution across multiple disjointed providers.
- Inconsistent Messaging: Diverse channels and locations broadcasting unaligned brand narratives.
- The 'Black Box': Poor attribution leading to a lack of measurable impact.

## CURRENT STATE: ENTROPY



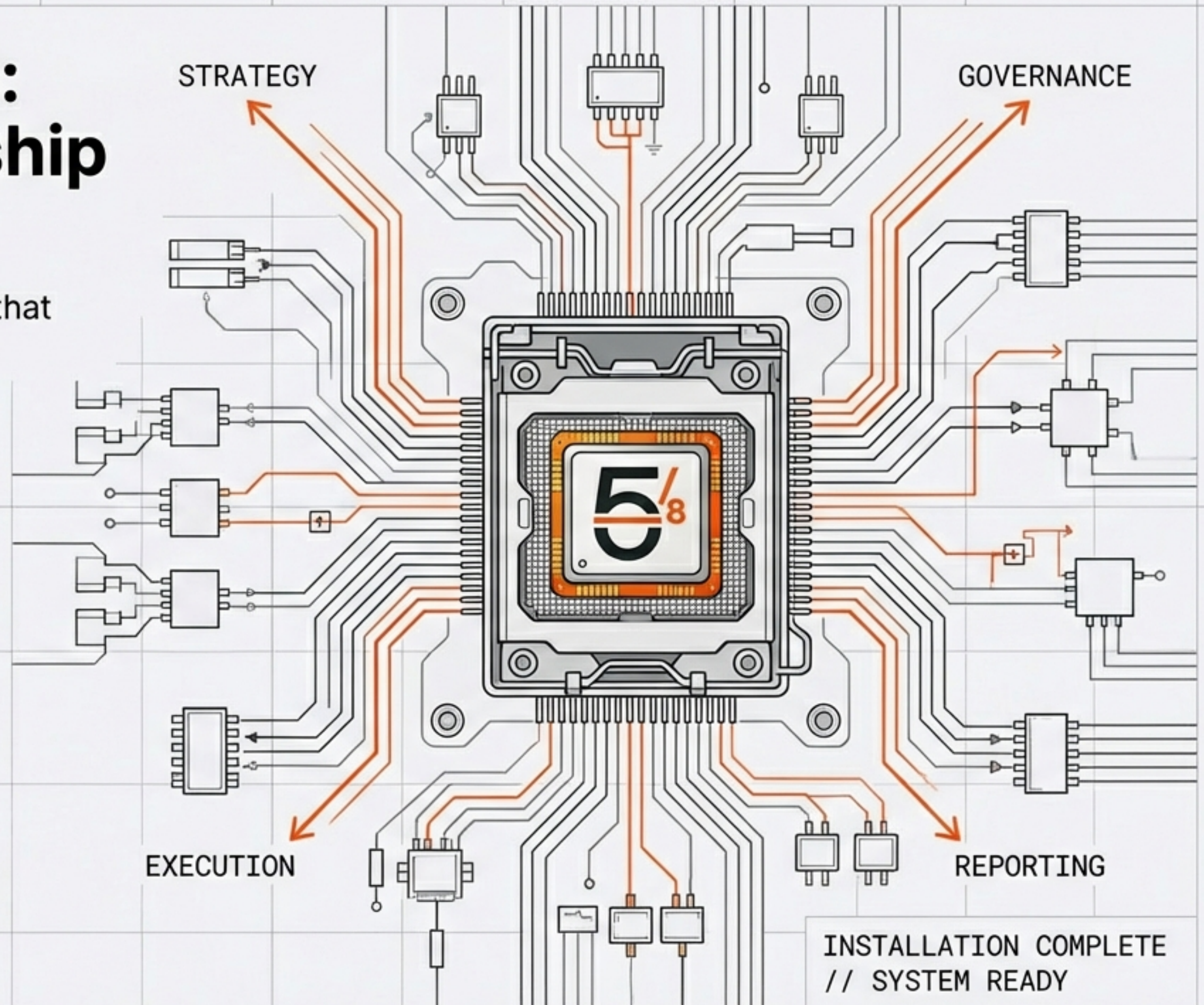
# The High Cost of Operational Inefficiency

When marketing lacks governance, resources are wasted on activity rather than outcome.

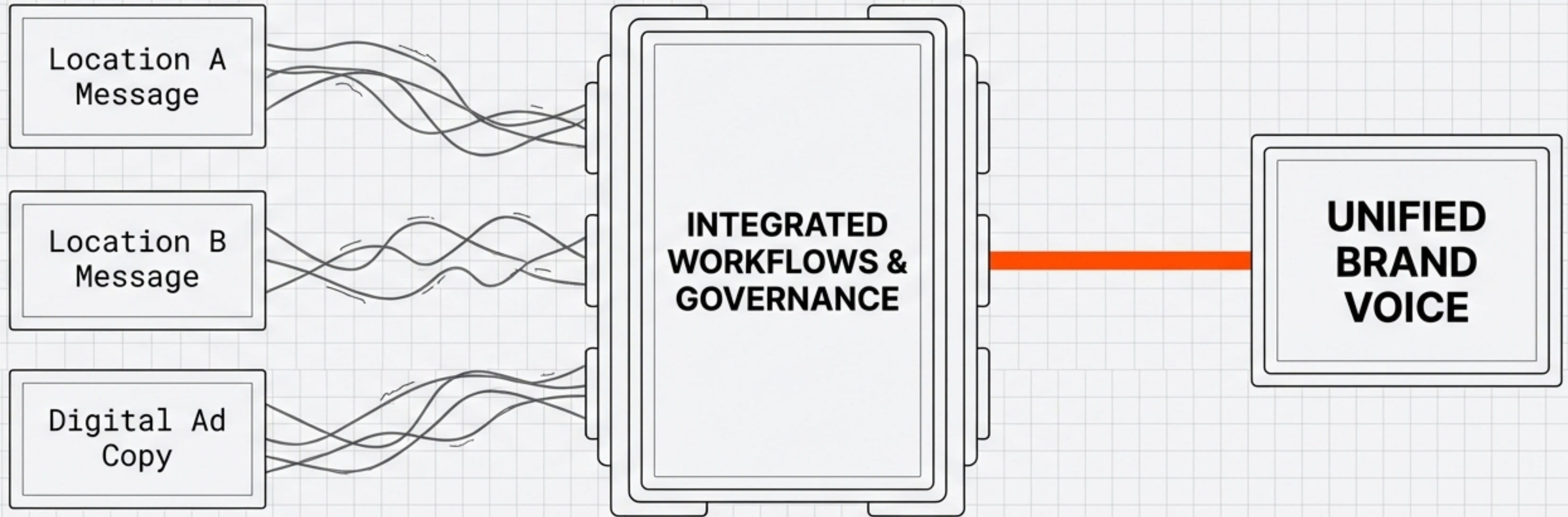


# The System Install: Fractional Leadership

You do not need a full-time executive to establish world-class governance. You need the specific fraction of leadership that completes the operational picture.



# Protocol 1: Unification & Governance

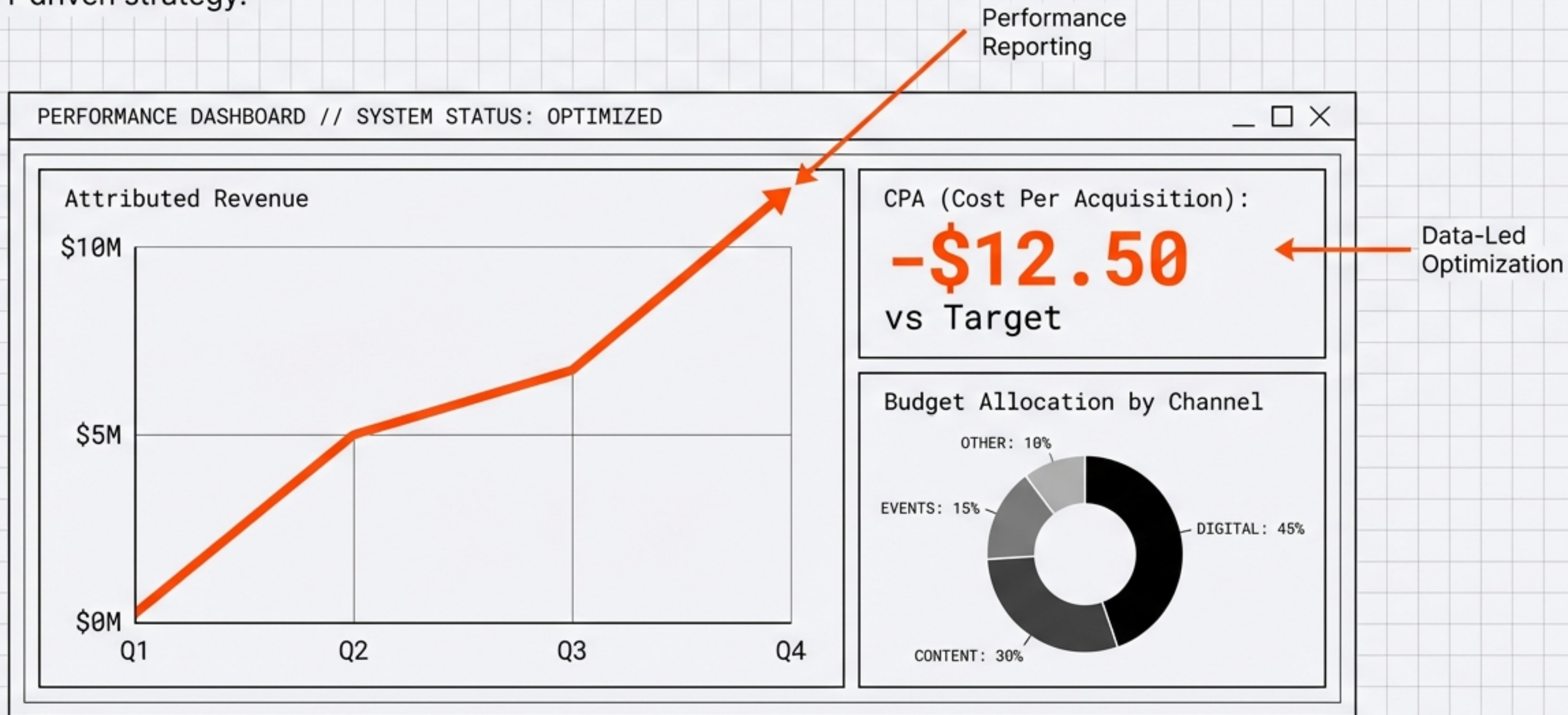


1. **Integrated Workflows:** Strict governance ensuring alignment.
2. **Brand Consistency:** A unified voice across all markets.
3. **Turnkey Engine:** Centralized oversight simplifying complexity.

# Protocol 2: Financial Accountability

**Problem:** Marketing as a 'black box' cost center.

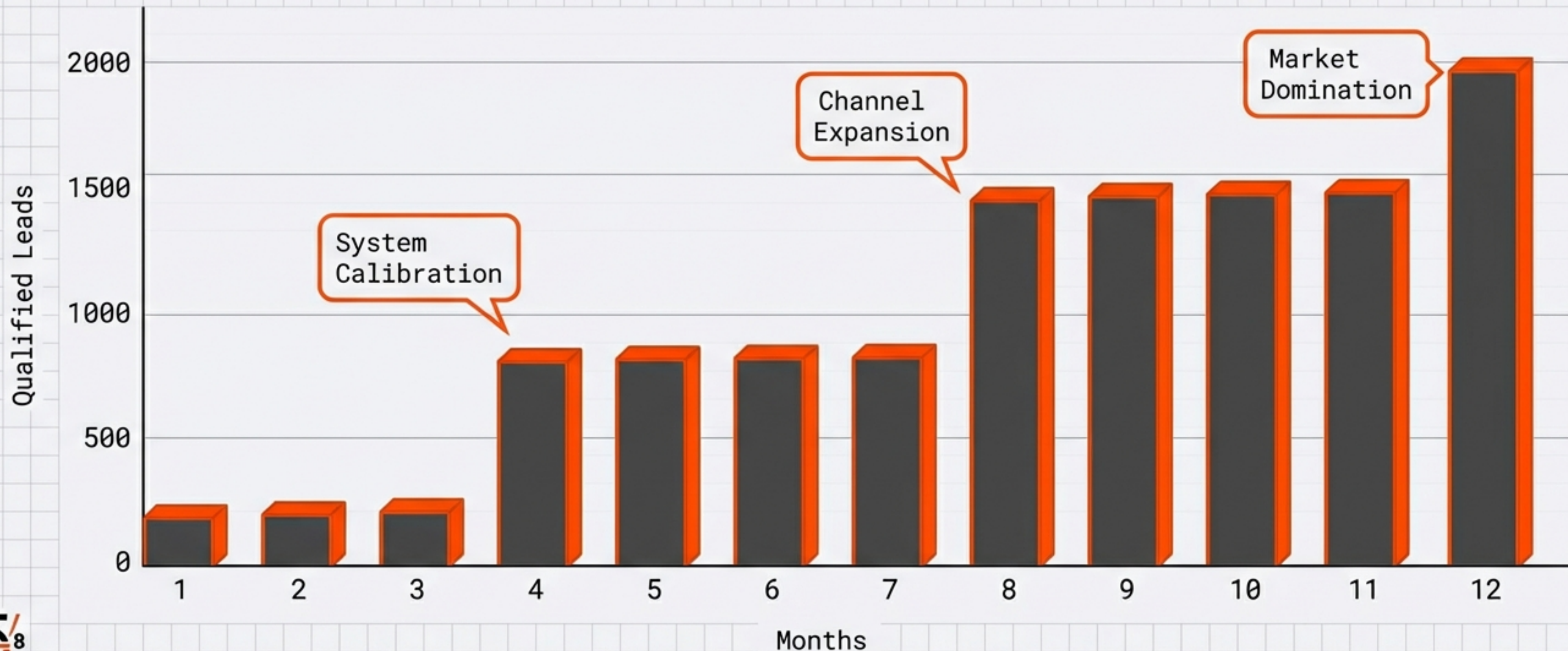
**Solution:** KPI-driven strategy.



# Protocol 3: The Growth Engine

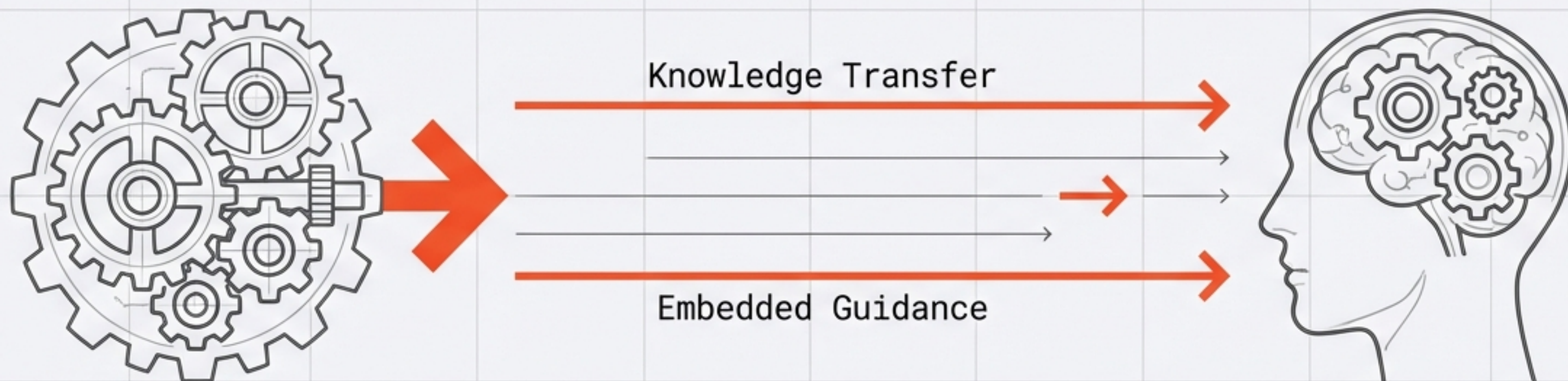
Sustainable demand generation specifically for Trades & HVAC.

- **Sector Expertise:** HVAC/Trades Focus
- **Outcome:** Predictable Pipeline



# Protocol 4: Capability Building

We don't just execute; we teach. Building your internal muscle to reduce reliance over time.



Roboto Mono  
→ **Embedded Guidance:**  
Teaching strategy  
alongside execution.

Roboto Mono  
→ **Bandwidth Release:**  
Freeing the Founder  
for operations.

Roboto Mono  
→ **Asset Creation:**  
Building a permanent  
internal playbook.

# Operational Impact Summary

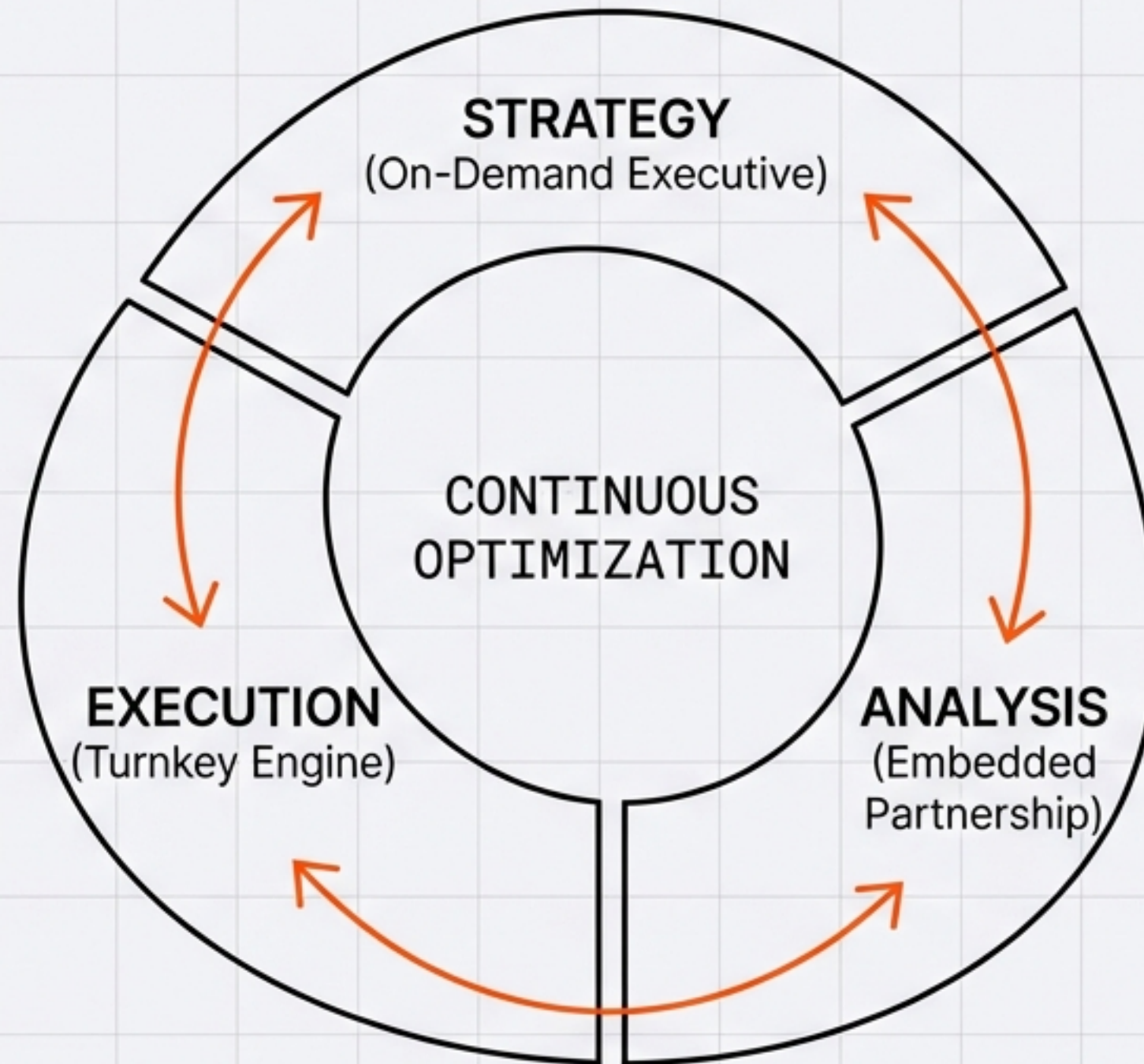
## VULNERABILITY (PAIN)

## CAPABILITY (GAIN)

Inconsistent Messaging	→	Integrated Workflows & Governance
Poor Attribution	→	KPI-Driven Strategy & Reporting
Founder Bandwidth Drain	→	On-Demand Fractional Leadership
Unpredictable Pipeline	→	Sustainable Demand Gen (Trades/HVAC)
Vendor Fragmentation	→	Turnkey Marketing Engine

# The Engagement Model

Flexibility meets precision.



- **On-Demand:** Executive level without full-time overhead.
- **Turnkey:** Plugs directly into existing ops.
- **Embedded:** We operate as your leadership team.

# COMPLETE THE FRACTION.



**Transform your marketing from a pain point  
into a predictable growth engine.**

CONTACT US TO BEGIN THE INSTALLATION. [[www.fiveeighths.com/contact](http://www.fiveeighths.com/contact)]

