

# ARE YOU READY TO BECOME A FRACTIONAL CMO?

A Self-Assessment for Forward-Thinking Marketing Leaders

## WHY FRACTIONAL?

Being a **Fractional CMO** isn't about "less" — it's about more:

- ✓ **More autonomy** — you choose who you work with, how, and when
- ✓ **More variety** — work across industries, brands, and geographies
- ✓ **More impact** — focus on strategy, not politics or process
- ✓ **More income** — build multiple revenue streams
- ✓ **More meaning** — align your work with your values and strengths

If you've ever  
thought:

“

**I'm great at what I do, but I  
want to work differently —  
and smarter**

”

then this checklist is  
for you.



Answer **YES** or **NO** to the following:

### **1.Strategic Confidence**

- ☐ I have led marketing strategy at a senior level (VP or CMO)
- ☐ I'm comfortable advising C-level executives and boards
- ☐ I can quickly audit and restructure go-to-market plans

### **2.Independent Mindset**

- ☐ I thrive when I own my time, focus, and outcomes
- ☐ I'm self-motivated and proactive without external pressure
- ☐ I prefer outcomes over office hours

### **3.Love for Variety**

- ☐ I'm excited by working with multiple companies
- ☐ I want to apply my experience across industries
- ☐ I enjoy learning new business models, markets, or cultures

### **4.Sales-Ready (or Open to Support)**

- ☐ I know how to pitch my value to CEOs and founders
- ☐ I'm open to support with client acquisition (e.g. via GEM)
- ☐ I'm ready to package my services and price accordingly

### **5.No More Corporate Drama**

- ☐ I'm done with internal politics, unclear roles, and endless meetings
- ☐ I want to focus on strategic work, not operations babysitting
- ☐ I'm ready to work with teams who actually implement

## RESULT

### 13-15 YES

**You're ready now. Let's take the leap.**

You possess the right mindset, experience, and drive to make the transition to a Fractional CMO. You're ready to step into a new era of marketing leadership, bringing strategic clarity, agility, and expertise to multiple organizations.

**Next Steps:** Schedule a call with Alex Romanovich, founder of GlobalEdgeMarkets, to discuss your path and opportunities. [Book Now](#)

### 9-12 YES

**You're close – with a little positioning and guidance, you'll be there.**

You have strong potential to become a Fractional CMO. You're on the right track, but you may need additional clarity or experience in specific areas, like client acquisition or structuring your services for multiple companies.

**Next Steps:** Focus on refining your client pitch and identifying how to scale your expertise across different businesses. Consider working with mentors or using GEM's resources to fine-tune your offering.

**Actionable Tip:** Reach out for a 20-minute consultation with Alex Romanovich to define your Fractional CMO strategy. [Book Now](#)

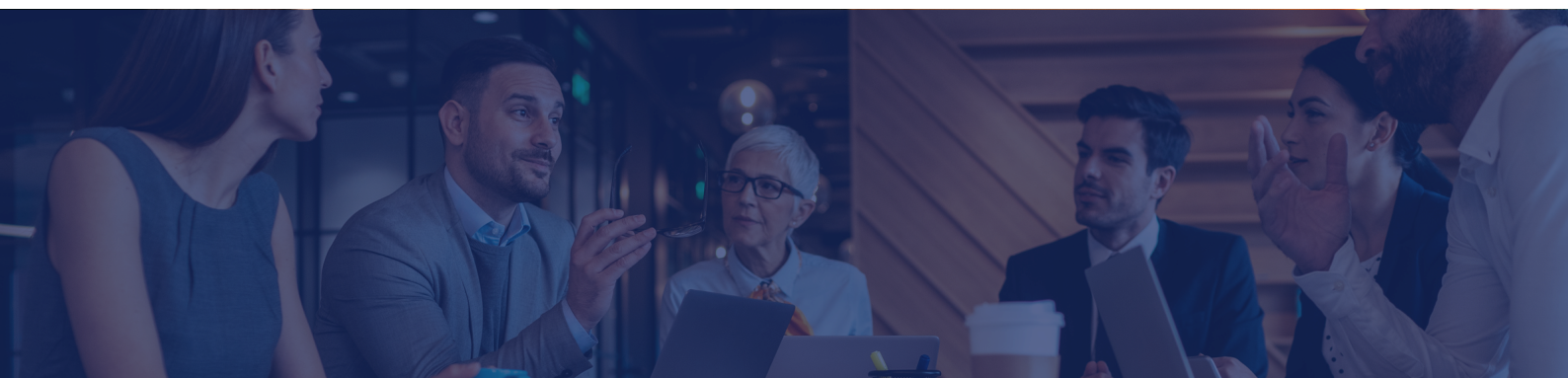
### Less than 9 YES

**You may need more clarity or experience – but we can help you get there.**

While you've gained valuable experience as a CMO, you might need additional preparation in certain areas, such as leadership independence or creating scalable processes for working with multiple companies.

**Next Steps:** Start by taking on smaller fractional projects to test the waters. Build your confidence in structuring work across multiple clients, and refine your unique value proposition.

**Actionable Tip:** Focus on specific skills that could help you transition – like refining your client acquisition strategy and adapting your mindset for more flexibility. We'd be happy to guide you through this process at GEM. [Get in touch](#)





**BONUS:****Top Signs It's Time to Go Fractional**

- ✓ You're great at strategy, but bored by repetition
- ✓ You're asked for advice constantly — but not paid for it
- ✓ You want freedom and influence
- ✓ You're done with working for someone else's KPIs

**Book a 20-min Discovery Call with Alex Romanovich,**  
Founder of GlobalEdgeMarkets.  
He's helped senior marketers like you go Fractional —  
and thrive.

 [Book a call](#)



**CONTACT US NOW. WE ARE  
READY WHEN YOU ARE.**

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