



# 7 REASONS YOUR BUSINESS DESERVES A SYSTEM THAT SELLS.

Turn marketing noise into a step-by-step plan based on your goals.

## 1. YOU'RE PAYING FOR MARKETING YOU CAN'T MEASURE.

If you can't trace a lead back to a campaign, you can't know what's working — or what to cut.

## 2. YOUR VENDORS NEED DIRECTION, NOT JUST A BUDGET.

An agency without oversight is just spend. An Advisor turns your vendors into an accountable team excited to hit your goals.

## 3. LEAD GENERATION AND LEAD CONVERSION ARE TWO DIFFERENT PROBLEMS.

Every business solves for the first problem, but the smart ones solve for both.

## 4. YOUR FRONT-LINE TEAM IS YOUR BEST ASSET. ARE THEY TRAINED TO CONVERT LEADS?

The best ad in the world can't close a lead your team isn't ready for.

## 5. YOUR SCORECARD AND YOUR TEAMS AREN'T SPEAKING THE SAME LANGUAGE.

If your marketing metrics don't connect to your business goals, they're just numbers on a report.

## 6. A FULL-TIME CMO COSTS \$120,000+ A YEAR. A FRACTIONAL ADVISOR DOESN'T.

Get senior-level marketing leadership without the salary, benefits, or long hiring process.

## 7. YOU'VE ALREADY DONE THE HARD PART — BUILDING A BUSINESS WORTH GROWING.

Now it's time to build the marketing + conversion system that matches it.

## SERVICES

### FOR SOLO OPERATORS

*For small solo operators ready to grow to their first \$1M.*

- Ad Setup: \$3000 - \$7500
- Support starts at \$750/mo
- 12-month minimum

*Ads Setup + Group Support*

### SMALL TEAMS W/ VENDORS

*For businesses under \$5M with a team and agency/vendors in place.*

- VIP Setup + Training: \$9000
- Support starts at \$1500/mo
- 12-month minimum

*In-person sales trainings, monthly meetings, vendor management, scorecard reporting, and a direct line of support.*

### LARGER TEAMS

*For businesses over \$5M+ with an existing full-time marketing department.*

- VIP Setup + Training: \$15,000
- Support starts at \$5000/mo
- 12-month minimum

*Full marketing leadership. Nicole at the table in person or on the call for the decisions that move the needle.*

# BECAUSE MORE MARKETING DOESN'T GROW A BUSINESS. BETTER DIRECTION DOES.

**Work with a sales and marketing educator, speaker, and Fractional Marketing Advisor who serves service-based, owner-operators.**

Two decades. Fortune 500 training rooms, nonprofit leadership teams, and hundreds of small businesses across three countries. My MBA taught me how big companies think. Working with small businesses taught me how real ones grow. The combination is what makes the difference.

Clients have doubled, tripled, and even 5x'd revenue. Opened new locations. Added six figures in a matter of months.

Fractional Advisor engagements are accepted on a selective basis. VIP Setup payment reserves your start date.

Let's build your system.

Nicole

## Trusted Across Industries

- Andean Endowment Board
- Angi Lewis Studios
- Ali Wolfe
- Chamber of Commerce, Crossroads
- Charter School of the Dunes
- CJ Warren Salon & Spa
- DonorPath (Network for Good)
- IFF, Chicago
- Indiana Ballet Theatre
- Illinois Department of Health
- Illinois Department of Revenue
- Junior Achievement, Chicago
- The Museum at Lassen's Resort
- Lexington Orthodontics
- Mrvan for Congress
- NurseErin.com
- Opportunity Enterprises
- Puerto Rican Cultural Center
- Recovery Matters
- Regional Health Systems
- Sara Miller Studio



**For FAQs, visit:** [nicoleschmied.com](https://nicoleschmied.com)