

A Fractional Future

Gabrielle Earnshaw

Making Mobile Simple

A Fractional Future

Gabrielle Earnshaw

Making Mobile Simple

What is 'fractional'?

What is fractional?

- Part time
- Multiple clients
- Embedded not employed
- Independent
- Focus on your speciality

What is fractional?

- Specific skill-set / problem
- Higher level of expertise / experience
- Only pay for what you need
- High leverage / high impact

My experience

Gabrielle Earnshaw

How I got started

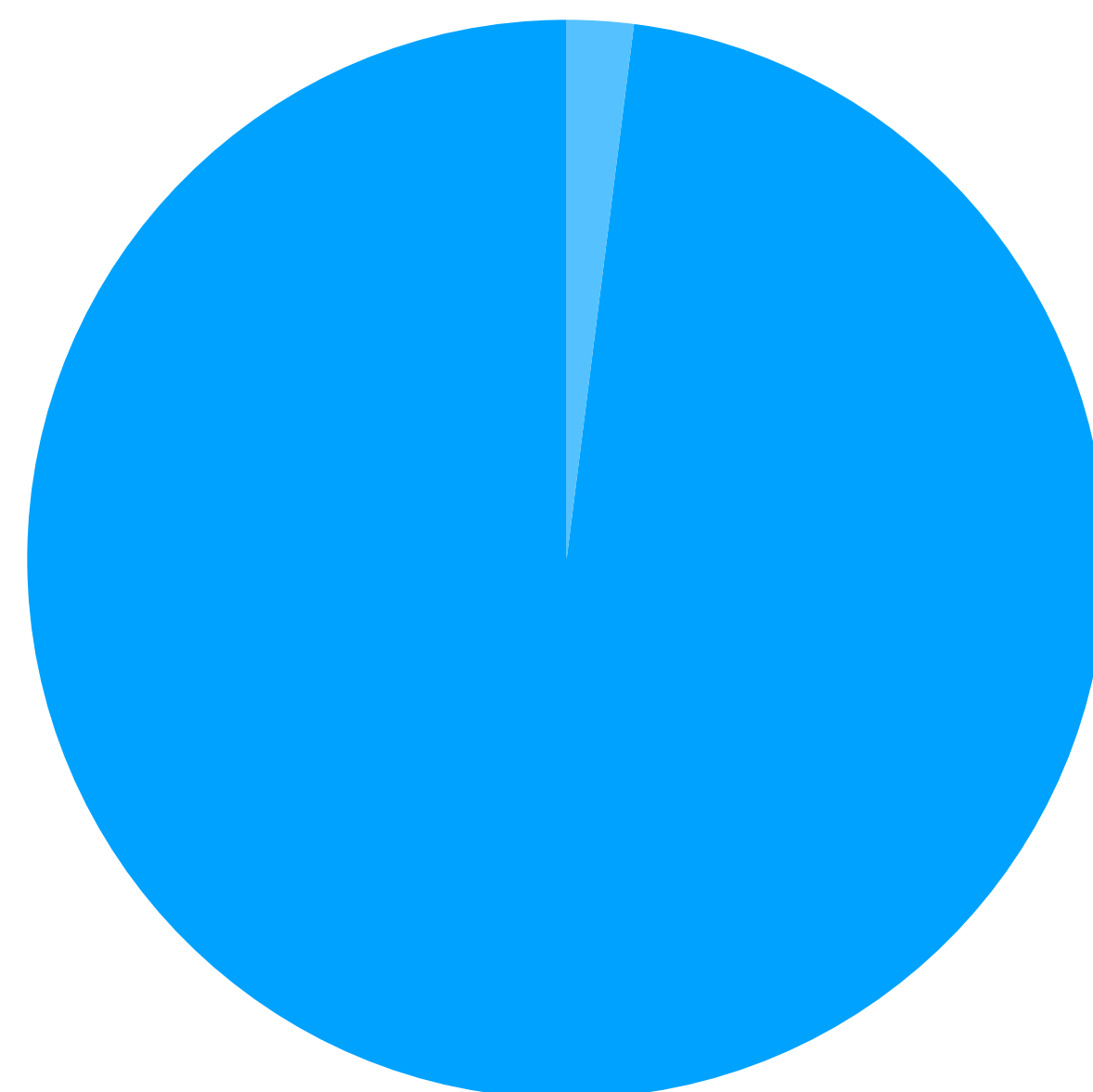
Gabrielle Earnshaw

How I find work

Gabrielle Earnshaw

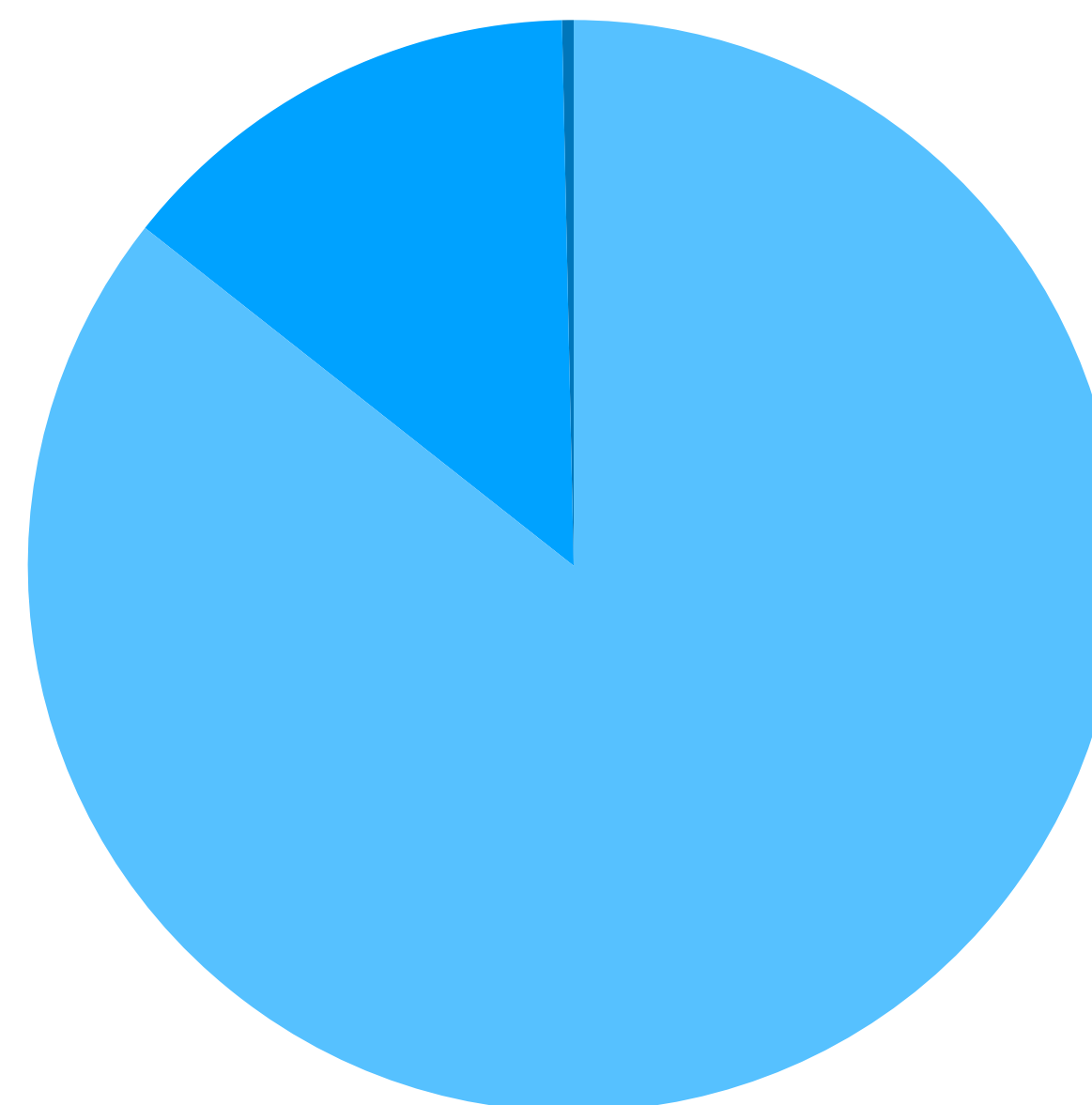
How I find work

Inbound vs. Outbound



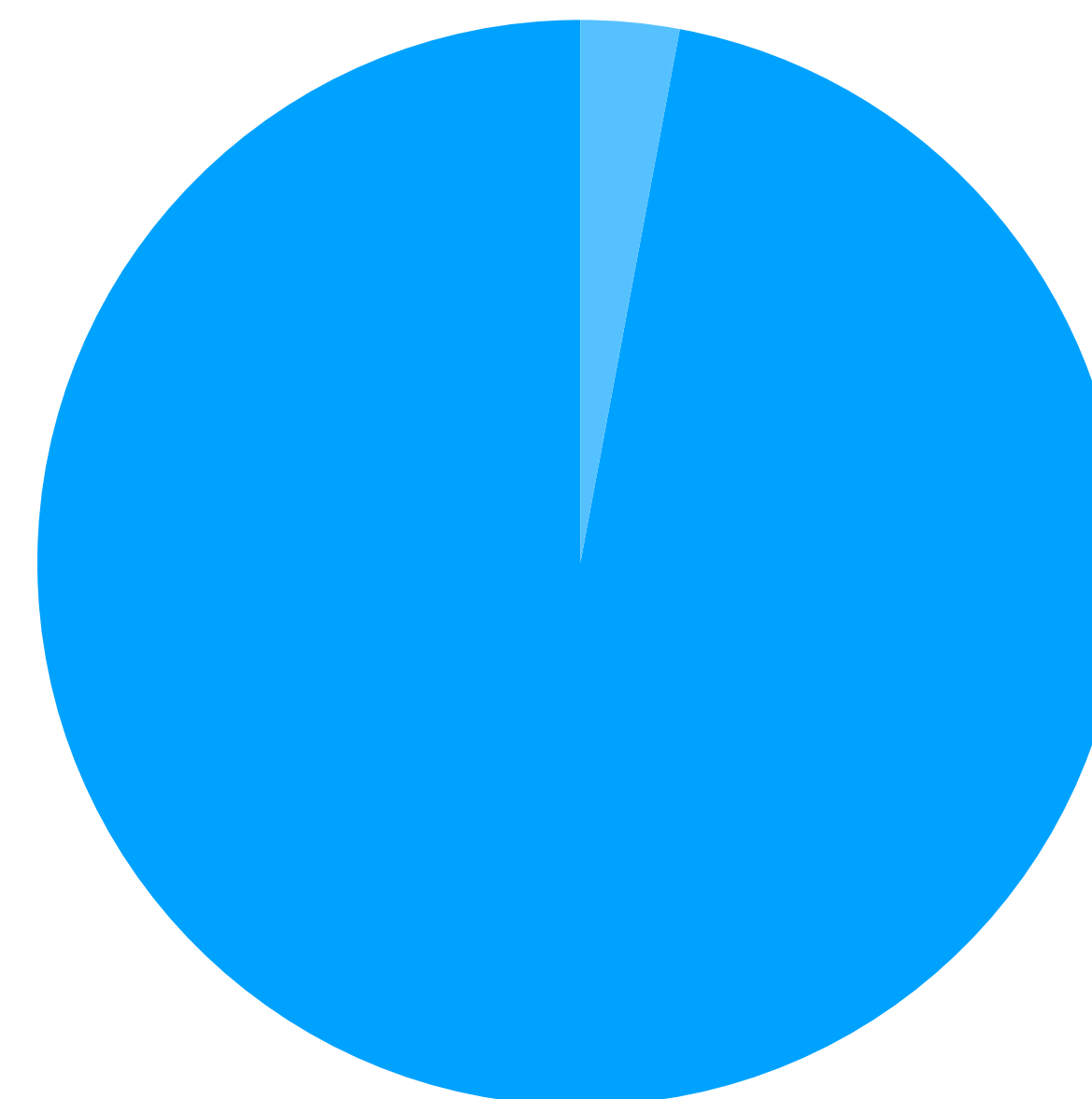
● Outbound ● Inbound

Source



● Worked with previously
● Referral
● LinkedIn

New vs. Returning



● New
● Returning

How I find work

- Put existing clients first
- Focus on relationships
- Write and speak

My business model

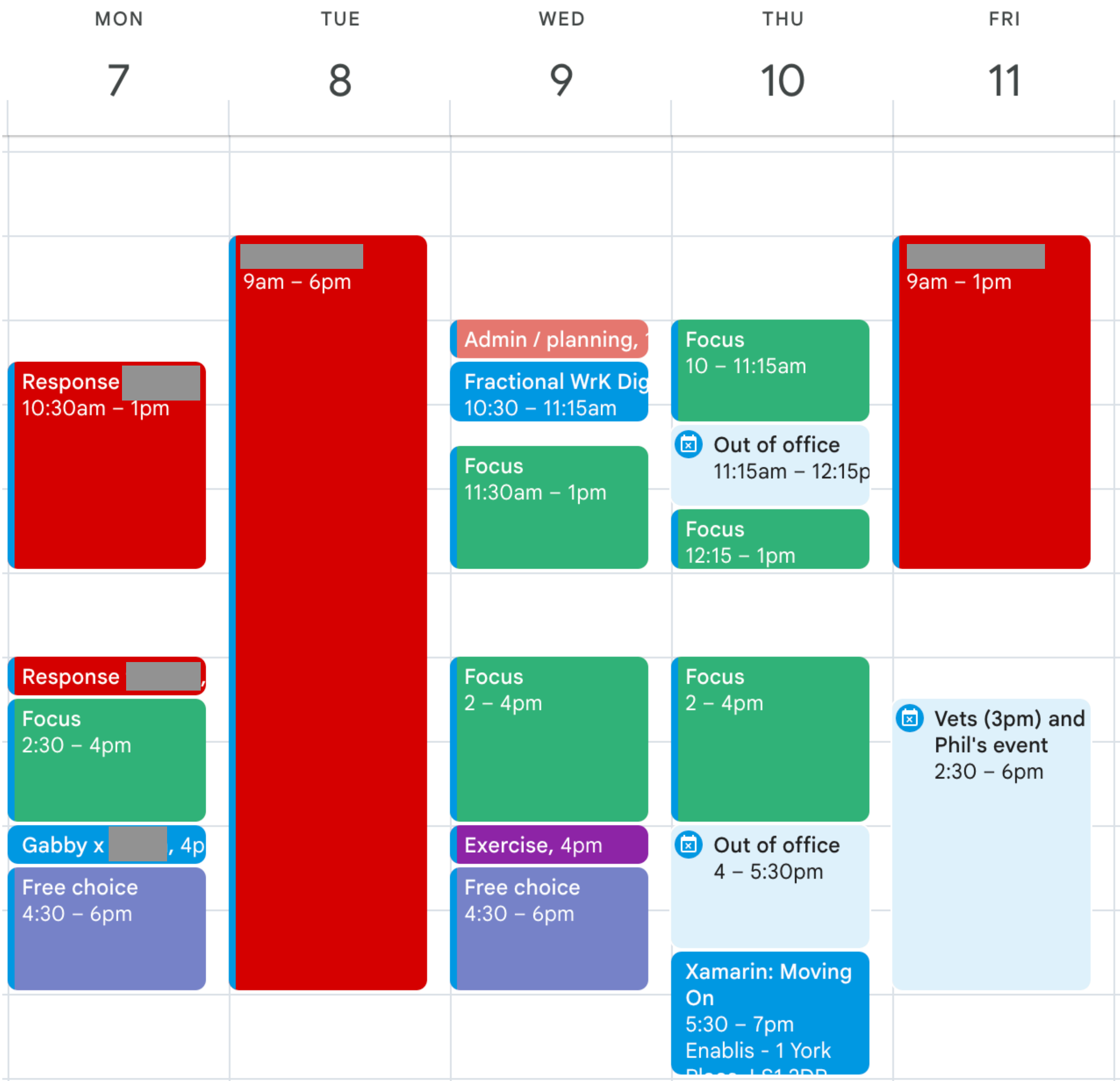
My business model

- 2-3 retainer clients at a time
- 1/2 - 2 days per week
- Set times / days
- Additional small project work / advisory sessions in between

My typical week

Gabrielle Earnshaw

My typical week



Gabrielle Earnshaw

My typical week

- Research / prep for client work
- Invoicing, accounting, proposals, contracts, SoWs
- Writing knowledge base articles
- Coding, working on side projects
- Marketing, positioning, strategy
- Working on my website
- LinkedIn
- Relationship building
- Events

Skills I needed to learn

- Marketing & positioning
- Sales
- Invoicing & finance
- Proposals
- Contracts and SoWs

What's good

What's good

- Flexibility
- Independence
- Autonomy
- Variety
- Learning on steroids

What's not so good

What's not so good

- Not enough work / too much work
- Rollercoaster of emotions
- Professional identity crisis
- Isolation
- Existential crisis

What's been important

What's been important for me

- Having a first client
- A financial cushion
- Solid expertise / experience
- A good network
- Peer group
- Taking it month to month

Gabrielle Earnshaw

Making Mobile Simple



LinkedIn