FOR FRACTIONAL CFOS

Fractional CFOs: The One-Page Website Copy Template

make your CFO value obvious - in one clean scroll.

How to position your services for **$5K+ clients** — without sounding like a bookkeeper, a generic consultant, or "finance support." One page that makes the right owner think: **"This is exactly what we need."**

HOW TO USE THIS TEMPLATE

This is not a design guide. *it's a copy structure.*

- → Stop sounding like every other accounting firm
- → Make your CFO value obvious in seconds
- → Pre-frame $5K+ retainers before the call
- → Attract better-fit clients, filter weak ones out
- → Position as strategic financial leadership
- → Use it for a homepage, landing page, or LinkedIn link

you don't need 12 sections. *one page. one clear message.*

THE STRUCTURE · 8 SECTIONS THAT MAKE YOUR VALUE OBVIOUS

1 The Hero Headline

clear beats clever.

THE FORMULA → WRITE IT LIKE

"We help [growing service businesses] improve [cash flow, protect margins, and make cleaner decisions] — [without hiring a full-time CFO]."

→ Say **who it's for**, **what you fix**, and the **pain they avoid**. Drop the vague lines — "strategic financial solutions" doesn't hit hard enough.

2 The Pain Callout

make them feel seen.

OPEN WITH THEIR REALITY

"Revenue is growing, but the financial decisions are getting heavier. You have reports. You still don't have clear answers."

→ Start with their current reality, **not your services**. If the visitor doesn't feel the pain, they won't care about the offer.

3 The Positioning Shift

this is not bookkeeping.

THE ONE LINE THAT SEPARATES YOU

"Bookkeeping tells you what happened. CFO support helps you decide what to do next."

→ Separate yourself from tax, bookkeeping, and basic accounting — or prospects will **compare you on price**.

4 The Offer Section

outcomes, not tasks.

Cash Flow Know what's coming before pressure hits.	**Profitability** See where margins are getting squeezed.
Forecasting A forward view of revenue, cash & timing.	**Hiring & Payroll** Hire on capacity, not on hope.
Exec Reporting A leadership dashboard built for decisions.	**Decision Support** Guide pricing, growth & spend with insight.

→ Structure the offer around **outcomes**. Don't list every task or promise "ongoing finance help."

5 The Ideal Client

filter hard.

THIS IS FOR	NOT FOR
→ Consistent, growing revenue	× Only needs bookkeeping
→ Real financial decisions to make	× Shopping for the cheapest option
→ Not ready for a full-time CFO	× Wants one-off tax help
→ Wants leadership, not records	× No meaningful decisions yet

→ You don't want every visitor. You want **the right one** — filtering raises lead quality.

6 The Proof Section

show decision impact.

A SIMPLE SITUATION PROOF

"Strong revenue, unclear cash flow. We built visibility, flagged margin pressure, and slowed a hire that would've strained payroll."

→ You don't need huge case studies. Show the **decision you impacted** — not "we helped with reports."

7 The Process Section

how it works.

- **01 Financial Visibility Review** — current picture, reporting gaps, key decisions.
- **02 CFO Priority Map** — the top priorities for the next 30–90 days.
- **03 Monthly CFO Rhythm** — a recurring review of cash, margins & decisions.
- **04 Strategic Decision Support** — guidance on hiring, pricing & growth.

→ Keep it simple. The goal isn't more complexity — it's **better decisions**.

8 The CTA Section

tie it to the outcome.

USE OUTCOME LANGUAGE, NOT "CONTACT US"

"Apply for a Fractional CFO Strategy Session" — not "Contact us," "Submit," or "Learn more."

→ Weak CTAs kill conversion. Tie the next step to the **outcome** and pre-frame the fit before they ever book.

The full copy & paste page template

swap the brackets - and you have a one-page site that positions like leadership.

yourcfosite.com

1 Hero *headline + sub + CTA*

We help *[type of business]* *[specific financial outcome]* **— without** *[the pain they want to avoid]* **.**

Fractional CFO support for owners who need clearer cash flow, stronger margins, and better decisions — without hiring a full-time CFO.

Apply for a Fractional CFO Strategy Session →

2 Pain *make them feel seen*

Revenue may be growing, but the financial decisions are getting heavier. You have reports. You may have a bookkeeper. But you still can't clearly answer:

Can we afford the next hire? · Why does cash still feel tight? · Which clients are actually profitable? · Are margins improving or shrinking?

3 Positioning *not bookkeeping*

Bookkeeping tells you what happened. CFO support helps you decide what to do next. Our role isn't to add finance noise — it's to help leadership make better decisions around *[cash, margins, hiring, pricing, growth]* .

4 Offer *outcomes, not tasks*

Cash flow visibility · Forecasting · Margin & profitability · Hiring & payroll · Executive reporting · Strategic decisions

5 Ideal Client *filter hard*

This is for businesses generating consistent revenue, growing, and making bigger financial decisions — *not* those who only need bookkeeping, the cheapest option, or one-off tax help.

6 Proof *decision impact*

A growing *[type of business]* came to us with *[specific financial problem]* . We helped them *[specific decision or improvement]* — so leadership could decide with clarity and control.

7 Process *how it works*

1 · Review the financial picture · 2 · Identify the CFO priorities · 3 · Install the CFO rhythm · 4 · Support better decisions

8 CTA *outcome-driven*

If financial decisions are getting heavier, we can help. Apply for a Fractional CFO Strategy Session and we'll identify where visibility is breaking down, what decisions need support, and the next step.

Apply for a Strategy Session →

VAGUE LINES THAT COST YOU CLIENTS

- × "Strategic financial solutions"
- × "Helping businesses grow"
- × "CFO services for growing companies"
- × "Financial clarity for your business"
- × "Full-service finance support"
- × "More than a bookkeeper"

MAKE IT OBVIOUS INSTEAD

- → **Name who it's for** in the first line
- → Lead with **their pain** , not your services
- → Sell **decisions** , not deliverables
- → Filter for **fit** right on the page
- → Make the next step **outcome-driven**

If they have to guess what you do, you've already lost them.

WHY THIS MATTERS

CFOs don't lose clients on skill. *they lose them on positioning*

WHEN YOUR SITE SOUNDS LIKE ACCOUNTING:

- × You're compared to accountants
- × You're compared to bookkeepers
- × Price becomes the conversation
- × Premium retainers feel expensive

WHEN IT SOUNDS LIKE LEADERSHIP:

- → You attract better-fit clients
- → Price resistance drops
- → Calls get higher quality
- → $5K+ retainers make sense

make one thing obvious: you help owners make better financial decisions.

WANT HELP POSITIONING YOUR CFO OFFER —

we'll show you where your message is losing better-fit clients.

Apply for a Fractional CFO Growth Strategy Session

DESIGNED SPECIFICALLY FOR:

- Fractional CFOs, Virtual CFOs & independent CFO consultants
- Advisory-focused accountants repositioning for premium retainers
- CFOs who want clearer positioning, better clients, and cleaner calls

Book a Free Strategy Session →

We'll identify whether your positioning sounds strategic or tactical, where your page is weakening conversion, and what message would attract better-fit clients — before the sales call ever happens.

square1grp.com/brainstormsession

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