

The Solo, Lean & Fractional *Manual*

You're the strategist, the copywriter, the media buyer and the person pulling up the banners — all at once. This is the operating system for getting whole-department results from a team of one.

INSIDE, YOU GET:

- **The pyramid flip** — how to spend your week on strategy instead of slog, with AI doing the grunt work
- **Partnerships are your headcount** — funding events, content and reach you can't afford, with someone else's budget
- **The fractional model** — buying (or becoming) 100% of a brain for 20% of the time, done properly
- **The lean stack, tiny experiments, the grow-beyond-one gate** — and the SA data most tools get wrong

“When you give a marketer headspace, it lets them be strategic and creative. The day-to-day optimisation — just give it to a machine.”

— Michelle Geere, founder of Adbot

78%

OF TEAMS ARE 1-3 PEOPLE

9

FRAMEWORKS

20

PAGES

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