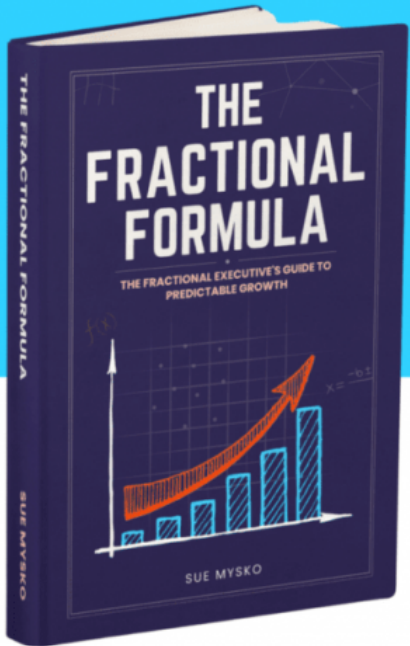


"The Fractional Formula" Becomes #1 Amazon Bestseller—Empowering a New Generation of Executive Entrepreneurs

Hundreds of readers have already embraced this playbook for building a thriving fractional business—with a proven system for attracting premium clients and ending the feast-or-famine cycle.



**ARE YOU A FRACTIONAL EXECUTIVE
LOOKING TO DRIVE IMPACT AND BUILD
A THRIVING BUSINESS?**

**Master the Strategy. Elevate Your Fractional
Leadership.**

#1 Best Seller

amazon

**#1 in 3 categories including
Business Consulting!**

New York City, New York Jun 13, 2025 ([Issuewire.com](https://www.issuewire.com)) - *The Fractional Formula*, the breakthrough guide from Fractional Powerhouse founder Sue Mysko, has officially become an Amazon #1 bestseller in multiple categories, including Business Consulting—solidifying its status as the essential roadmap for professionals launching or scaling fractional executive practices.

Written for executives ready to turn their deep experience into high-value consulting work, *The Fractional Formula* lays out a clear, proven system to transition from unpredictable referrals to a business model that consistently attracts ideal clients and drives scalable growth.

“In just the first week, hundreds of readers have jumped in—and the response has been incredible,” said Mysko. “It’s clear that experienced professionals are hungry for more than theory. They want structure. They want systems. That’s exactly what this book delivers.”

Unlike vague advice or quick-fix tactics, *The Fractional Formula* is built on the same methodology behind Mysko’s acclaimed program, *Fractional in a Box*—a comprehensive implementation system that’s helped over 400 fractional executives build sustainable businesses with strong positioning, compelling offers, and predictable pipelines.

Key topics include:

- Defining your niche and Ideal Client Profile (ICP)
- Crafting an irresistible, premium-priced offer
- Developing a proprietary method to deliver consistent results
- Building a lead generation engine that works without chasing

Whether you're stepping out of corporate or already operating fractionally, *The Fractional Formula* helps you stop thinking like an employee and start acting like the CEO of your own business.

Praise for *The Fractional Formula*

"A great no-nonsense, no-fluff read... Sue addresses the biggest challenge in fractional work—unpredictability—and gives a repeatable framework you can tailor to your goals." – David Green, Verified Amazon Review (Canada)

"A pragmatic how-to for transitioning into a fractional executive role... It will provide course-altering advice that accelerates your path." – Wm David Levesque, Verified Amazon Review (USA)

"Excellent blend of storytelling and strategy. A must-read for anyone interested in the fractional space." – Heather Owen, Verified Amazon Review (Canada)

"Plainspoken, engaging, and packed with actionable insight. A gem for professionals at any stage of career transition." – Jim Sarno, Verified Amazon Review (USA)

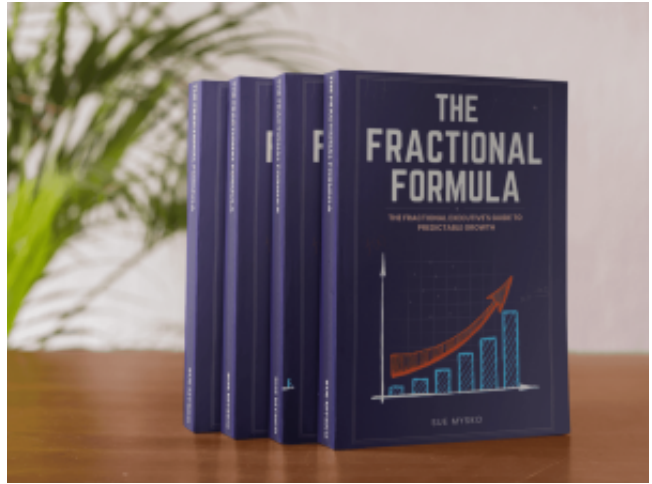
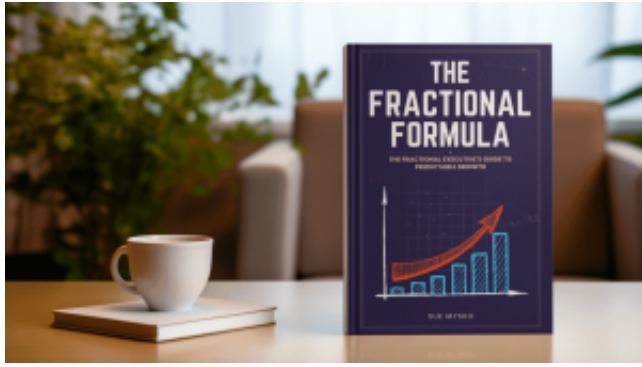
The Fractional Formula is available now on Amazon in both Kindle and paperback editions. For bonuses and additional resources, visit www.fractionalinabox.com/the-fractional-formula.

About the Author

Sue Mysko is the founder of Fractional Powerhouse and creator of the FractionalOS™ framework. After a successful corporate marketing career, she built her own fractional business from the ground up—then helped hundreds of others do the same through her signature coaching programs, frameworks, and tools.

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