fabipaolini

branding + design

discovery kit

READY TO BUILD A
brand that attracts?

It's time for you to step into the spotlight. To create the business that truly represents who you are. To build a unique and powerful Brand that Attracts. You have all the ideas, and now it's time to shine. To bring your future business into your reality.

A BRAND THAT ATTRACTS MEANS HAVING

CLARITY

DIRECTION

MAGNETISM

VALUE

IMPACT

This is SO MUCH MORE than just design. This is a deep, holistic, and integral method created to reveal the true essence of your brand. It's about understanding and connecting with your ideal audience so that you can make a larger impact. At the end, you will have incredible confidence and clarity. AND beautiful design. You will have the brand, the clarity, the website and ALL the systems for you to make the sales, income and impact you dream of.

who is this for?

you are starting out

You are launching your new business or product and want to set yourself up for success. You have the experience and the passion and now want to turn them into something powerful straight from the beginning. You want to quickly reach your goals and bring in the clients, money and impact you know you deserve.

you are ready for a rebrand

You've been in business for a while, and are already in the process of growth. However, your brand doesn't reflect the quality and value of your work. You want to build upon your credibility and make a larger impact. You know that you are leaving money and opportunities on the table because your brand doesn't represent the real you.

you want to make a larger impact

You are already highly successful, and want to make sure you have a brand and website that are setup for you to make the impact you envision for your business. Whether it's adding a store, a membership portion, looking for ways to get more speaking engagement or even showcase where you have been featured on, you know that building your brand will get you closer to your big dreams and goals.

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here's what you get

BRAND VALUES
Defining the core values driving your business.

MISSION + VISION
Gaining clarity in your direction moving forward

UNIQUE SELLING PROPOSITION
Unveiling your superpowers and what makes you unique

DEFINE YOUR POSITIONING
How to position yourself in the market

IDEAL AUDIENCE ANALYSIS
Understanding who your ideal audience is and what they want

COMMUNICATION AND POWER PHRASES
How to communicate and captivate your audience

LOGO DESIGN
Secondary logo and icons to use for your brand

FONT PAIRING
Custom to your brand and needs

COLOR PALETTE
5+ colors for your brand

SOCIAL MEDIA TEMPLATES
Graphics and templates for you to share

BUSINESS CARD + IDENTITY
Business card and identity design

WEBSITE DEVELOPMENT
Custom-Wordpress site with 5 pages + plugins

CUSTOMIZABLE PAGES
No need for Lead-pages or others

SEARCH ENGINE OPTIMIZATION
Keywords and meta descriptions

MOBILE FRIENDLY AND RESPONSIVE

WEBSITE COPY
Writing for your website

SALES FUNNEL
Sales funnel installation and coaching

SOCIAL MEDIA STRATEGY
Guide for sharing in social media

OPT-IN DESIGN
Lead magnet design (up to 5 pages)

30-DAY POST LAUNCH SUPPORT
Custom-Wordpress site with 5 pages + plugins

TUTORIAL + TRAINING
for managing website

investment: *brand + website* $5,000

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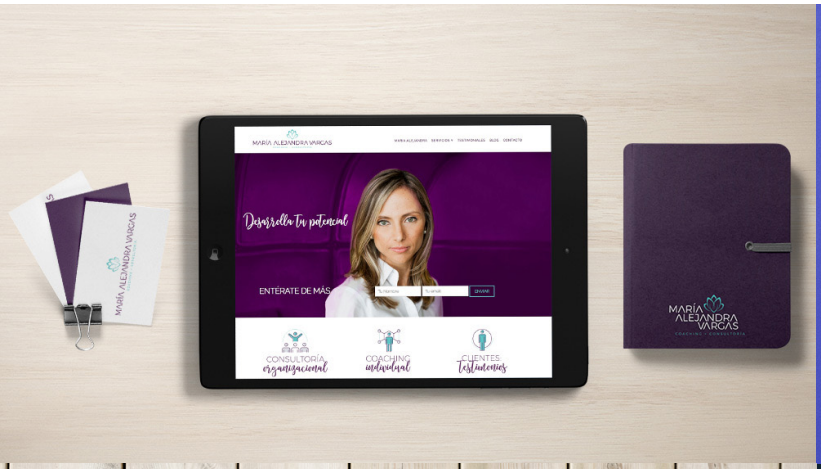

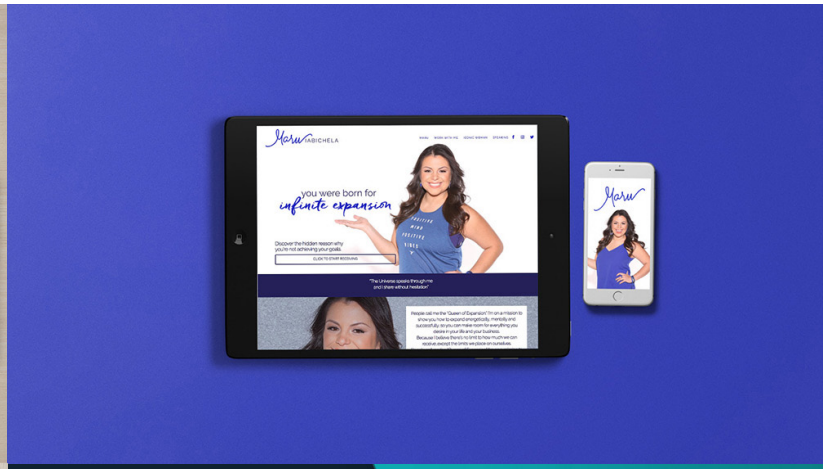

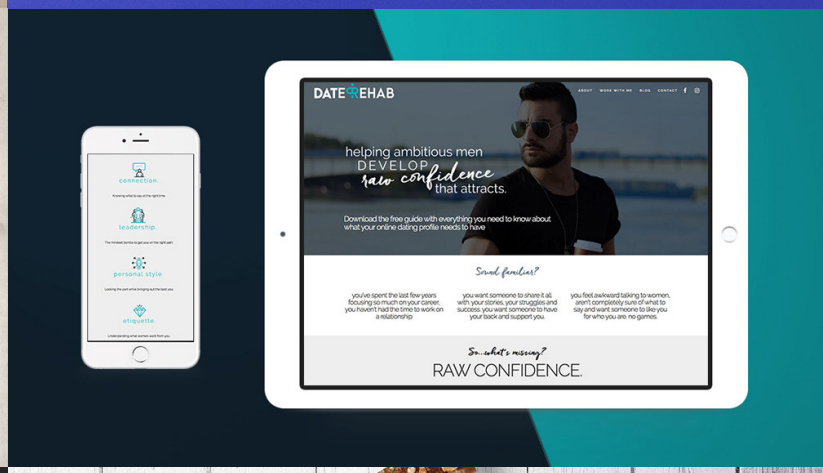

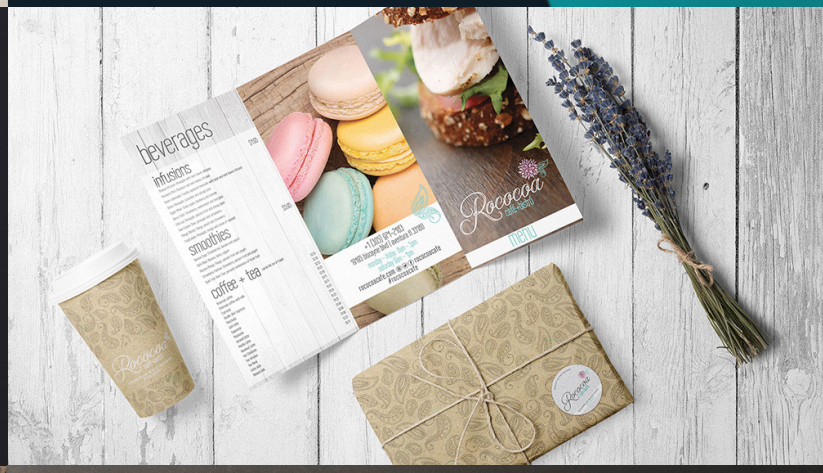

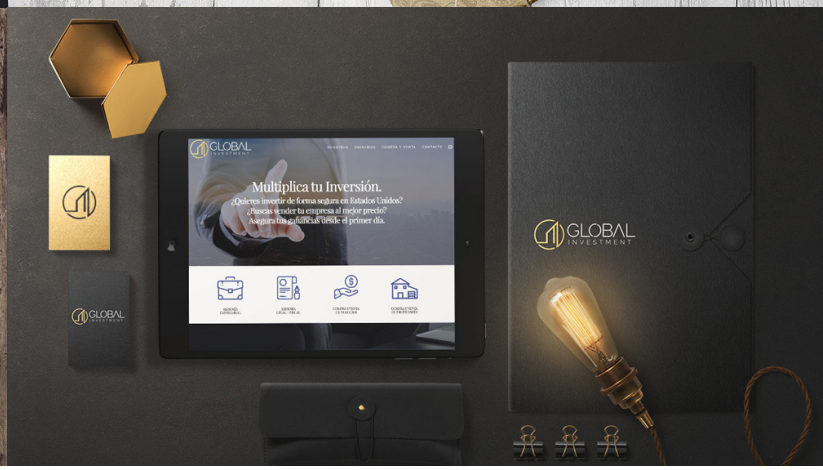

Hola! I'm fabi paolini

I help entrepreneurs grow their businesses (or ideas) by transforming them into unique brands that Attract

I have worked with *hundreds* of businesses, building their brands from the inside out and making them successfully stand out. I have seen some crazy amazing transformations in my 10+ years of branding. I graduated Cum Laude in Advertising and Graphic Design with a minor in Marketing and then went on to graduate in the top 10% of my class from one of the top Business Schools in Latin America, where I obtained my MBA. I'm also married to a famous Latin Pop star, so I know first-hand the power behind building brands.

But here's the thing, my most important "classroom" has been my own experience in building a successful, in-demand business. I can honestly tell you that the biggest and smartest road to my own success has been consciously building a Brand that Attracts for my own business, perfecting and applying my own techniques and seeing my brand explode. So, are you ready to see yours take off? *vamos*...

fabi

"Working with Fabi Paolini is a true pleasure, not only for her professionalism displayed in every step of a project; but especially due to her caring customer-centric nature. She digs deep when trying to learn about your business' mission, or in the case of individuals, she is instrumental to surface the "personal brand" positioning, leveraging on the key strengths to be properly brought to life in the web design. Further, I highly recommend Fabi Paolini as a skilled, creative, diligent graphic designer, who will become an asset for any business team."

DANILA SIGAL – FORMER P&G GLOBAL DIRECTOR, AUTHOR, TED SPEAKER

OMG FABI! I am madly in love with your work! F*ing awesome!
I have SO much I can do with my brand now!

PALOMA LEV - CONFIDENT COMMUNICATION COACH

"Fabi, you are truly talented and couldn't have helped us create something more magnificent."

JOANNA ROSARIO - VIVE COSMETICS

LOVE, LOVE, LOVE! It was amazing seeing you pull out everything I wrote and form it into what you have. I got goosebumps when I read my Brand Brief and positioning statement because it was EXACTLY the feel I was going for! You are truly amazing, Fabi! You did a wonderful job"

KAYLA BREE - MINDSET COACH

"I can't even begin to describe how amazing and attentive you are. You helped me build an amazing brand and helped me make it exactly what I always dreamed it to be – well, even better because there's no way I could have done what you did!"

KATIE SKOOG - THE SIMPLE LIFE PATTERN COMPANY

"You totally got it. Exactly what I'm about and I didn't even know! You have a gift - and your potential clients need it! I have to say you have an AMAZING gift and service! I feel like you know me better than I know myself
- I'm blown away...Than you so much!"

DEBBIE COBB - SALES COACH

"Fabi is amazing! She has done an awesome job coaching me with my brand from scratch, she has been patient, professional, timely, and attentive. I was so nervous starting out, but with her guidance, I now feel super clear on my vision, I have a brand book with amazing direction and knockout graphics!"

MELONIE BROWN - MALCOLM&MAKAYLA

"I am over the moon about my brand book. You did such an amzing job.
I should have started working with you months ago!"

DR.STEPHANIA SCIAMANO - HOLISTIC DOCTOR

"I wanted to thank you for my Brand Blueprint. It has completely organized my life and my vision...your vision and magic for organizing ideas in absolutely amazing. Thank you so much!"

ALEJANDRA GRAF - BROWN SUGAR AND VANILLA