



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 while generating the impact you have always wanted. It's about understanding and connecting with your ideal audience so that you can position yourself as an authority in your field. This is a completely unique and different process from anything you have ever seen before. It mixes business coaching, branding, marketing strategy, copywriting, graphic design, funnel creation and web development all into one.

In the end, you will have incredible confidence and clarity, beautiful design and a marketing strategy built for you. You will have the brand, the clarity, the website and ALL the systems for you to make the sales, income and impact you deserve.

who this is for?

you are starting out

You are launching your new business or product and want to set yourself up for success. You are ready to take your years of experience and turn it into a successful business, but you don't even know where to start or how to get traction online. You want to make sure you build a brand that is effectively positioning you as an authority right from the start. You want to quickly reach your goals and bring in the clients, money and impact you know you deserve while charging the right prices from the very first day.

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 are tired of talking to people who can't afford you or discounting your prices just so you can get money in the door and are ready to be seen as the expert that you are. You are ready to take your brand to the next level and build a multiple 6-figure business.

the 3 phases the foundation of your brand

We start by defining the foundations of your brand. We will discover the true essence of your business and connect it to your ideal audience. We will create your core messaging and look at how to position your brand. In case you need it, we will also define your signature offer and how to structure your services. We will also be defining your sales funnel and creating a marketing strategy in the short, mid and long term. Through our work together, you receive your own custom-made 30-page Brand Strategy Book which includes:



POSITIONING

Determine how to position yourself as a premium brand



AUTHORITY

Build your credibility and reputation around your brand



CRAFT OFFER

Build an offer that will get you to your income goals



BRAND VALUES

Defining the core values driving your business.



MISSION + PURPOSE

Gaining clarity in your direction moving forward



UNIQUE SELLING PROPOSITION

Unveiling your superpowers and what makes you unique



IDEAL AUDIENCE ANALYSIS

Understanding who your ideal audience is and what they want



COMMUNICATION VOICE/TONE

How to communicate with your audience in a consistent way that attracts



MARKETING STRATEGY

Building out the complete plan for your next few months for marketing



COACHING EXPERIENCE

1:1 coaching calls focused on brand strategy and marketing for your business + accountability

your brand identity

This phase is about designing the visual identity of your brand. From the creating of your logo, to your colors and fonts. Your brand essence will come through the creation of your identity. This results in a brand that truly represents who you are while building your credibility and establishing you as an authority. The Brand Identity includes:



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



OPT-IN DESIGN

Lead magnet design (up to 5 pages)



SOCIAL MEDIA TEMPLATES

Graphics and templates for you to share



IMAGES + PHOTOS

Curation of photos and images for your brand

your brand experience

This is how your brand lives in the world. Here, I completely develop and design your website and together, I will implement your marketing strategy in order to convert your traffic into leads and your leads into clients. If you are looking to expand your business with a membership site or an online store, we will do that as well! Your Brand Experience includes:



WEBSITE DEVELOPMENT

Custom-Wordpress site with 10 pages + plugins



COPYWRITING

text for your website



CUSTOMIZABLE PAGES

No need for Lead-pages or others



SALES FUNNEL

Sales funnel installation + conversion system



SEARCH ENGINE OPTIMIZATION

Keywords and meta descriptions



ONLINE STORE

Creation and installation of your online store (if wanted)



MOBILE FRIENDLY AND RESPONSIVE



OPTIMIZE FOR PINTEREST

Images created for Pinterest traffic acquisition



30-DAY POST LAUNCH SUPPORT

Custom-Wordpress site with 5 pages + plugins



EASY TO EDIT AND CUSTOMIZE

your deliverables

Six 1 Hour VIP Calls (Value \$5,000)

In these calls we will cover:

- Mindset and clarity
- Brand strategy + Core Message
- Lead generation + Sales funnels
- Custom-built Marketing strategy
- Content marketing creation
- Visibility plan
- Next steps

A 30-page Brand Strategy (Value \$5,000)

Book that includes:

- Defining your brand values
- Clarifying what your brand stands for
- Defining your mission and vision
- Outline 1-3 signature programs
- Defining what you really do
- Determining your Unique Selling Proposition
- Establishing the various levels of benefits you give
- Defining your core message and positioning
- Establishing your brand engagement
- Building your Brand Archetype
- Defining who your audience is in detail
- Determining your audiences' before and after
- "Does this sound like you" copy for your audience
- Establishing your voice and tone
- Power phrases you can use for marketing
- Outline of 3-5 personal stories for your marketing
- Content themes to use for your marketing
- What to communicate to your audience

Logo design (Value \$3,000)

- Color palette
- Fonts
- Brand style board
- Templates for social media
- Templates for Powerpoint presentations
- Brand identity (business cards)
- Template for workbooks and eBooks

Web Development and Design (Value \$5,000)

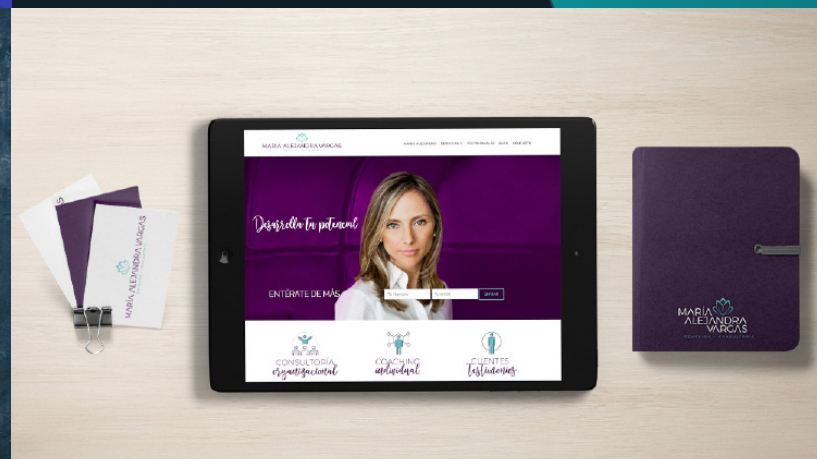
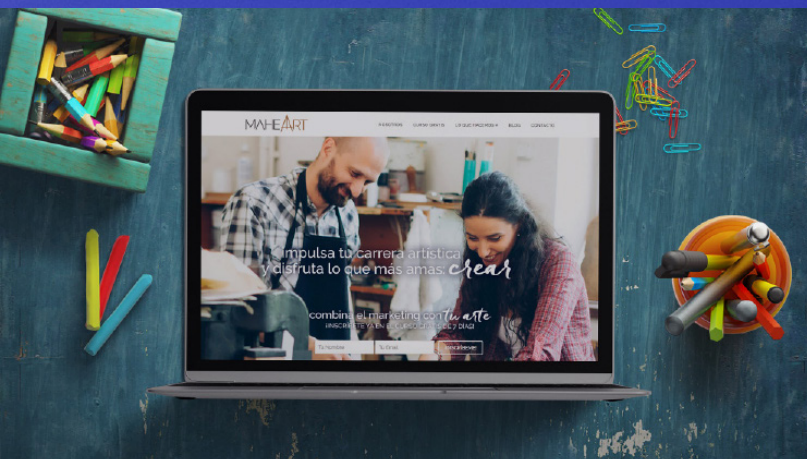
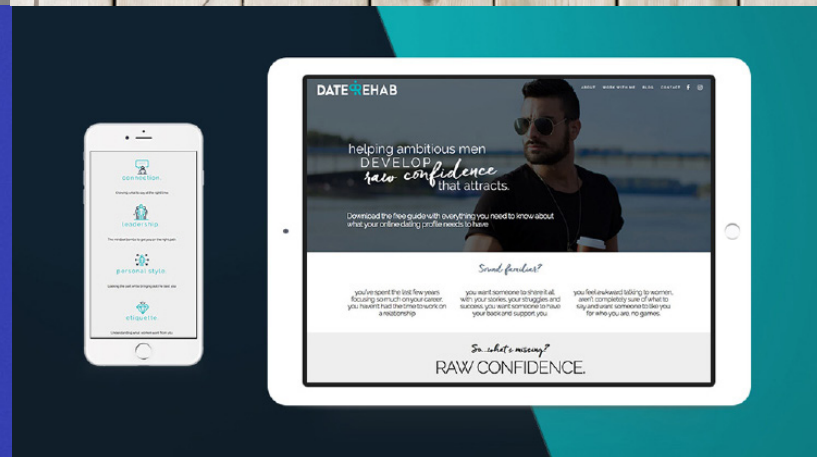
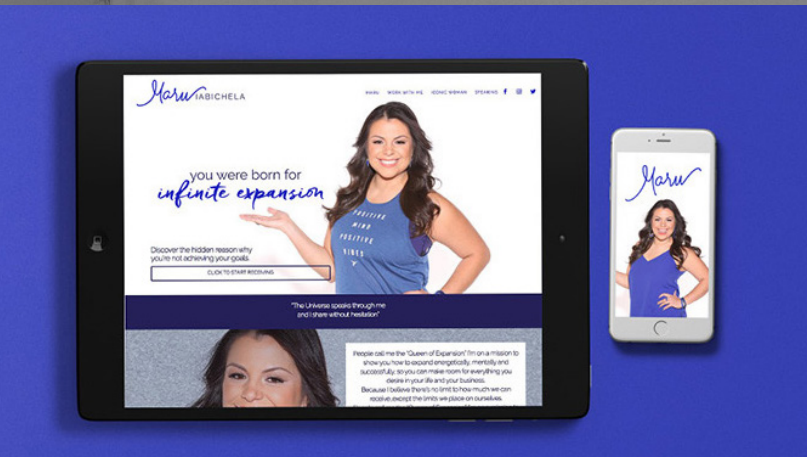
- Complete web design including design elements
- Wordpress Web development with a personalized theme as well as HTML, CSS and Javascript development
- Sales page creation
- Platform integrations (Calendly, ScheduleOnce, Acuity Scheduling, Convertkit, Ontraport, Mailchimp, etc)
- Copywriting for your website
- Search Engine Optimization
- Online Store
- Installing Sales funnel and systems
- Video training and tutorial on how to manage your own website

total value: \$18,000

your investment: \$10,000

OR

3 payments of \$3,500





hola! I'm fabi paolini

I help entrepreneurs scale their ideas or businesses into authentic online Brands that Attract

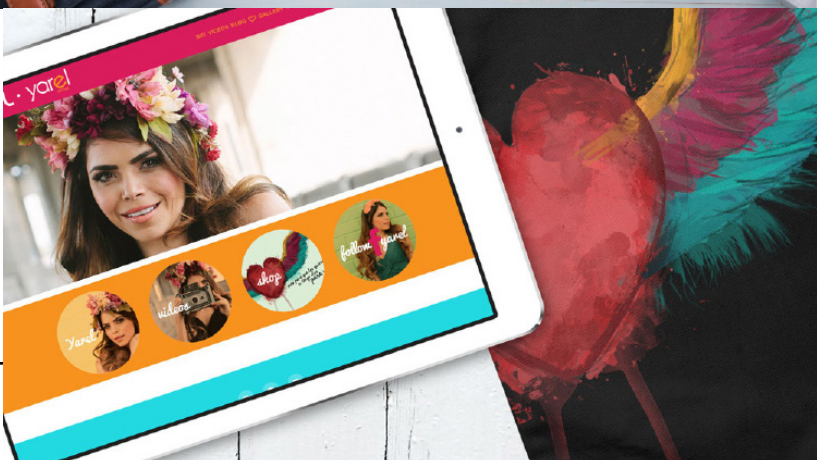
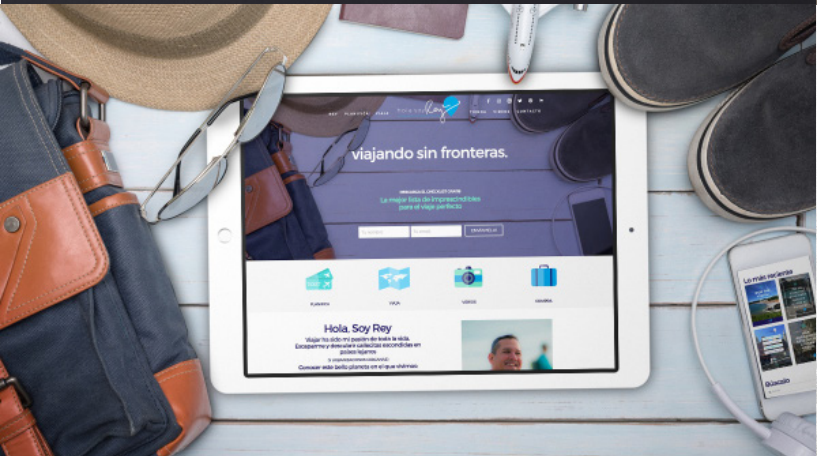
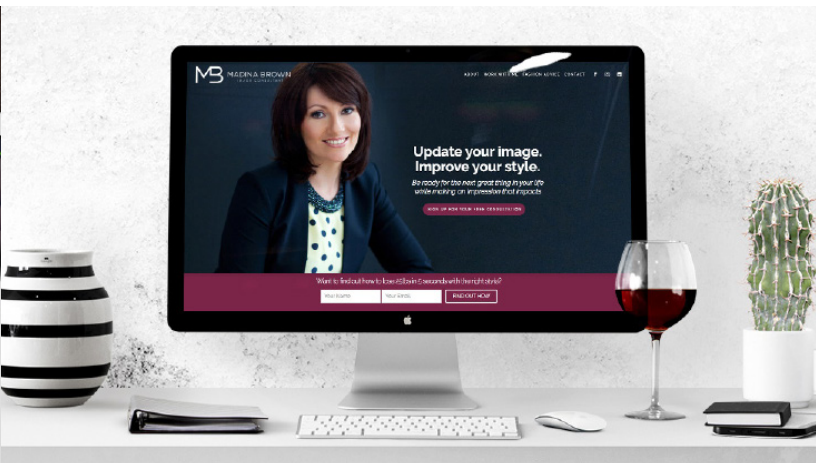
I'm a star at connecting the dots for you. At finding the things that make you unique and then turning that into your new reality. At helping you find your core message, designing a visual identity that reflects your value and then creating the business structure, website and marketing strategies capable of building your credibility and converting clients.

I have worked with *hundreds* of entrepreneurs in over 11 years of experience, and while I have all the credentials to back me up (like graduating in the top 10% from one of the most renowned MBA programs in Latina America), the truth is that best reference I can ever give you has been building and then rebuilding my own business. I relaunched my business from scratch online and was able to transform it into a 6-figure brand within 18 months.

The same strategies, passion and heart that I put into my own business are the ones that I give, with my whole heart to my clients as well. . So, are you ready to see yours take off? *vamos...*

♥fabi

CLICK HERE TO
BOOK A CALL



"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 amazing 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