



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 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 so that you can generate the income and impact you deserve.



DISCOVERY KIT

what we focus on: *the brand strategy pyramid*

We build your business from the bottom-up, making sure that you have a solid foundation that will allow your brand to expand and become scaleable as you move forward. Having a core message and a clear differentiation are the starting points to make that happen. We build the parts of the pyramid by layering on block by block until we have created a unified brand experience that allows for true impact.



the foundation of your brand

AND SIGNATURE OFFER

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. You will unleash the power you have within you, owning your brands' strengths so that can easily offer higher value to your audience. We will create a simple systems that allows you to recharge your offers by leveraging your unique strengths and closing the gap between where your audience is and where they want to be. Essentially, we will be looking for opportunities for you to expand your business which will be a framework and roadmap to scalability.



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

your marketing strategy AND VISIBILITY PLAN

The next step consists of crafting the ideal marketing strategy meant to serve as lead generation in order to consistently bring clients into your business. This strategy is 100% based on who you are and what your audience needs. No cookie-cutter templates here! But real systems that easily take your audience from know > like > trust so that you can grow your business to wherever you want it to go. Then we will build a visibility plan that consistently gets people into your funnel so that you can start creating the impact you want. This easy-to-follow system focuses on leveraging your time while creating high-quality content that converts.



MARKETING STRATEGY

Building out the complete marketing strategy for your business



SOCIAL MEDIA PLAN

Complete visibility plan for getting people into your sales funnel



SALES FUNNEL

Sales funnel installation + conversion system



COACHING EXPERIENCE

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

brand identity

AND WEB DESIGN

Finally, we focus on building your visual brand. From the logo design, to colors and fonts. From the social media templates, to your perfectly on-brand workbooks and pdfs, you will build a system that immediately wows and attracts your audience. The cherry on top? A premium, 100% custom-made website with high-quality design that makes you look like the high value business and brand you already are. From images, to website copywriting to adding a Membership portion or a Group Program to your site, as well as your own online store. You have it all to implement and see your business take off to the next level.



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



WEBSITE DEVELOPMENT

Custom-Wordpress site with 10 pages + plugins



COPYWRITING

text for your website

THIS IS WHAT YOU GET

THE STRATEGY

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

A 30-page Brand Strategy Book

(Value \$5,000) that includes:

- Defining your brand values
- Clarifying what your brand stands for
- Defining your mission and vision
- Outline 1-3 signature programs
- Craftining your offer
- 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
- "What they get" 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

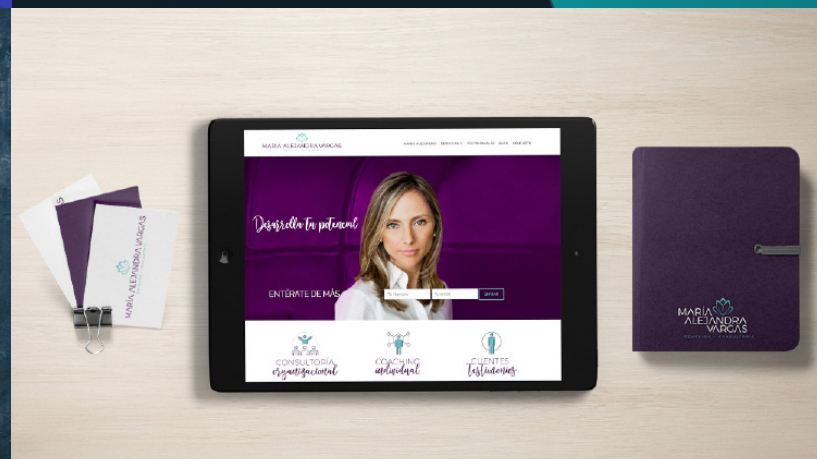
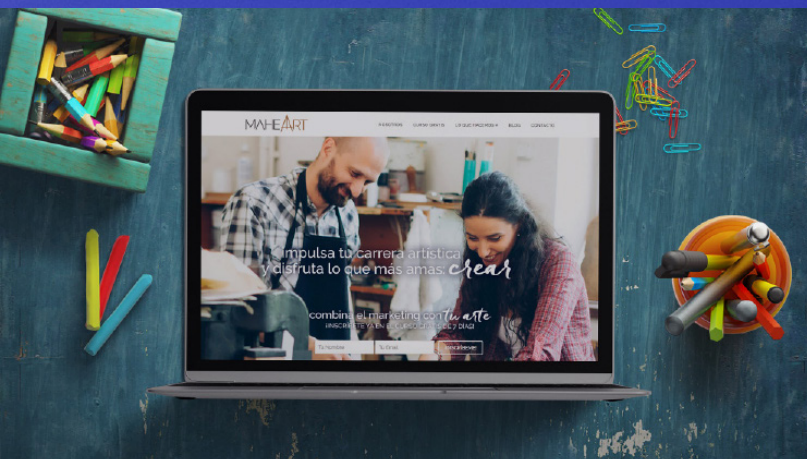
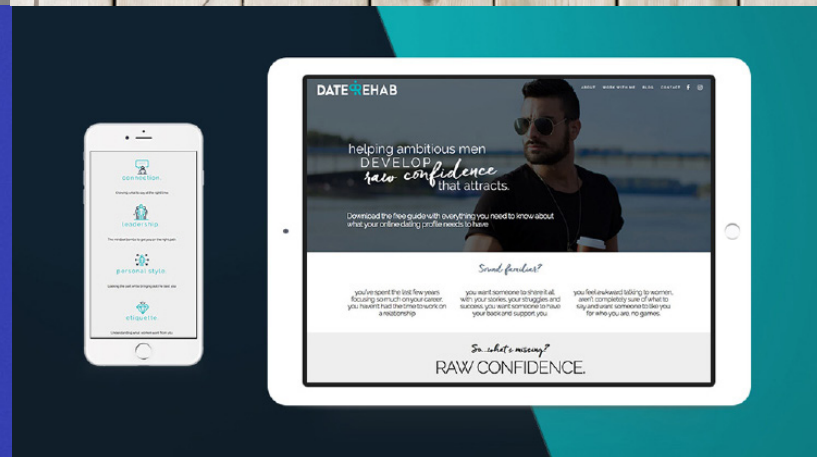
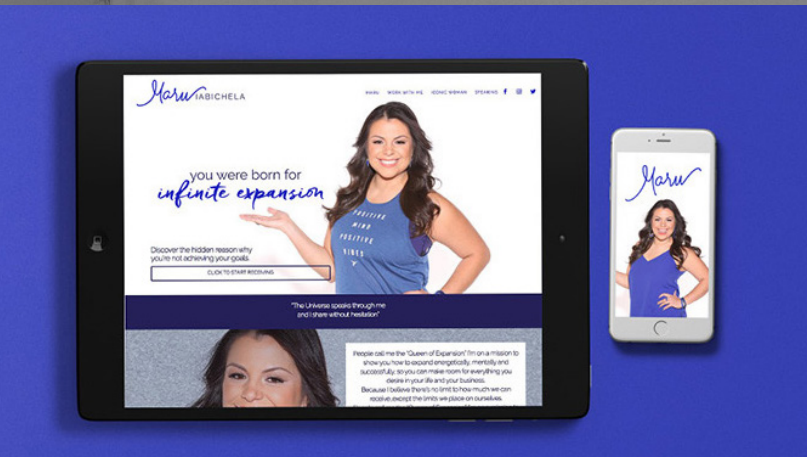
THE BRAND

Web Development and Design (Value \$7,000)

- 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

Brand Identity Design (Value \$3,000)

- Color palette
- Fonts
- Brand style board
- Templates for social media
- Templates for Powerpoint presentations
- Template for workbooks and eBooks





hola! I'm fabi paolini

I help entrepreneurs scale their ideas or businesses into powerful online Brands that Attract and Breakthrough

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 multiple 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

