



*breakthrough* brand  
CHALLENGE

WORKBOOK - DAY 4



## A W O R D A B O U T I M P A C T

There's a big difference between list-building and lead generation. The most important thing to focus on is making sure that you are creating a true transformation that will allow your audience to trust you while generating connections with your audience.

At the end of the day,  
you want to focus  
on creating 'results  
marketing' that is  
based on who you  
are, what makes you  
different and how you  
can impact peoples'  
lives

# THE BRAND STRATEGY PYRAMID





## MARKETING STRATEGY

Once you have defined what your core, signature offer is, you need to build a clear and strong lead generation strategy that's capable of converting traffic and general audience into buyers and clients. In my experience, pdfs and guides are the first level for lead generation and list-building. You want to build upon that and create more momentum in a way that establishes trust and the feeling that you, and only you, as the best option at this time for your audience. Ideally, you want to have multiple strategies that serve as a bridge between you and your future clients. Essentially your lead generation strategy has the following purpose:

***To get them to realize they have a problem***

***To give massive value***

***To eliminate common objections***

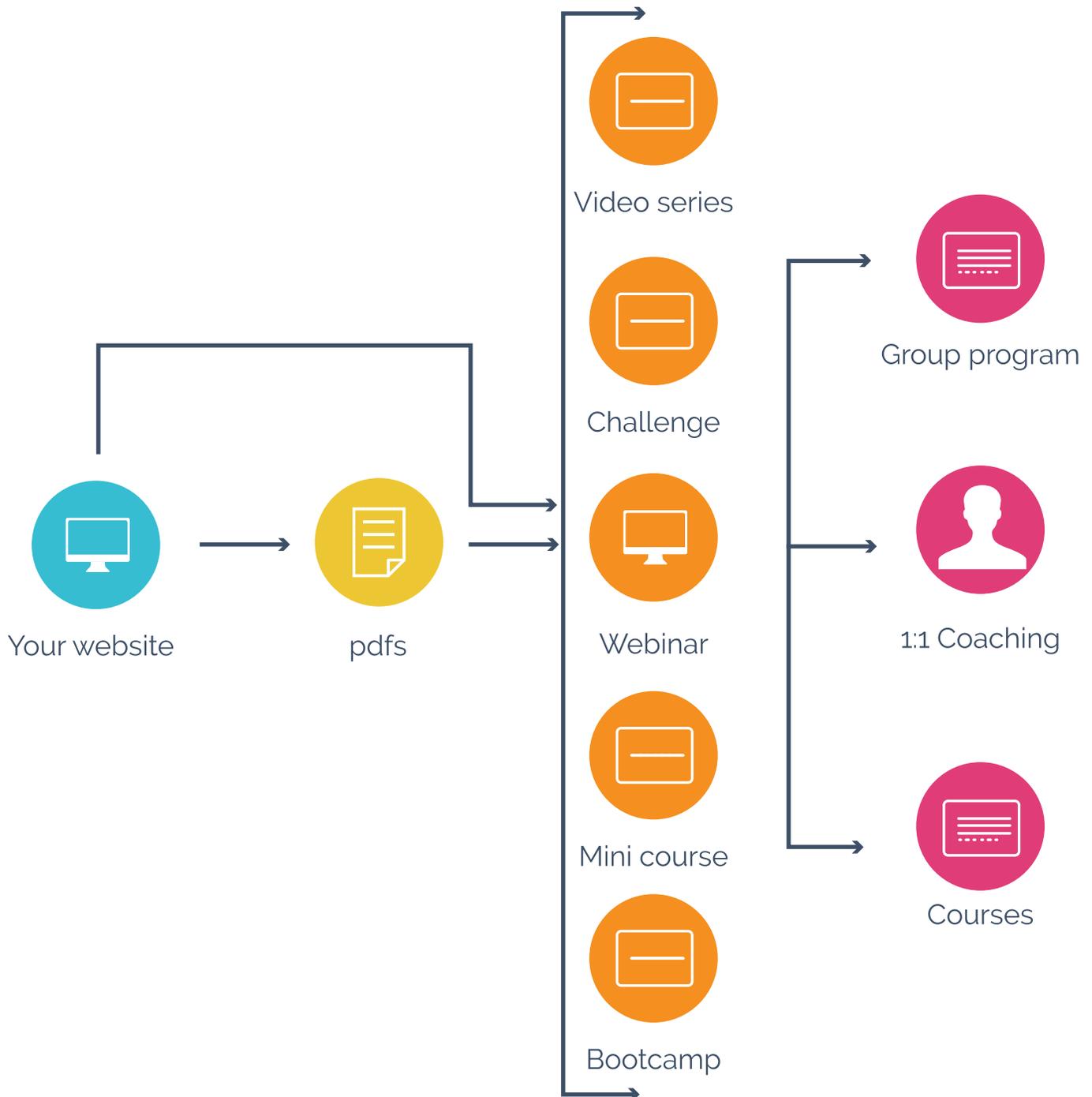
***To generate urgency***

***To get them to take action***



## MARKETING STRATEGY

These are the most common lead generation strategies you can follow:





## MARKETING STRATEGY

### WEBINAR TOPIC IDEA

1

2

3

### KICKASS LEAD MAGNET IDEA

1

2

3

### CHALLENGE IDEAS

1

2

3



## VISIBILITY PLAN

Finally, to top off your complete Brand Strategy Pyramid, you need to have a visibility plan in order to drive people into your funnel and lead generation mechanism. The most important thing to consider here is **C O N S I S T E N C Y**. No matter which social media or specific strategy you decide to take on, commit to it. I guarantee if you are consistent at it (and have the clarity on every other piece of the pyramid), it's virtually impossible to have your marketing strategy not work for you. Your website is one of your business' most important assets. For many potential clients, it's the place where they will be first experiencing your brand, so it needs to be able to capture their attention and have the capacity to turn them into leads. Your social media should be an extension of your brand. They are all part of building your brand experience. All photos, fonts, copy and image styles should be consistently branded. The success of your marketing strategy will come down to your level of organization and preparation for the future.

## ACTIONS TO TAKE

*How are you changing your lead generation and visibility strategies in order to create more transformations? Share it in the group using #HowILead*



HOLA, I'M *fabipaolini*

Now that you have gone through this process, you might need my help with implementing the Brand Strategy Pyramid into your business. So, let's get clear on who this is for: if you are a passionate, heart-centered entrepreneur that's here to make a difference in the world AND you are a service-based business - let's look at your business and see how exactly we can bring together all of these concepts in order for you to start creating real breakthroughs in your business. Whether you are just starting out and trying to figure out the pieces your business needs to live - or you have been around for a while and are still looking to connect to your brand voice and build a business that's thriving, I can help you create transformation. Book your free strategy session below and let's see where you are and how we can implement all of these concepts for you.