



**5 STRATEGIES TO UPGRADING
YOUR MARKETING
TO SIGN MORE PREMIUM
*coaching clients***

ATTRACT MORE PREMIUM *coaching clients*

Most coaches + experts I talk to have a desire to work with more ideal clients and a big vision to make a larger impact with what they do. They're committed to their business, and are looking for solutions that will help them attract more clients in a simpler way.

Over the last 3 years, we have generated over \$1,500,000 in revenue in our business and have created a simple magnetic process that allows us to consistently bring clients who are action-takers that go on to create incredible results and growth in their own businesses.

In this guide, I share with you the top 5 Secrets necessary to upgrade your marketing message in order to elevate the quality of clients you attract into your business.

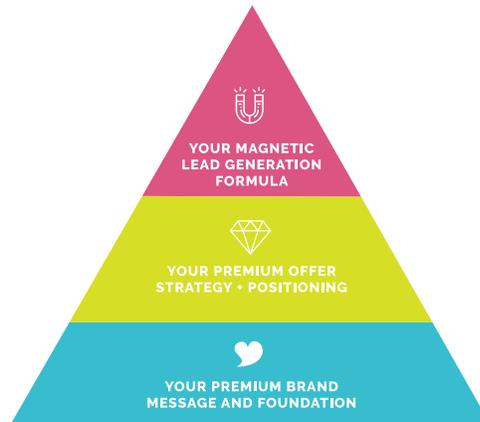
Want more personalized help? My team of Brand Specialists are trained to help YOU upgrade your messaging in just minutes.

We'll hop on a free 15-min Brand Audit Call with you and give you SPECIFIC and PERSONALIZED feedback, insights and improvements you can implement to optimize your content in order to help you make more sales. (Just to be clear - this is NOT a sales call - it is a value call)

[If you are interested in finding out more, click here to book that call - and read what others had to say about this call.](#)

Fabi Paolini

The 5 secrets I share with you below are all part of your premium brand message and is one piece of the puzzle that will lead you to position your brand as an authority online. We focus on building everything through what I call, the Brand Strategy Pyramid.



A PREMIUM BRAND MESSAGE This means making sure your language is speaking to an audience that is ready to buy - while showing them what makes what you have to offer different from everything they have tried before.



PREMIUM POSITIONING You need to be able to effectively communicate what is the exact **OUTCOME** or result you help your clients achieve. This will allow you to create demand for your offer even before you pitch it.



MAGNETIC LEAD GENERATION You want to create content that feels magnetic and irresistible. SO that when your potential clients read what you have to offer, they feel like "I want what they're having" - which leads to instant DMs or calls booked.

We can help you upgrade your messaging through our **15-MinBrand Audit** Call where we will give you specific insight on how to create magnetic content that attracts premium clients. [Click here to book that call.](#)

secret #1
B E C O M E A
" S A L L Y "

Your content needs to be created in such a way that it truly MAGNETIZES people in. You want to build momentum that gets people curious to find out more about what it is that you're doing.

Premium buyers are looking for coaches who are confident in themselves and what they do because that type of confidence lets them know that you can actually solve their problem.

That's why I like creating content that gets people saying "I'll have what she's having" (Like the movie 'When Harry Met Sally'). In other words - you want to create desirability behind what you do by showing up with total embodiment of the result that you help deliver for others - which means SHARING your WINS.



CLICK HERE FOR
AN EXAMPLE

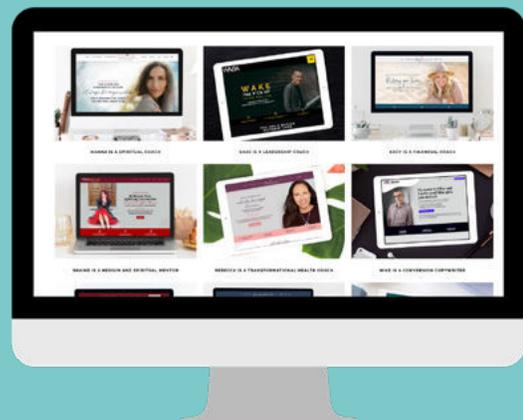
secret #1
B E C O M E A
" S A L L Y "

Share testimonials, client wins, before and afters and share these all over Social Media. If you can, create a page on your website with examples of your work or what you do. Obviously, this depends on the nature of your work, but it can be extremely effective for getting clients to come in because they see that you are someone that others have hired in the past as well.

Screenshot everything you can - every message, email or #win your clients share and show it all over the place (blurring out their name if that's necessary). You want to build a success story around YOU and the work that you do.

W H A T T O D O

In January 2021, I wrote a social media post, ran Facebook ads, sent emails, and even created a page on my website about 21 coaches whose brands + websites I had built in 2020. It was really effective in bringing me clients (and still does to this day!). [You can see the page here.](#)

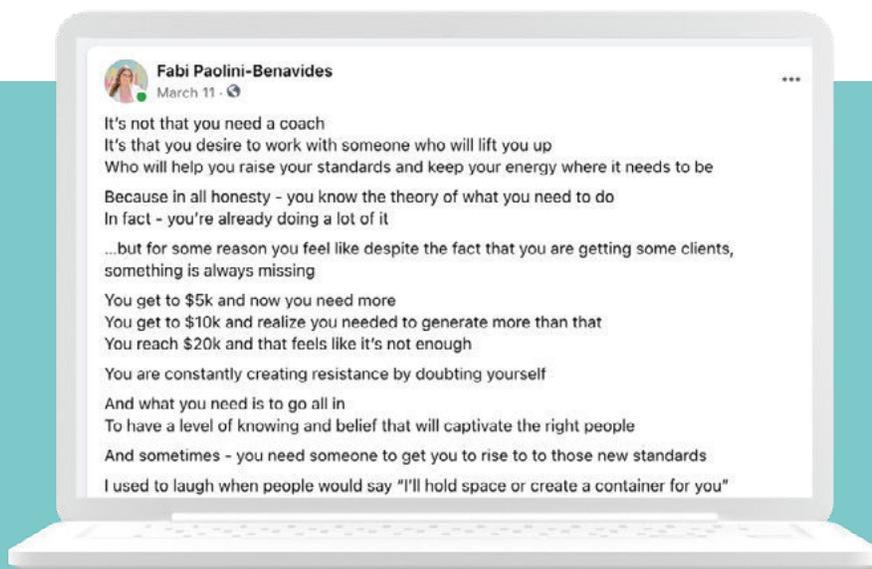


secret #2
STOP SPEAKING TO
"THE URSULA"

This is probably THE most common mistake transformational coaches are making online. You need to STOP speaking to what I call, "The Ursula" - in other words, the "poor, unfortunate soul." While your audience is experiencing a problem, you have to speak to people that have a big DESIRE to solve the problem instead of spending the majority of your time agitating the problem your audience has.

Upgrade your message to start to speak to the people who are already actively looking for solutions and investing instead of creating content that only amplifies how terrible their problem is.

Always, always, always lead with DESIRE when you are creating content. This will help you attract people who are SOLUTION AWARE vs. those who are only PROBLEM-AWARE.



CLICK HERE FOR
AN EXAMPLE

secret #2
STOP SPEAKING TO
"THE URSULA"

My friend, the power is in the Follow up - and if you want to get more calls booked on your calendar, you need to get into the habit of emailing every single week day. Yes - it might seem like a lot, but I promise you, it will be extremely effective in getting you to be top of mind for your clients. Make sure your emails are NOT speaking to the Ursulas. This is what I personally follow to send emails each week:

MONDAY: I invite people to watch my livestream from that day

TUESDAY: I send them the replay from Monday

WEDNESDAY: I send a very direct email inviting people to Book a Call

THURSDAY: I send a value-based email with the CTA to book a call

FRIDAY: I share a personal or client win with the CTA to book a call

EXAMPLE EMAIL

Hey FIRST NAME,

There's nothing worse than [SPECIFIC PROBLEM THAT THEY IDENTIFY WITH], and if there's one thing I've learned after helping [AUDIENCE] [GET X RESULT] is that [WHAT IS SOMETHING THAT RELATES TO THE PROBLEM THEY IDENTIFY WITH? WHAT IS THE REASON FOR THIS PROBLEM? WHAT IS YOUR UNIQUE PERSPECTIVE?]

If you want to [SOLVE THIS PROBLEM], let's hop on a call to [WHAT THEY WILL GET ON THE CALL].

Click here to book the call

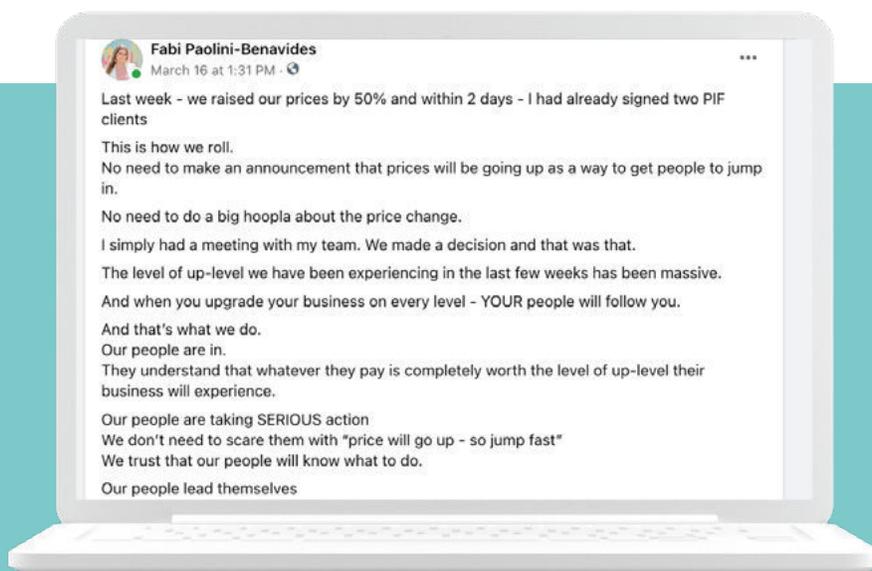
YOUR NAME

secret #3
CALL IN
"YOUR PEOPLE"

Start to create content that LITERALLY spells out exactly who 'your people' are - even before this is what you're experiencing each day. Do you want clients who are action-takers and ready to invest? Literally spell it out in your content.

Start speaking to the person that's beyond the objection and to the type of actions you want them to take as a result. For example, if you want your audience to pay in full, write content that speaks to the type of people that Pay In Full and literally say that it's what you expect from your audience.

This will allow you to educate your audience on the actions YOU want THEM to take - and also call in people who are ready to move forward.



CLICK HERE FOR
AN EXAMPLE

secret #3
CALL IN
"YOUR PEOPLE"

Most people out there think that all it takes for them to make sales is to just promote their services ONCE. If that. On Social Media.

The truth is that it requires MUCH more than that. Why? Because people are distracted and doing their own thing and aren't going to necessarily be paying attention to all you do.

However - THE most important thing that YOU need to understand is how to communicate to the right people so that you are bringing in the right leads. In this video, I go in-depth into explaining [The 3 Keys to Elevate the Quality of Clients You Attract through your content](#). It is GOLD.

MY SUGGESTION

Create a content calendar and stick to it. Try to get used to promoting your offers in a consistent way. Talk about them. Get people excited about you and the work you do! Need more support? [Here's a Year-Long Content Calendar I created as a gift for you :\)](#)



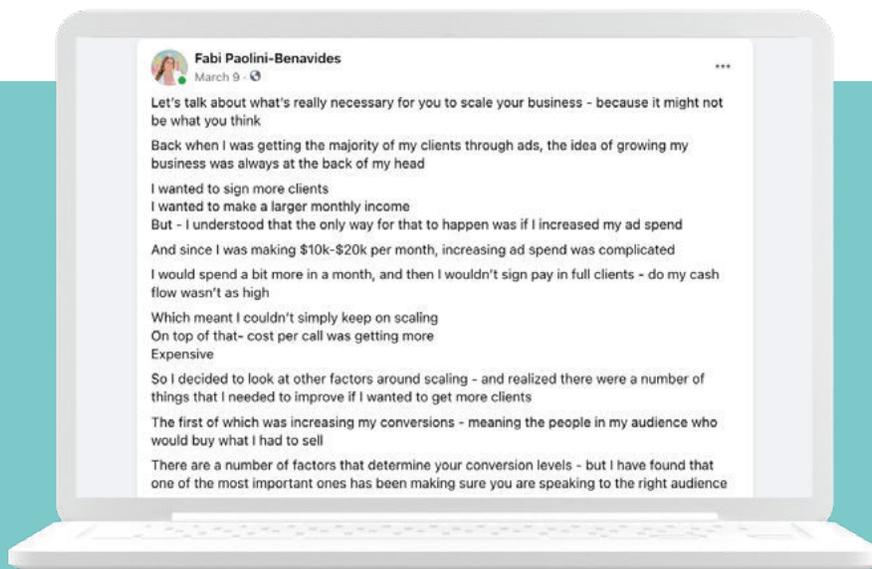
secret #4

CREATE DEMAND FOR YOUR PROCESS

A premium buyer wants to buy a proven system that will get them results. They aren't looking for "sessions" or "coaching" they are looking to solve the problem that they have.

This is why you want to create demand or pre-sell your offer by making it clear to them that there's a framework, methodology or system behind what you do. Include that framework in your content and start to showcase the power behind it (see page 2).

This means making it clear that what you do is different from the majority of things they have tried in the past and positioning your process as the ultimate solution they need.



CLICK HERE FOR
AN EXAMPLE

secret #4

CREATE DEMAND FOR YOUR PROCESS

One of my favorite ways to get clients is to create a value-packed video that creates demand for what I do without necessarily pitching working with me. Then, you promote this video everywhere.

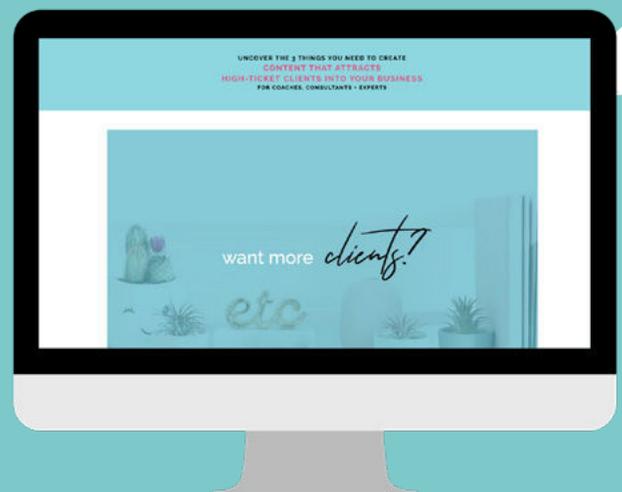
In it - you make sure you present your framework and process in a really clear way in order to create demand for what you do.

This can be more effective than a webinar (if done correctly) because it's short and sweet and straight to the point. For example, I have a video that focuses on 3 keys your marketing and content need in order to attract high-ticket clients. The video is so good and different, it gets me clients all the time. [You can watch it right here.](#)

STRUCTURE

- Hook people with what they want
- Dive into the unique vision you want to share and make sure you are seen as an expert with your content
- Clear Call To Action

[Click here to see this in action](#)



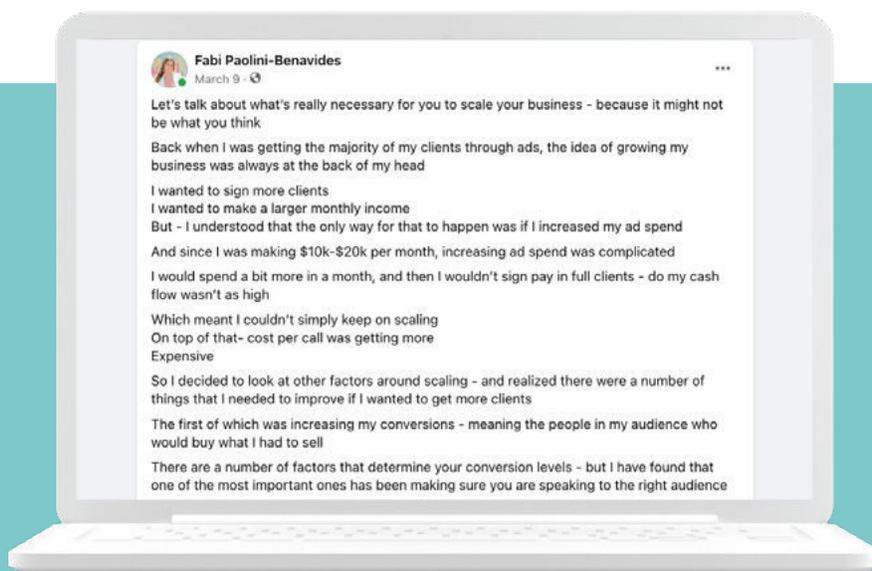
secret #5

BRING IN YOUR OWN SECRET SALSA

Listen - there's nothing more powerful than authenticity and personality behind what you are doing. At the end of the day, in this industry, people are buying from COACHES - not companies.

This means you need to bring in YOUR OWN unique perspective into all you do. What is your unique spin or point of view around some of the symptoms, scenarios or stories your clients are experiencing? How can you bring more of YOU into all you create?

Bringing your own personality, perspective and point of view into your content will allow people to see you as different and connect with you more on a personal level.



CLICK HERE FOR
AN EXAMPLE

secret #5

BRING IN YOUR OWN SECRET SALSA

One GREAT way to do this in your business? Using Reels or TikTok. If you aren't using Instagram Reels and TikTOK to grow your business, you are TOTALLY missing out. It is seriously THE MOST effective way to grow your audience right now. Instagram is pushing Reels above anything else and it's good because it allows you to get in front of your ideal audience organically. And with TikTok, you can also easily grow your following.

Seriously, you need to do it!

A couple of recommendations: Make sure you are using around 8 relevant hashtags in the caption of your post. Both platforms are equally effective - although, if I'm being honest, where I'm personally [MOST active is on TikTok. It's my favorite. You can find me right over here.](#)

INSTAGRAM REELS

Need more help and support around Instagram Reels? I created a tutorial that walks you through how to create your own. [Follow along as you go through my 30 day challenge!](#)





HOLA, I'M

Fabi Paolini

I'm a Brand Strategy and Online Business Coach and I help transformational coaches become premium brands that attract high-end clients by upgrading their marketing with magnetic messaging.

Here's how we can help: Let's hop on a 15-min NO PITCH call (meaning - nothing is for sale) where we look at your brand message, offer, audience and content and give you instant feedback you can implement RIGHT AWAY specifically for your business to help you upgrade your messaging and attract higher quality leads into your business.

98% of the people who hop on these calls with us have a MASSIVE success rate from implementing what we give for free.

CLICK HERE TO
BOOK IT