



HOLA I'M

Fabi Paolini

Fabi Paolini is a Brand Strategist and Online Business Coach helping coaches and experts position themselves as premium, authority brands that attract high-end clients by upgrading their marketing with magnetic messaging and design.



@fabipaolini | fabipaolini.com

Fabi Paolini likes to describe herself as a relentless action taker, and she is not exaggerating. It's this willingness to get going, show up, and jump in the ring that has propelled her to go from struggling entrepreneur to thriving multiple six-figure business owner making her first \$500K in a matter of 18 months.

Her signature framework, the Brand Strategy Pyramid Methodology, is designed to generate massive breakthroughs by harnessing the power of intentional and disruptive brand positioning - the same principles she used to create a radical before and after in her business and life.

An immigrant from Venezuela who landed in the U.S. in 2016 pregnant with her first baby and with absolutely no contacts, leads, or online business presence, Fabi knows what it's like to start from scratch, face your fears and make it work.

Her 14+ years of branding experience includes work for global brands such as Heinz, Smirnoff, and Johnnie Walker, among others. Fabi holds a B.A. in advertising and graphic design from the University of Miami and an MBA from the internationally renowned business school IESA.

EXPERTISE: How to position yourself as a premium brand that attracts high-end clients. How to create magnetic messaging that converts. How to build a Magnetic Customer Journey.



BRAND STRATEGY