

*Brand* THAT *Attracts*

THIS IS HOW TO  
BUILD A  
*Brand* THAT *Attracts*  
READY-TO-INVEST  
LEADS & CLIENTS

What I'm about to reveal to you is the EXACT system and process we follow in order to consistently attract premium, ready-to-invest leads and clients every single week into our business.

It's the same process that has our DMs and email inbox full of messages from people who want to know more and are booking calls, ready to invest in up-leveling themselves.

It's the system that attracts people who are committed, and taking action towards making their desires come true.

...and in this guide, you will learn exactly how my exclusive, 1:1 clients are doing the same - and how you can do it too.

## WHO THIS IS FOR

*this is perfect for you if:*

You absolutely love what you do and have a desire to make a difference in people's lives. You want to consistently work with incredible clients and have a process that gets you sales every single week - without using high-pressure sales tactics.

You want to attract "I'm IN, let's go" ready-to-buy clients that are committed to solve their problems - and willing to invest to make it happen.

...and you feel like even though you are an expert, you don't know how to clearly describe what makes you different - which means you sound like everyone else in your field. You know how to generate some leads, but aren't experiencing consistent, predictable sale.

You have a big vision and want to make a large impact with what you do. You are committed to your business and want to find a way to attract more clients in a more aligned, magnetic, and exciting way.

# HERE'S HOW WE DO IT

We focus on building your business through what we call The Breakthrough Brand Strategy Pyramid, which is a proven framework that will allow you to upgrade your message (or create an upgraded message) which enables you to attract high-level clients with Magnetic Marketing.



This means that we go deep to ensure you have a system that consistently brings in the highest-quality leads while turning you into a magnetic brand that attracts.

**Let's break the pieces down.**

# Your premium BRAND MESSAGE

We start by creating or upgrading your brand message by making sure the language you are using is speaking to an audience that is ACTUALLY ready to buy, while at the same time, showing them exactly what makes you unique.

This will enable you to create content in a way that instantly elevates the quality of clients you attract - as you understand how these people think and communicate with them in a way that makes it clear you are for them.

**The result: You Master Premium Messaging as you become the Premium Authority for high-level, committed clients.**



## MINDSET

Learn how to embody the leader you truly desire to be



## DIFFERENTIATION

Clarify your message as you become the top choice for your ideal clients



## AUDIENCE

Elevate the quality of clients you attract as you bring in ready-to-buy people

# Your premium offer

## STRATEGY & POSITIONING

Design, position, package and price your premium offer in a way that makes what you do look and feel completely different from everything else in the market right now. For this, you will learn how to effectively communicate the EXACT outcome or result you help your clients achieve.

Through this process, you will learn how to pre-sell or start creating demand for your offer - even before you have made an offer to people in your audience.

**The result: You Master your Premium offer and know exactly how to communicate the value you are able to deliver for your ideal clients - making what you do irresistible.**



### POSITIONING

Learn how to position yourself as a premium brand while clearly communicating your value



### FRAMEWORK

Create a unique framework or methodology that creates demand for working with you



### HIGH-TICKET

Learn how to feel completely confident about your premium pricing strategy

# Your Magnetic MARKETING STRATEGY

Learn how to create a Magnetic Customer Journey and strategy in such a way that you are able to consistently generate high-ticket sales. You will discover the exact process to constantly growing your audience with the right people and how to create high-converting content that feels magnetic and gets your ideal clients to consistently reach out to find out more.

You also learn how to create a system that will enable you to build an empowering relationship with your audience and then a simple sales process that helps you easily enroll perfect fits consistently into your business.

**The result: Master Magnetic Marketing and learn to create content in a way that makes ready-to-buy clients desire to work with you - and pay you for it.**



## AUDIENCE GROWTH

Learn the EXACT system to help you grow your ideal clients and generate more premium leads



## MAGNETIC MARKETING

Learn how to create magnetic content that captivates your ideal people and makes sales



## SALES MASTERY

High-ticket sales mastery to increase your sales conversion rates without spending hours on the phone

# Your premium BRAND 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 copy writing to adding a client portal or program to your site. You have it all to implement and see your business take off to the next level.



## BRAND IDENTITY

Creating a powerful brand identity that looks and feels premium



## WEBSITE

Web design and development to position your brand as an authority with ease of use for you



## CLIENT PORTAL

Exclusive client section that will allow your clients to get more value and knowledge



## COPYWRITING

Text and copy messaging for your website and brand so that you can attract the right people in



## TEMPLATES

Design templates to use on social media, pdfs, blog, featured images and more



## TECH

Tech integration & trainings to make everything in your business flow



## THIS IS WHAT YOU GET

*\*\*This is what is included in the complete 1:1 offer,  
but this can be customized depending on your needs.*

- ✓ Six VIP Calls with Fabi
- ✓ One 1:1 Call with Debb Cobb for Sales support
- ✓ In-depth trainings and step-by-step workbooks
- ✓ Private personal section with all call recordings, access to files and additional personalized trainings
- ✓ Weekly Live Group Q&A Calls for 12 Months
- ✓ Monthly Group Q&A Calls focused on mindset for 12 months
- ✓ Monthly Group Q&A Calls focused on sales for 12 months
- ✓ 24/7 Access to the Private Community
- ✓ Lifetime Access & Free Updates

## PREMIUM BRAND MESSAGE

- ✓ Discover how to leverage your identity and superpower by clearly developing your confidence and core message as you become a Premium Authority
- ✓ Elevate the quality of clients you attract so you bring in ready-to-buy leads
- ✓ Receive a 30-40 page custom made Brand Strategy Book outlining:
  - Your Brand Values
  - In-depth definition of your ideal audience
  - What your brand stands for
  - Brand benefits
  - Your Brand Manifesto
  - Power phrases for marketing
  - Your mission
  - Content themes
  - Your offer
  - Website copywriting
- ✓ Your mindset: Discover how to embody total magnetism and increase your belief in yourself so that you turn your desires into reality

## YOUR FRAMEWORK + OFFER

- ✓ Develop a core, high-ticket signature offer or redefine the one you already have with this in-depth process that will allow you learn how to communicate the real value you deliver for your clients
- ✓ How to price and package your offer making it a no-brainer choice for your ideal clients
- ✓ Discover how to develop bulletproof confidence in your offer so that you can sell it with more ease as you show up with total conviction in what you do

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## YOUR MARKETING STRATEGY

- ✓ In-depth training and mentorship on creating a Magnetic Marketing strategy and funnel that will enable you to make more sales and attract premium clients.
- ✓ Fabi will guide you in the complete process and will even help you write scripts and content
- ✓ Complete funnel Video training, swipe files, landing page templates, workbooks and funnel analysis for: PDF, Video Series, Challenge, Quiz, Video Sales Letter, Live Bootcamp, Free Email Course, Live launch webinar, Evergreen webinar
- ✓ Discover how to create Magnetic Content that instantly attracts ready-to-buy leads into your business
- ✓ Know the EXACT places and strategies you can follow in order to grow your audience and bring in high-quality leads
- ✓ Implement the most effective funnel that will allow you to easily generate leads for your business - and make weekly high-ticket sales
- ✓ Learn a strategy to generate a boost in your income while making more sales
- ✓ Bonus: Tech trainings to easily implement all of these marketing strategies

## SALES MASTERY

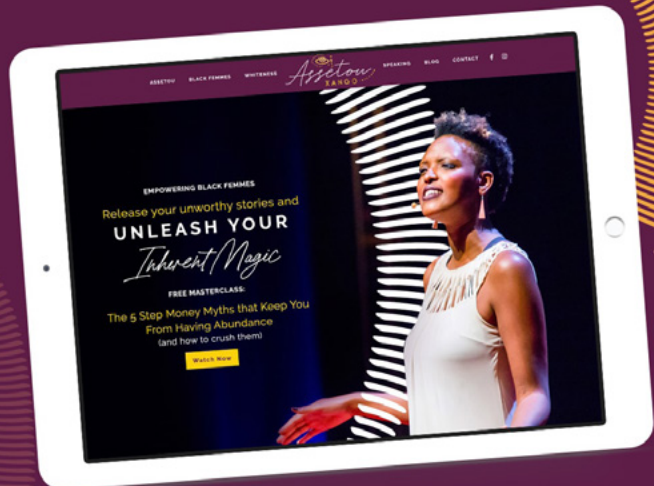
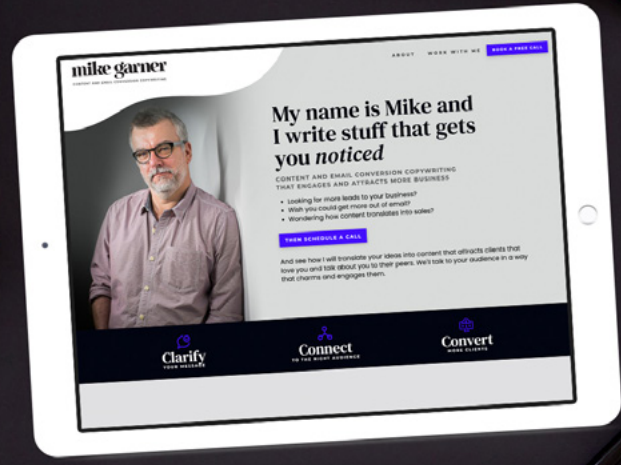
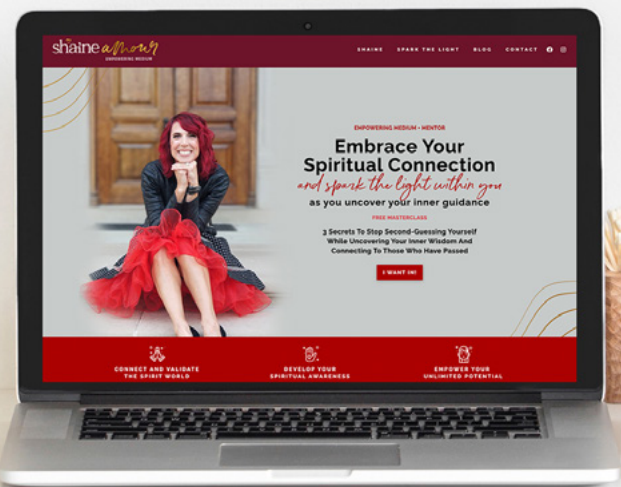
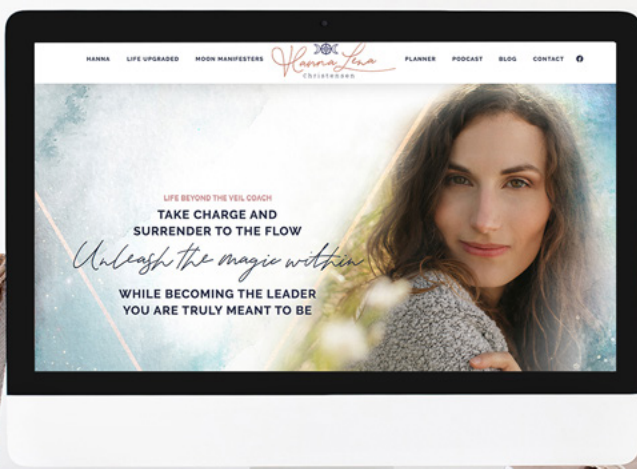
- ✓ Learn how to become a master at high-ticket sales
- ✓ How to approach your sales conversations
- ✓ Becoming an expert at overcoming objections
- ✓ Writing your own sales script
- ✓ Feeling in integrity with sales
- ✓ Learn the exact sales strategy we implement to increase conversions from 30% to 60%

## YOUR VISUAL BRAND

- ✓ Complete visual brand development and design: logo, fonts, color palette and collateral elements
- ✓ Your Brand Board
- ✓ Templates: Design templates in Canva for Blog cover, social media, featured image, pdf/workbook, Facebook Page cover
- ✓ Your Website: Total design and development of Wordpress Website that is mobile friendly/responsive with basic SEO.
- ✓ Built-in Landing Pages: Your website will come with it's own landing page so you don't need to use external software such as ClickFunnels or LeadPages
- ✓ Client portal: Whether it's a client section, course, or program, you will receive your very own client portal developed on your website for your clients to have exclusive access to your work
- ✓ Tech integration: Your website will be connected to all your external software and systems (Calendly, ConvertKit, WebinarJam, or any one that you use)
- ✓ Training: You will have complete and 100% control over your website. Fabi will teach and train you to edit your website
- ✓ Tech training section: You get access to a tech training section teaching you how to use some of the most important tools you might need such as ConvertKit, MailChimp, Teachable, WebinarJam, EverWebinar, Calendly, Canva, etc.

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CLICK HERE TO SEE  
**CLIENT RESULTS**





HOLA, I'M *Fabi Paolini*

I'm a Brand Strategist and I help coaches and experts attract ready-to-invest clients by positioning themselves as premium brands through magnetic messaging and design. Our focus is in helping clients create a system that allows them to make weekly high-ticket sales so that they can have major breakthroughs as they make a larger impact and income with their business.

CLICK HERE TO  
**BOOK A CALL**



BRAND THAT ATTRACTS