

Breakthrough
MARKETING

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-buy clients every single week into our business.

It's the same messaging 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.

LET'S UNCOVER YOUR

Angle of Mastery

Within all your knowledge, experience, expertise, wisdom, innate abilities and intuitive, soul led power, there is a powerful point of view and angle that is meant to magnetize and attract your most perfect, ideal, client. A message that brings together all of you and that is already embodied within your head & heart. I call this, your **Angle of Mastery**.™

This unique point of view & angle is what makes up your TRUE Breakthrough Brand & Message. They type of message that attracts your ready-to-invest people. The type of message that is so aligned, you can't help but have creative, insightful ideas come through.

The type of message that clearly shows your audience not only that you understand what their problem is, but you get the cause of that problem - and therefore, have the solution in your hands at well.

The type of message that moves away from becoming the Ur-sula, speaking to the poor, unfortunate, souls - but rather magnetizes, the high-quality visionary, action-takers that are ready-to-invest in solving this problem and creating the life that they truly desire.

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.

You will also discover the elements necessary to create demand for what you do and build your own Angle of Mastery™ that will make you stand out from the rest.

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.



ANGLE OF MASTERY

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

THIS IS WHAT YOU GET

- ✓ Five 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 6 Months
- ✓ Monthly Group Q&A Calls focused on mindset for 6 Months
- ✓ Monthly Group Q&A Calls focused on sales for 6 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 6Ss of Singularity
 - Your Breakthrough Content
 - Your Ready-To-Invest Audience
 - Magnetic Content Pillars
 - Your Angle of Mastery
 - Podcast Pitch
 - Your positioning
 - Website copy
 - Brand Outcomes
- ✓ 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

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
- ✓ Create your own 15-min Expert Audit
- ✓ 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%

**INVESTMENT: \$25,000 or 6
monthly payments of \$4,500**

LOOKING FOR AN ALTERNATIVE?

	<i>Breakthrough</i> BRAND AND MARKETING	<i>Breakthrough</i> MARKETING
MESSAGING		
Leverage what makes you different	✓	✓
Your Ready to Invest, Premium Audience	✓	✓
Your Angle of Mastery	✓	✓
Your Premium Framework and Offer	✓	✓
Becoming Magnetic	✓	✓
MARKETING		
Premium Client Attraction	✓	✓
Your Magnetic Customer Journey	✓	✓
Heart-Centered, High-ticket Sales	✓	✓
INCLUDED		
Group Coaching calls with Fabi	SIX MONTHS	SIX MONTHS
Group Coaching calls with Mindset Coach	SIX MONTHS	SIX MONTHS
Group Coaching calls with Sales Coach	SIX MONTHS	SIX MONTHS
COACHING + DONE FOR YOU		
Personalized, done-for-you premium Brand Strategy Book		✓
Done-for-you Website Copy		✓
Coaching, script review, guidance on marketing		✓
60 min 1:1 Calls with Fabi		FIVE CALLS
One 60-min, 1:1 Call with Debb Cobb (Sales Coach)		✓
Voxel Access to Fabi		SIX MONTHS
INVESTMENT	\$8,000 OR 6 MONTHLY PAYMENTS OF \$1,500	\$25,000 OR 6 MONTHLY PAYMENTS OF \$4,500



OUR OFFERS

GROUP PROGRAM

1:1 COACHING

YOUR BREAKTHROUGH BRAND MESSAGE

Breakthrough BRAND

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|---|--|
| <ul style="list-style-type: none"> Leverage what makes you different Your Ready to Invest, Premium Audience Your Angle of Mastery Your Premium Framework and Offer Becoming Magnetic | <ul style="list-style-type: none"> 3 months 5 modules Weekly group coaching calls with Fabi Monthly mindset group coaching calls PIF BONUS: 1 week Voxer Access to Fabi |
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Breakthrough MESSAGING

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| <ul style="list-style-type: none"> Leverage what makes you different Your Ready to Invest, Premium Audience Your Angle of Mastery Your Premium Framework and Offer Becoming Magnetic | <ul style="list-style-type: none"> Personalized, done-for-you premium Brand Strategy Book Done-for-you Website Copy Three 60-min, 1:1 Calls with Fabi 3 months of Voxer access to Fabi | <ul style="list-style-type: none"> 3 months 3 modules Weekly group coaching calls with Fabi Monthly mindset group coaching calls |
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YOUR BREAKTHROUGH BRAND MESSAGE & MARKETING

Breakthrough BRAND & MARKETING

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| <ul style="list-style-type: none"> Leverage what makes you different Your Ready to Invest, Premium Audience Your Angle of Mastery Your Premium Framework and Offer Becoming Magnetic Premium Client Attraction Your Magnetic Customer Journey Heart-Centered, High-ticket Sales | <ul style="list-style-type: none"> 6 months 8 modules Weekly group coaching calls with Fabi Monthly mindset group coaching calls Monthly sales group coaching calls PIF BONUS: One 60-min Call with Fabi |
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Breakthrough MARKETING

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| <ul style="list-style-type: none"> Leverage what makes you different Your Ready to Invest, Premium Audience Your Angle of Mastery Your Premium Framework and Offer Becoming Magnetic Premium Client Attraction Your Magnetic Customer Journey Heart-Centered, High-ticket Sales | <ul style="list-style-type: none"> Personalized, done-for-you premium Brand Strategy Book Done-for-you Website Copy Coaching, script review, guidance on marketing Five 60-min, 1:1 Calls with Fabi One 60-min, 1:1 Call with Debb Cobb (Sales Coach) 6 months of Voxer access to Fabi | <ul style="list-style-type: none"> 6 months 6 modules Weekly group coaching calls with Fabi Monthly mindset group coaching calls Monthly sales group coaching calls |
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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 by amplifying their Angle of Mastery. 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



Breakthrough MARKETING