

# Breakthrough

## MESSAGING

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. In this program, we focus on the first 2 parts of the pyramid: Your Premium Brand Message and Your Premium Offer Strategy & Positioning.

**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

## THIS IS WHAT YOU GET

- ✓ Three VIP Calls with Fabi
- ✓ 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 2 Months (8 weeks)
- ✓ 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

**INVESTMENT: \$15,000 or 6  
monthly payments of \$3,000**



## LOOKING FOR AN ALTERNATIVE?

	<i>Breakthrough</i> BRAND	<i>Breakthrough</i> MESSAGING
<b>MESSAGING</b>		
 Leverage what makes you different	✓	✓
 Your Ready to Invest, Premium Audience	✓	✓
 Your Angle of Mastery	✓	✓
 Your Premium Framework and Offer	✓	✓
 Becoming Magnetic	✓	✓
<b>INCLUDED</b>		
 Group Coaching calls with Fabi	THREE MONTHS	THREE MONTHS
 Group Coaching calls with Mindset Coach	THREE MONTHS	THREE MONTHS
 Group Coaching calls with Sales Coach	NONE	NONE
<b>COACHING • DONE FOR YOU</b>		
 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		THREE CALLS
 One 60-min, 1:1 Call with Debb Cobb (Sales Coach)		NONE
 Voxer Access to Fabi		THREE MONTHS
<b>INVESTMENT</b>	<b>\$4,000</b> OR 3 MONTHLY PAYMENTS OF \$1,600	<b>\$15,000</b> OR 6 MONTHLY PAYMENTS OF \$3,000



# OUR OFFERS

## GROUP PROGRAM

## 1:1 COACHING

### YOUR BREAKTHROUGH BRAND MESSAGE

## Breakthrough BRAND

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

## Breakthrough MESSAGING

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

### YOUR BREAKTHROUGH BRAND MESSAGE & MARKETING

## Breakthrough BRAND & MARKETING

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

## Breakthrough MARKETING

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



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* MESSAGING