

Brand Message

MASTERY

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 clients are doing the same - and how you can do it too.

LET'S UNCOVER YOUR

Angle of Mastery

Here's what I want you to get: Finding out who your ready-to-invest audience is one piece of the equation.

The other piece?

Understanding what will MOVE your audience so that they want to work with you, even before you've told them what you sell. That's where your **Angle of Mastery™** comes in.

It's about clearly defining your premise, point of view, or perspective in such a way that you become the ultimate leader in a category of one.

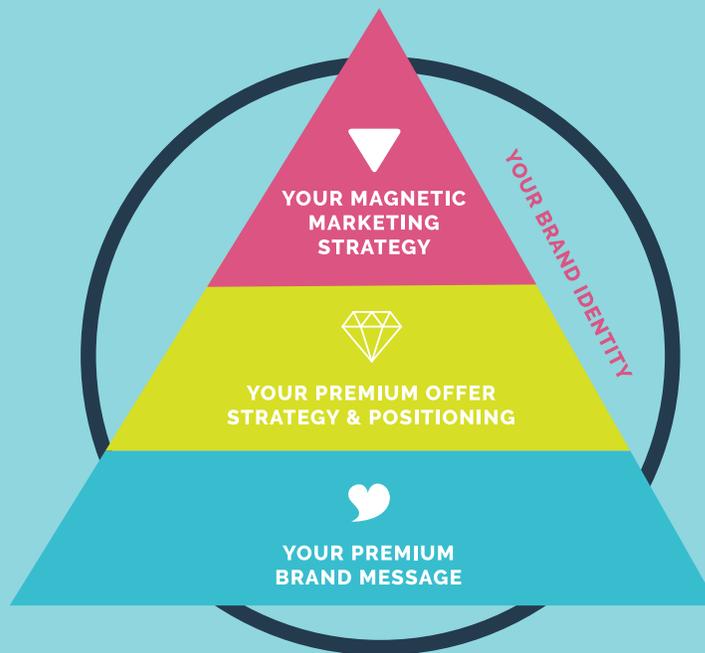
While most people are teaching you to focus on agitating what your audiences' problem is over and over again hoping that they will see how big their problem is

What you want to do is show them WHY they are experiencing their problem in a way that gives them breakthroughs and light-bulb moments.

Your Angle of Mastery™ is the point of view, or perspective around what is causing their problem and your unique solution that will completely eradicate it

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 while incorporating your Angle of Mastery, 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.

You'll learn how to effectively communicate your value in every piece of content that you create. Go deep into understanding the psychology behind premium buyers and learn the most effective triggers you need to use in order to communicate with them.

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 develop your Angle of Mastery and are able to articulate why YOU are the absolute BEST option for high-level, committed clients.



UNIQUENESS

Learn to leverage the things that make you different to attract clients



ANGLE OF MASTERY

Learn how to **CLEARLY** explain why **YOU** to your ideal audience



AUDIENCE

Elevate the quality of clients you attract as you bring in Power Buyer Clients

Your premium offer

STRATEGY & POSITIONING

Discover the exact pieces and process to create a premium framework that speaks to ready-to-invest, high-ticket coaching clients.

This will become the center of your marketing plan and strategy. Build your offer suite and determine the benefits, outcomes, and results from what you do as you develop bulletproof confidence in your offers.

Learn how to repackage, reposition or, simply create a high-ticket offer that commands premium pricing right now - with the specific strategies that will allow you to sell and become irresistible to your ideal clients.

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.



POSITION YOUR OFFER

Learn how to position your offer in a way that speaks to a ready-to-invest audience



YOUR 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

Completely revolutionize your lead generation and marketing strategy as you upgrade your systems and content in order to bring in the right people into your business.

You will learn our unique, proprietary process for creating a 20-minute webinar that pre-qualifies your audience and overcomes objections while turning watchers into ready-to-invest clients.

Learn how to grow your audience with premium coaching clients by mastering organic audience amplification. Discover our unique process for creating objection-free sales calls.

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



NEED-TO-HAVE

Create content that builds demand and turns what you do from a nice-to-have to a need-to-have-right-now



SALES MASTERY

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

HOW WE CAN Work together

GROUP COACHING OPTIONS

	<i>Breakthrough</i> BRAND MESSAGE	<i>Breakthrough</i> BRAND MARKETING
PHASE 1		
 Leverage what makes you different	✓	✓
 Your Ready to Invest, Power Buyer Clients	✓	✓
 Your Angle of Mastery <small>(YOUR BIG IDEA)</small>	✓	✓
 Premium Positioning	✓	✓
 Your Premium Framework and Offer <small>(POSITIONING YOUR OFFER)</small>	✓	✓
 The Need-To-Have Formula <small>(CREATING DEMAND)</small>	✓	✓
 Marketing to Power Buyers	✓	✓
 Becoming Magnetic <small>(POTENCY AND ENERGY)</small>	✓	✓
PHASE 2		
 Magnetic Content <small>(ORGANIC CONTENT MASTERY)</small>		✓
 Premium Audience Growth <small>(REACH MORE PEOPLE ORGANICALLY)</small>		✓
 Your Magnetic Customer Journey <small>(OUR ENTIRE 20-MIN WEBINAR MODEL)</small>		✓
 The Expert Audit <small>(OUR 15-MIN PRE-QUALIFICATION CALL)</small>		✓
 Heart-Centered, High-ticket Sales		✓
 Power Buyer Pathway <small>BUILDING PREMIUM RELATIONSHIPS</small>		✓
 Leverage Ai to Dominate Your Market		✓
INCLUDED		
 Group Coaching calls with Fabi	FOUR MONTHS	EIGHT MONTHS
 Group Coaching calls with Mindset Coach	FOUR MONTHS	EIGHT MONTHS
 Group Coaching calls with Sales Coach	NONE	EIGHT MONTHS
 Pay In Full BONUS	ONE 60 MIN 1:1 CALL WITH FAB I	TWO 60 MIN 1:1 CALLS WITH FAB I

[CLICK HERE TO FOR MORE DETAILS](#)

HOW WE CAN Work together

1 ON 1 DONE-FOR-YOU OPTIONS

	<i>Breakthrough</i> MESSAGING	<i>Brand Message</i> MASTERY
PHASE 1		
Leverage what makes you different	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Your Ready to Invest, Power Buyer Clients	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Your Angle of Mastery (YOUR BIG IDEA)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Premium Positioning	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Your Premium Framework and Offer (POSITIONING YOUR OFFER)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
The Need-To-Have Formula (CREATING DEMAND)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Marketing to Power Buyers	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Becoming Magnetic (POTENCY AND ENERGY)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
PHASE 2		
Magnetic Content (ORGANIC CONTENT MASTERY)		<input checked="" type="checkbox"/>
Premium Audience Growth (REACH MORE PEOPLE ORGANICALLY)		<input checked="" type="checkbox"/>
Your Magnetic Customer Journey (OUR ENTIRE 20-MIN WEBINAR MODEL)		<input checked="" type="checkbox"/>
The Expert Audit (OUR 15-MIN PRE-QUALIFICATION CALL)		<input checked="" type="checkbox"/>
Heart-Centered, High-ticket Sales		<input checked="" type="checkbox"/>
Power Buyer Pathway BUILDING PREMIUM RELATIONSHIPS		<input checked="" type="checkbox"/>
Leverage AI to Dominate Your Market		<input checked="" type="checkbox"/>
INCLUDED		
Group Coaching calls with Fabi	FOUR MONTHS	EIGHT MONTHS
Group Coaching calls with Mindset Coach	FOUR MONTHS	EIGHT MONTHS
Group Coaching calls with Sales Coach	NONE	EIGHT MONTHS
COACHING + DONE FOR YOU		
Personalized, done-for-you messaging & big idea	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Done-for-you Website Copy	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Script review and guidance on marketing	NONE	<input checked="" type="checkbox"/>
60 min 1:1 Calls with Fabi	FOUR CALLS	EIGHT CALLS
One 60-min, 1:1 Call with Debb Cobb (Sales Coach)	NONE	<input checked="" type="checkbox"/>
Voxel Access to Fabi	FOUR MONTHS	EIGHT MONTHS

CLICK HERE TO
FOR MORE DETAILS

READ & WATCH
HUNDREDS
OF CLIENT
TESTIMONIALS
AND SUCCESS
STORIES FROM
OVER THE YEARS

CLICK HERE TO
FOR MORE DETAILS



**"SINCE WORKING WITH FABI,
I'VE HIT A QUARTER MILLION
DOLLAR QUARTER IN MY BUSI-
NESS"**

"Before working with Fabi, I was stuck making about \$60k per month. My message was speaking to the wrong people and was attracting the wrong people. My revenue has increased about 30% per month. I now attract the type of people who are ready to go, committed and taking action - and therefore, enrolling in my program."

LYNNE LEVY

Leadership coach for Product Managers

Lynne is a leadership coach for product managers helping them level up and get promoted to top leadership as they own their brilliance, and effectively overcome overwhelm so they feel like rockstars.

Since working together, Lynne has not only reached a 70% conversion rate on sales calls, she is also generating consistent \$100k/months in her business.

Wanted to celebrate....My August is looking to be 115-125K. **HIGHEST MONTH EVER.** And thank you for your feedback. I like

But to go back to August...it is only because of YOU and the change in my mindset, positioning, marketing, and how I am selling that enabled me to go from about 75K/month to 125K this month.





"AS A RESULT OF IMPLEMENTING FABI'S ADVICE ON OUR WEBINAR, WE'VE CREATED OVER \$100k IN NEW BUSINESS IN UNDER 2 MONTHS'

"Dive into Fabi's content because she's got it dialed in when it comes to what and how you communicate with your dream, ideal customers and exactly what to say to attract them into your world."

JOSH ELLEDGE

B2B Consulting Agency

Josh is the CEO of Up My Influence, a B2B Agency helping concierge-level clients bring in clients through podcasting.

Since working together, Josh's brand has substantially grown with a clear message that speaks to his perfect, ideal clients.

AND - our new webinar continues to convert top-shelf folks!! Just closed another \$36K client and I'm just as excited that we get to work with a business leader with his heart and purpose. It's not about the money. It's about who we get to connect and do great work with.



So - so far, we're up to over \$100K+ ALV from your formula - and it's only been around a month live? lol Those are good stats.





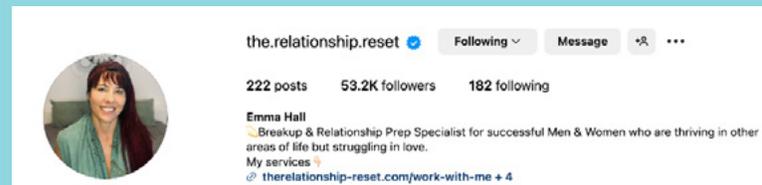
“MY BUSINESS COMPLETELY CHANGED. I’M ATTRACTING IDEAL CLIENTS, BIG OPPORTUNITIES AND EVEN MORE ABUNDANCE. THIS FEELS ALMOST MAGICAL!”

Emma’s success story has been incredible. She opened up a brand new Instagram account when we began working together and she quickly went viral, attracting her ideal clients. But the most impressive thing is her ability to easily enroll them into her high-ticket offer. Her sales call conversion rate is now at about 80%.

EMMA HALL
RTT Coach - Relationships

Emma is an RTT Coach focused on helping successful men and women overcome heartbreak from their relationships and attracting love.

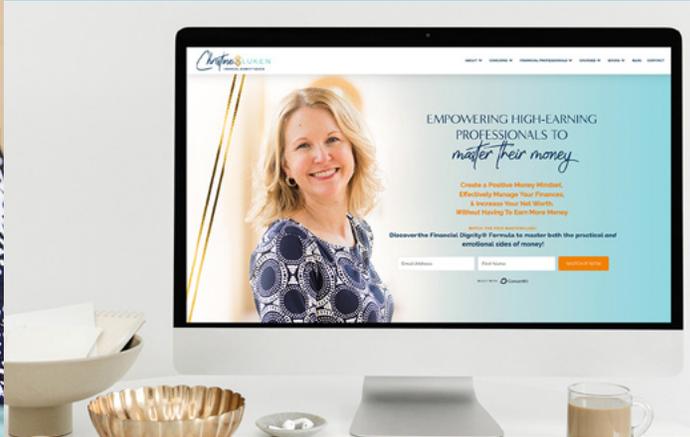
Emma’s entire business has take off completely. She’s consistently enrolling clients (including the CEO of a Billion Dollar company!), expanding her audience and creating massive success.



@Fabi Paolini , the CEO, booked! Yay! I recalculated the conversion rate. my conversation rate was 20% -40% NOW it is about 80% ! 4:26 AM



“FABI IS THE BEST INVESTMENT I HAVE EVER MADE ON MY BUSINESS. I’M GETTING SO MANY HIGHER LEVEL CLIENTS AND OPPORTUNITIES WHICH ARE A DIRECT CONSEQUENCE OF WORKING WITH HER”



CHRISTINE LUKEN Financial Coach

Christine is a Financial Coach empowering high-earning professionals to master their money while creating a positive money mindset and achieving their goals.

Christine currently generates over \$10,000 per month in her online coaching business.



FABI!!! I'm having my first 5-figure month! \$12k for January!!!! 😊

“I worked with Fabi to give me a complete refresh of my brand. I wasn't proud of my brand, and I realized that even though I had great content and experience, it wasn't coming across the way I wanted to. I was surprised at the depth that Fabi goes into for this process. Fabi took my brand and message to the next level. I finally feel my digital representation reflects who I am as a professional. Fabi gave me so much more than I expected - I now know exactly how to communicate with my customers and the problems that my ideal clients have. I have people consistently booking discovery calls and becoming clients and have a strategy that allows me to grow and expand”





“WORKING WITH FABI HAS BEEN THE ABSOLUTE BEST INVESTMENT I HAVE MADE IN MY BUSINESS”



GAV GILLIBRAND

Weight loss coach

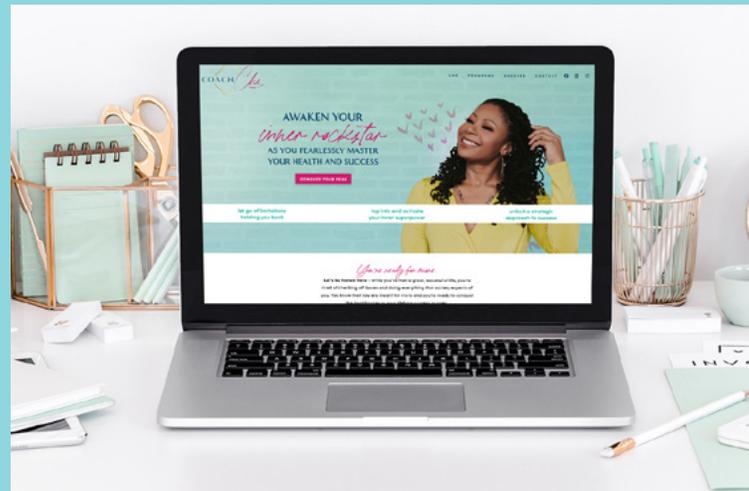
Gav is a weight loss coach helping busy, professional men lose 20-30lbs in 12 weeks without eliminating carbs or alcohol so they perform optimally in the boardroom and the bedroom.

Gav is currently generating consistent \$20k/months in his business attracting his perfect ideal client in.

“Before working with Fabi I was making well under \$10k per month. Things were going down and not working well. Now I consistently attract great clients. The clients I attract are also getting incredible results. I attract people who are committed to getting results and will take action. I now consistently attract my ideal client into my business. Working with Fabi has been a game changer and it has been worth every penny.”



“SINCE WORKING WITH FABI, I HAVE STARTED ATTRACTING MORE OF MY IDEAL CLIENTS INTO MY BUSINESS”



COACH CHE

High-performance coach

Che helps high-achievers create a healthy and fulfilling lifestyle so that they can fearlessly realize their fullest potential and master their health, balance and success while feeling like rockstars.

Che is now consistently signing and attracting her ideal clients into her business - even signing them into her \$10k program called PEAK Living.

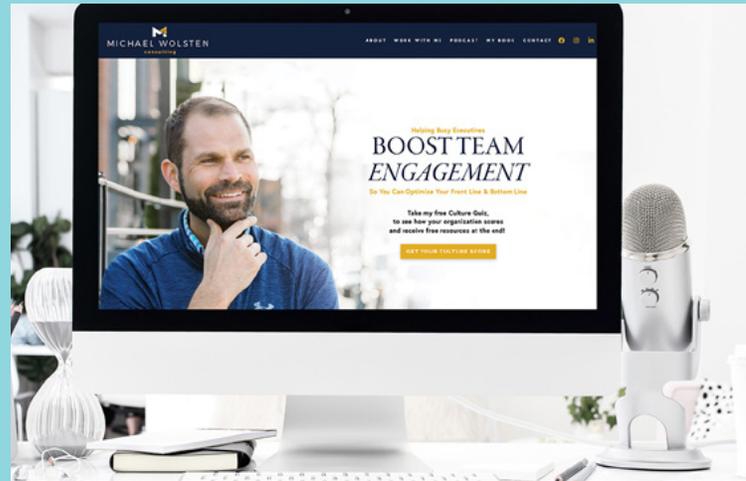
Through our process together, we created a framework for Che - the PEAK Living Framework and created a variety of programs that adapted to her needs. We also established a system that allowed Che to attract more of her ideal clients in a consistent way - all through the organic content she posts on LinkedIn.

Also, I just enrolled my first new client into the new program at the new price point! Woohoo! It was legit the **EASIEST sales** conversation ever and she kept saying how all the new messaging stuff has been really speaking to her so it's working! This woman has been following me for years and finally took the leap YAY!





"I HAVE DEVELOPED MORE CLARITY ON MY MESSAGE AND KNOW EXACTLY WHAT TO DO TO ATTRACT CLIENTS"



"Since working with Fabi, I now know exactly what I need to do to attract my ideal client and the people I want to attract into my business. I now am able to easily create content in a way that feels good"

MICHAEL WOLSTEN

Leadership Consultant

Michael helps busy, high performing executives build world class teams so they can optimize their front line and bottom line.

In less than 10 months since launching his business, Michael went on to generate 6 figures in his business.

Thank you so much!!

Ps, I am up to \$42k collected for the month...🤪



“THIS IS WORKING! I'M ATTRACT IDEAL CLIENTS WHO ARE PAYING ME \$5k IN FULL TO WORK WITH ME!”



SANGHEETHA PARTHASARATY Nervous System Coach

Sangheetha is a Nervous System Coach for high-achievers helping them bring more pleasure and fun into their power through trauma healing and power wound transformation.

Sangheetha is using LinkedIn to attract her ideal client and has been featured in important publications in India and beyond.

In our process working together, Sangheetha needed to find a way to bring in her variety of audiences together together in a way that made sense. We figured out a message that would speak to her ideal audience - whether they were immigrants, parents or simply high-achievers. We focused on up-leveling her brand, message and presence to attract her ideal client. Since then, she has followed our system to consistently keep on attracting \$5k clients.

The first 5k client came through and paid

like the first sale is in the bag officially

it feels surreal

thank you Fabi



"I FINALLY DISCOVERED THE MESSAGE I WANTED TO BE TRULY KNOWN FOR. NOW PEOPLE COME TO ME SAYING 'THIS IS EXACTLY ME!'"

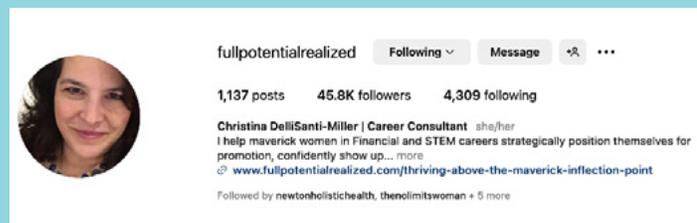


CHRISTINA DELLISANTI-MILLER Career Coach for Maverick Women

Christina helps professional women in STEM and Financial Careers strategically position themselves for a promotion by learning to go beyond the Maverick Inflection Point.

Christina is now consistently creating content and filling up both her 1:1 and group programs for Maverick women.

When we started working together, Christina had a few hundred followers on Instagram. Through developing her message, she went viral, gained thousands of followers filled with women in her ideal clients, and filled her calendar up with call from her Power Buyer clients.



I just had my first successful group meeting with people. It was so joyful and I owe it all to you. Thank you. Yay yay



"I FELT MY MESSAGE WAS OFF BEFORE, AND NOW I LOVE THAT I AM TRANSPARENT AND ATTRACTING MY TRUE IDEAL CLIENTS. SHE WAS ABLE TO DRAW OUT MY MESSAGE."



JOHN GRAHAM

High-performance coach

John mentors highly accomplished, conscious business owners, experts, & leaders to overcome high pressure & inner resistance, and embody higher potential to break through to new dimensions of their mission, without any mental effort or performance methods.

John is growing his business and has a system he finally feels truly aligned with.

With John, we were able to re-create his message focused on speaking more to his TRUE Power Buyer. His message used to be very much focused on anxiety and pain - and therefore, he would attract clients who weren't his ideal fit. Through our process he's now consistently attracting people who are ready-to-invest and is experiencing sales with more ease.

Also, I've had 3 - 15m assessment calls, 2 sales calls from that and 1 new \$5k client 😊



"FABI HAS LITERALLY
CHANGED MY BUSINESS AND
MY LIFE."

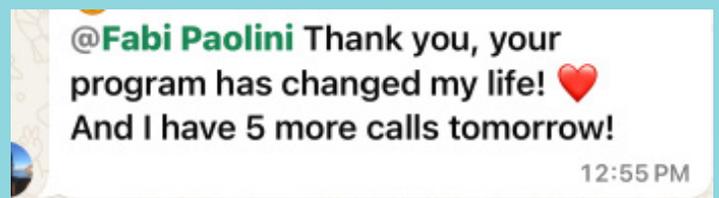


TANYA DOTSON-WINCKLER Master Breakthrough Coach

Tanya helps successful and highly motivated Black professionals & creatives reverse generational trauma & pursue your dream life, unshackled from past cultural beliefs & demands.

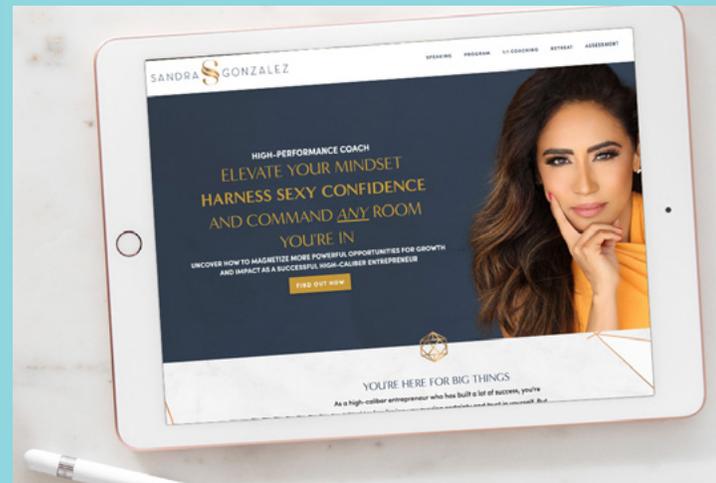
Tanya has completely transformed her entire business and has created more than a message - a true movement through her Black Mama Trauma Drama healing.

"When I started working with Fabi, I thought I was going to simply upgrade my message for my former productivity business. What I got, was a complete transformation that showed me how to lead a movement"





“WITHIN THE FIRST MONTH OF WORKING WITH FABI, I HAD ALREADY SIGNED THREE, \$3K CLIENTS, SOMETHING I HAD NEVER THOUGHT WAS POSSIBLE BEFORE.”



SANDRA GONZALEZ

High-performance coach

Sandra helps successful high-caliber entrepreneurs elevate their mindset and harness sexy confidence, so they can quickly kick self doubt to the curb, command any room they are in and develop the certainty that magnetizes opportunities for growth.

Since working together, Sandra has been able to consistently sign \$3,000+ clients into her business with a clear strategy and plan. On her first month she was able to sign three \$3k+ clients.

“Fabi truly allowed me to go from worrier to warrior in my life and in my business. I had spent thousands on dollars trying to build my business without any real success. Fabi truly helped me understand how to communicate with my audience. She’s the Clarity Whisperer, and she understands you so well and helps you understand yourself so well. She will challenge you to the next level. Fabi has allowed me to step into my power and to lead with certainty and conviction. I was able to develop a strategy and process that was incredible. Everything she provided was so easy to understand and not overwhelming at all. It’s a clear process that was easy to implement and take action on. I’m so proud of the woman I have now become.”

Got my first client at \$3,000!



More to come! My goal is to get at least 3. 🍊



HOLA, I'M *Fabi Paolini*

I'm a Brand Strategist and I help coaches and experts attract Power Buyer Clients by leveraging their Angle of Mastery to make what they do sound like a Need-To-Have for their ideal clients. This means they get to build a business that feels aligned, and that shares the message they want to be known for while making an impact in their lives.

CLICK HERE TO
BOOK A CALL



Brand Message MASTERY