TEAM REVIEW · PERSONAL BRAND

FabSailer

Quick ask for your eyes as soon as you can today.

BRAND
PROJECT PACK

October 26, 2026

I am attempting to build this ecosystem from the ground up with GrokBot. In order to help ensure the agency continues to evolve with SI, I am testing how the agency can use these tools on this project.

> THE LINKED PACK
>
> The attached linked pack is the FabSailer brand project funnel. Treat it like a Linktree: one letter-size map where every channel and asset opens on its own link, on a desktop or a phone.

OPEN EVERY ASSET — NUMBERED ORDER

1. **Funnel first**
   Open the clickable funnel before anything else. Overall map of the whole ecosystem at a glance.

2. **Fab Sailor Instagram page**
   The anchor content for the brand belongs to what is Fab Sailor!

3. **Fabisms**
   An Instagram page filled with memes of words of wisdom.

4. **OG Fabism website**
   A separate commerce website. A builder that dynamically builds a book that’s printed on demand, one at a time, by assembling the OG Fabisms they would like to give as a gift in a book. The book is completely dynamic, including the foreword page as a gift, personalized to the recipient and by the gift giver. The book prints and ships one at a time once they’re ordered.

5. **DistroKid HyperFollow**
   That is the Fab Sailor music release. We will be releasing this music this week. Please see the music video promos that have been created and the music. It’s now available on Spotify and iTunes.

   > ▸ **Music video promos**
   > These are the promos that will drive traffic through the FabSailor and the TikTok page for purchase of the music.

OPEN EVERY ASSET — NUMBERED ORDER *(continued)*

6. **Spotify**
   OG Life album.

7. **Linktree**
   The hub that ties the channels together.

8. **TikTok**
   Creates volume to feed into the two IG sites FabSailor and OG Fabisms. TikTok and FabSailor will create traffic that will go into the book and the music sales.

9. **Facebook pages**
   Legacy / original site left untouched for the CEO; Fabulous Odyssey reaches an older audience of FabSailor's Instagram content. Those two are the only Facebook pages in this pack.

10. **neuromarketology book site**
    Leads to neuromarketology.com from the words of wisdom. neuromarketology.com stays.

> Open the clickable funnel first — the overall ecosystem map for the full Brand project pack. What I'm looking for: anything off-brand, off-strategy, or wrong. I welcome your feedback.
>
> Quick ask for your eyes as soon as you can today.

I'm grateful for your help.

Brian Fabiano
FABSAILER