



THE CREATOR

**THE THOUGHT LEADER, EDUCATOR,
AND CONTENT-DRIVEN
ENTREPRENEUR.**

BY ALLIE CHANDLER
www.upsellhealth.com

THE CREATOR

1 THE THOUGHT LEADER, EDUCATOR, AND CONTENT- DRIVEN ENTREPRENEUR.

You don't just share ideas—you shape the conversation, inspire movements, and build platforms that educate and transform lives. Your ideal clients are health seekers who crave knowledge, structure, and clarity—they are overwhelmed with information and need a guide they trust.

You build educational platforms that make health information accessible, engaging, and actionable. You're driven to break down knowledge barriers and share healing wisdom through courses, videos, books, and other tools that spark real change. You know that information alone isn't enough—people need structure and guidance to turn knowledge into lasting habits. Your strength is translating complex health topics into clear, inspiring content that drives action.

As a practitioner, You specialize in clear communication and structured learning that empowers patients to take charge of their healing. While others focus solely on clinical care, you split your energy between working with patients and creating resources that expand your reach. Your strength is turning the complex into the manageable with step-by-step frameworks, visuals, and memorable analogies.

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OVERVIEW

Your marketing should showcase your educational focus through infographics, step-by-step guides, and organized frameworks that give potential clients a taste of your teaching style. Your visual identity might include elements of books, notebooks, diagrams, or digital platforms that reinforce your role as an educator.

Your content strategy should demonstrate your ability to explain difficult concepts clearly while providing practical tools rather than just information. The challenge in your marketing is balancing depth with simplicity, creating content that's accessible without being simplistic.

Success means positioning yourself as a trusted teacher who brings clarity to the confusing world of health information, helping people move from information overload to confident action through structured education that respects their intelligence while meeting them where they are in their health journey.

Position yourself as a trusted health educator by using clear, practical content.

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2 MOTIVATIONS, FEARS, AND CORE WOUNDS

Deepest Motivation

They are motivated to democratize healing information through accessible, engaging content that catalyzes real change. Their drive comes from witnessing the transformative power of well-structured education and the joy of seeing complex concepts click for someone previously overwhelmed. They're energized by the ripple effect of knowledge—how one person's understanding can benefit their family, community, and beyond. The Creator sees education as a form of empowerment, recognizing that giving people the understanding and tools to address their own health challenges multiplies impact exponentially compared to treating individual patients. At their core is the conviction that everyone deserves access to life-changing health information presented in ways they can understand and implement, regardless of their background, education level, or resources.

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I don't just practice—I educate, inspire, and build a movement.

TYPOGRAPHY

Heading
Poppins Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
WXYZabcdefghijklmnopqrst
vwxyz
01234567890.,;:?!*[]()

Body
Inter

ABCDEFGHIJKLMNOPQRSTUVWXYZ
WXYZabcdefghijklmnopqrst
vwxyz
01234567890.,;:?!*[]()

Accent
DM Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
WXYZabcdefghijklmnopqrst
vwxyz
01234567890.,;:?!*[]()

LOGO

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IMAGERY



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THREE DETOX TOOLS TO USE IN PRACTICE



1. Food-mood journals with structured tracking templates
2. Progressive elimination protocols with clear reintroduction frameworks
3. Symptom mapping systems with correlation analysis

Allie Chandler

FOUNDER, UPSELL HEALTH Marketing Strategist for High-Level Healers

Helping functional medicine practitioners and wellness brands scale to \$2 million-50 million+ through heart-centered, aligned marketing with our proprietary Practitioner Archetype and Wellness Marketing Playbook systems

Learn more about me [here](#)



FOR PRACTITIONERS + WELLNESS BRANDS

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WHO I HELP



Functional Medicine Practitioners

earning \$2-10M who want to scale without burnout



Supplement Companies (\$20-50M+) ready to dominate practitioner channels



Wellness Entrepreneurs building courses, programs, and passive income



Health Brands seeking authentic marketing that converts

LEADERSHIP EXPERIENCE

Director of Content



Head of Marketing & Events



Head of Consumer/Trade Marketing

novonesis

Affiliates & VIP Strategic Partners



Marketing Consultant

Dr. Jay Davidson, Sinclair Kennally, Dr. Jaban Moore, Shivan Sarna, and many more

PATIENTS + THOSE LOOKING TO HEAL

- Take your [Patient Archetype quiz here](#)
- Download our [Brain Healing Blueprint](#): Learn about the limbic system, mindset, therapies, & more
- Check out our [App: Meet Your Healer](#) to get matched with practitioners and brands for healing
- Listen to the [Podcast: Magnetic in Medicine](#)