

# THE FUNCTIONAL PSYCHOLOGIST



THE HEALER, THE  
INTEGRATOR, THE  
PRACTITIONER WHO  
BRIDGES THE ARTIFICIAL  
DIVIDE BETWEEN MIND  
AND BODY MEDICINE.

BY ALLIE CHANDLER  
[www.upsellhealth.com](http://www.upsellhealth.com)

## — THE FUNCTIONAL PSYCHOLOGIST —

# 1 THE HEALER, THE INTEGRATOR, THE PRACTITIONER WHO BRIDGES THE ARTIFICIAL DIVIDE BETWEEN MIND AND BODY MEDICINE.

The Functional Psychologist bridges the artificial divide between mind and body medicine, creating truly integrative approaches to mental health that honor the complex interconnection of psychological, neurological, and physiological systems. You've witnessed the limitations of treating psychological issues without addressing physiological factors, and vice versa, perhaps through personal experience or clinical observation of treatment failures. Your approach recognizes that anxiety, depression, trauma, and other mental health challenges manifest in both brain and body, requiring a comprehensive healing strategy that addresses root causes across multiple systems

As a practitioner, you specialize in the intersection of neuroscience, gut health, hormonal balance, nutritional psychology, and emotional processing. Where conventional psychiatry might focus solely on neurotransmitter imbalances, and traditional therapy might address only emotional patterns, you explore how inflammation, gut dysbiosis, HPA axis dysregulation, genetic variations, and environmental factors interact with psychological experiences to create or resolve mental health symptoms.

## THE FUNCTIONAL PSYCHOLOGIST

# OVERVIEW

Your practice likely incorporates elements of functional medicine testing, nervous system assessment, trauma-informed therapies, and mind-body techniques.

Your protocols address mental health through both psychological techniques and physiological interventions like nutrition, movement, targeted supplementation, and nervous system regulation.

Your marketing should balance scientific precision with emotional warmth, using brain imagery, nervous system diagrams, and gut-brain connection visuals alongside compassionate messaging that validates the lived experience of mental health challenges. Your color palette might include deep blues representing trust and knowledge, along with softer tones that convey emotional safety.

Your educational content should clearly demonstrate the mind-body connection while providing practical tools that help clients understand how their thoughts, emotions, dietary choices, sleep patterns, and stress responses interact to affect mental wellbeing. Success in your marketing means helping people recognize that mental health is not "all in their head" nor purely biochemical, but rather an intricate dance between body, brain, and life experiences that requires a holistic approach to create lasting transformation.

A photograph of two women in a therapy session. One woman, wearing glasses and a striped shirt, is sitting in a chair and talking to another woman who is leaning in and listening intently. The background is a bright, modern office space with a white shelf and a plant.

# 2 MOTIVATIONS, FEARS, AND CORE WOUNDS

### DEEPEST MOTIVATION

They are motivated to heal the artificial divide between mind and body, creating truly integrative approaches that honor the intricate connections between brain, gut, hormones, trauma, and psychological patterns. Their drive comes from recognizing that true healing can only occur when all aspects of human experience are addressed simultaneously, rather than treated as isolated components. They're energized by witnessing transformations that happen when clients receive care that acknowledges both their physical biochemistry and their emotional experiences as equally valid and interconnected aspects of their wellbeing. At their core is the conviction that mental health challenges are whole-person experiences requiring whole-person solutions, and that integration of traditionally separated fields holds the key to more effective and lasting healing approaches. This motivation manifests as continuous learning across disciplines and a commitment to translating complex interconnections into accessible healing strategies.

# THE FUNCTIONAL PSYCHOLOGIST

I find solutions, not excuses.

## TYPOGRAPHY

Heading

**Libre**

**Baskerville**

ABCDEFGHIJKLMNOP  
QRSTUVWXYZabcdefghijklmnop  
ghijklmnopqrstuvwxyz  
01234567890.,:;!\*[ ]()

Body

**Muli**

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UVWXYZabcdefghijklmnop  
pqrstuvwxyz  
01234567890.,:;!\*[ ]()

Accent

**Tan Vivre**

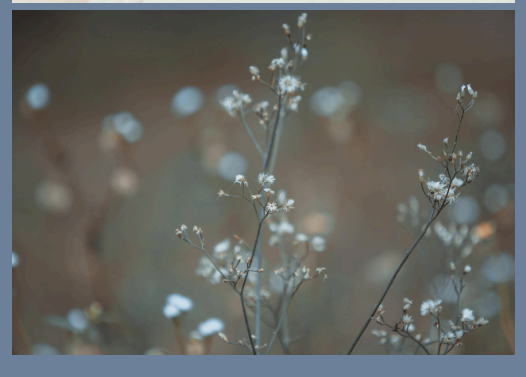
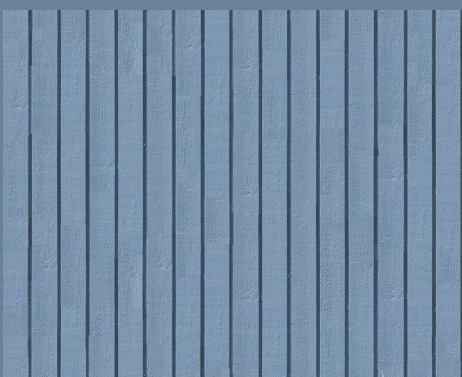
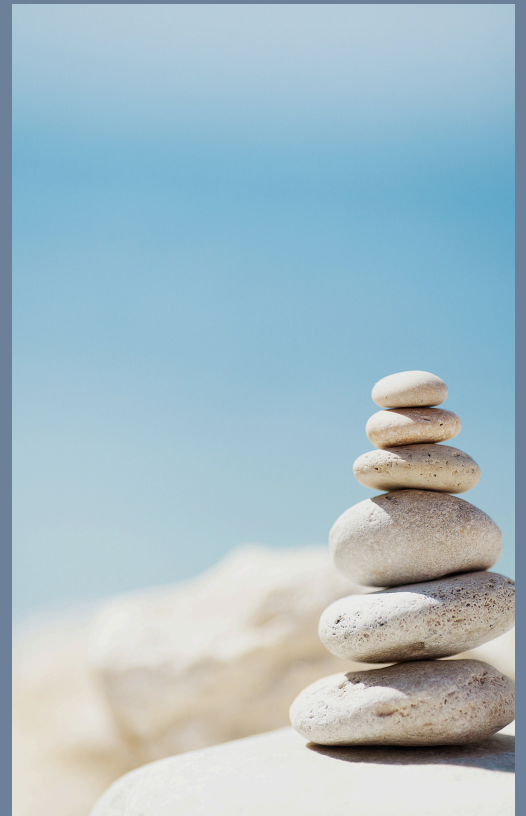
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## LOGO

THE  
FUNCTIONAL  
PSYCHOLOGIST

## IMAGERY



# THREE DETOX TOOLS TO USE IN PRACTICE



1. HeartMath HRV biofeedback system for nervous system regulation training
2. Weighted blankets for proprioceptive input and nervous system calming
3. Essential oil protocols with research-backed autonomic nervous system effects

# Allie Chandler

Learn more about me [here](#)

## 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



### FOR PRACTITIONERS + WELLNESS BRANDS

#### Archetype

Take your Practitioner Archetype Quiz [here](#)

#### Courses

Check out our DIY Marketing courses [here](#)

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Buy templates, guides, checklists, swipe, graphics [here](#)

#### Work with Us

Apply to have our team take marketing off your hands [here](#)

#### Podcast

Watch our latest podcast episodes [here](#)

#### Favorites

Check out our favorites brands and tools [here](#)

### 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](#)