



The PRAGMATIC PROBLEM SOLVER


Your Archetype Mini Report

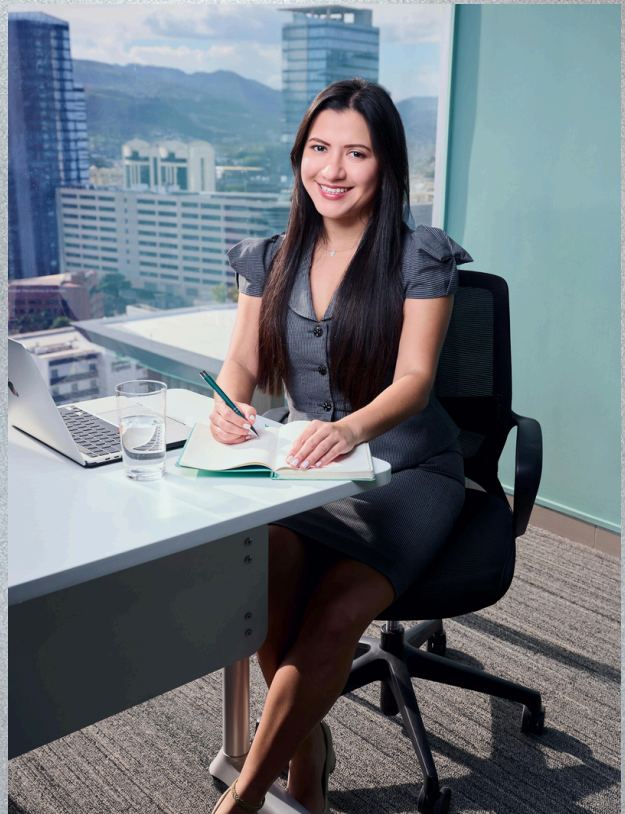


of your health approach

overview

As a Pragmatic Problem-Solver, you bring distinct characteristics to your healing journey that shape how you engage with practitioners, protocols, and the healthcare system overall:

-  Efficient research synthesis
-  Clear outcome definition
-  Direct communication style
-  Rapid practitioner assessment
-  Protocol adherence when convinced
-  Results tracking discipline
-  Strategic prioritization
-  Boundary maintenance

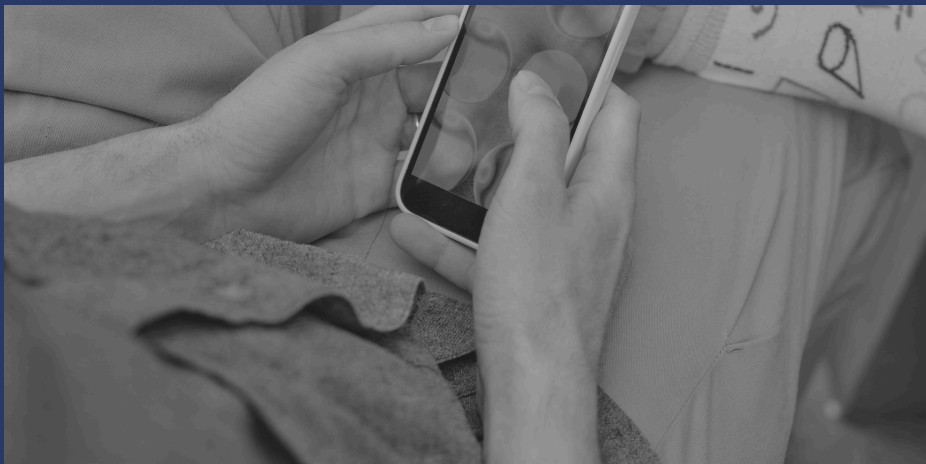


As a Pragmatic Problem-Solver, you research fast, set clear goals, and know within the first visit or two if a practitioner can actually help you.

core wound

The Pragmatic Problem-Solver carries the wound of time and energy wasted on ineffective solutions. This wound typically stems from experiences of being led in circles by practitioners who couldn't give straight answers, protocols that promised results but delivered nothing, or health journeys that consumed months or years without meaningful progress.

You've likely experienced the particular frustration of watching your efficiency—a strength in every other area of life—fail you completely in the health arena.



Many Pragmatic Problem-Solvers have specific memories of wasted investment: the three months spent on a protocol that the practitioner should have known wouldn't work for your situation; the specialist who ran expensive tests only to shrug and refer you elsewhere; the "comprehensive approach" that turned out to be an expensive exercise in futility. Each of these experiences reinforced the same painful lesson—that the healthcare system often rewards complexity over competence, process over outcome, and continued treatment over actual resolution.

Your past experiences with inefficiency have made you skeptical of practitioners who can't respect your time and intelligence — a reflex that protects you but can sometimes cause you to dismiss a healer worth your patience.



04 deepest motivation

You are motivated by the desire to solve health challenges efficiently so you can redirect your energy toward what matters most—career, family, creative pursuits, relationships, or simply living without health as a constant background preoccupation. Your drive comes from valuing your time and attention as finite resources that shouldn't be squandered on health confusion when they could be invested in meaningful activities.

At your core is the conviction that health problems have solutions, and that competent practitioners should be able to identify and implement those solutions without unnecessary complexity. You're energized by clear progress, measurable outcomes, and the satisfaction of resolving issues definitively rather than managing them indefinitely. The feeling of a problem actually solved—crossed off the list, no longer requiring attention—is deeply satisfying.

You're also motivated by the belief that health wisdom shouldn't be gatekept behind unnecessary complexity. You've noticed that the best practitioners can explain things simply, while mediocre ones hide behind jargon. This observation drives your insistence on clear communication—not because you can't understand complexity, but because clarity is usually a marker of genuine understanding.

You believe the best practitioners prove their expertise through clarity, not complexity — and nothing motivates you more than a problem truly solved and crossed off the list for good.



5 key challenges

01

The Patience Paradox

Your drive for efficiency can backfire when healing requires time no strategy can compress. Learning to distinguish between "this needs more time" and "this isn't working" is your most critical growth edge.

02

Emotional Blind Spots

Your preference for logical, problem-solution frameworks may cause you to dismiss emotional and stress-related factors that don't fit neatly into that model. Overlooking these "soft" factors can leave important healing undone, even as you effectively address the more tangible aspects of your health.

03

Relationship Underinvestment

Your habit of moving on quickly from practitioners may cost you the compounding value of a long-term partnership. A provider who deeply knows your history, patterns, and sensitivities often delivers more efficient care than a new specialist starting from scratch.

04

Control Interference

Your informed engagement is valuable, but an excessive need for control — second-guessing recommendations, pursuing conflicting approaches, or constantly modifying treatment — can undermine the very results you're after. Sometimes the most efficient path is trusting a practitioner's expertise rather than trying to replicate it through research.

05

Metric Fixation

Not all healing shows up in numbers. Your emphasis on data-driven decisions is valuable, but it can create blind spots for real progress that resists quantification — like gradual shifts in resilience, stress response, and reserves that don't show up as immediate symptom change.

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](#)

Shop

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



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](#)