



THE REBEL DISRUPTOR

THE FEARLESS TRUTH-TELLER, THE
SYSTEM CHALLENGER, THE DISRUPTOR.

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THE FEARLESS TRUTH-TELLER, THE SYSTEM CHALLENGER, THE DISRUPTOR.

The Guardian Superhero advocates fiercely for patients, fighting against a system that often dismisses, gaslights, or harms those seeking help, particularly those with complex or poorly understood conditions. You've witnessed the injustice of the medical establishment and have made it your mission to protect the vulnerable from further harm while creating solutions where conventional approaches have failed.

You stand between patients and potential harm, creating safe alternatives where people receive the care and respect they deserve. Your approach combines fierce advocacy with practical problem-solving, refusing to accept “there's nothing more we can do” as an answer when patients continue to suffer.

As a practitioner, you specialize in unconventional but effective approaches that may contradict mainstream advice but demonstrate results where standard protocols have failed. You're willing to explore controversial topics and treatments when evidence suggests they might help patients, rather than waiting for institutional approval that might never come.

THE GUARDIAN SUPERHERO

OVERVIEW

Your practice likely incorporates therapies that are effective but marginalized, diagnostic approaches that look deeper than standard tests, and treatments that address root causes rather than managing symptoms. You tend to attract patients who have been failed by conventional care or who question medical authority based on their own research and intuition.

Your courage to speak inconvenient truths sets you apart in a field where conformity is often rewarded over critical thinking.

Your marketing should feel bold, edgy, and unapologetic, using disruptive imagery and strong statements that challenge the status quo while offering alternatives. Your visual identity might include elements of revolution, exposure of hidden truths, or breaking through barriers that represent conventional limitations. Your color palette could feature high-contrast combinations that capture attention and signal a departure from the bland, clinical aesthetics of mainstream medicine. Your content directly challenges health myths with evidence and offers counter-narrative perspectives that resonate with patients who feel betrayed or dismissed by conventional medicine.

The challenge in your marketing is balancing righteous critique with constructive alternatives, avoiding a purely negative focus that might alienate potential clients seeking solutions rather than just validation of their frustration. Success means attracting patients who value truth over tradition and independence over institutional approval, establishing yourself as a trusted voice of reason in a field often compromised by conflicts of interest and resistance to change.



THE REBEL DISRUPTOR

2 MOTIVATIONS, FEARS, AND CORE WOUNDS

DEEPEST MOTIVATION

They are motivated to liberate people from systems that harm them and reveal life-changing truths that challenge the status quo. Their drive comes from a profound sense of justice and the unwavering belief that people deserve honest information to make truly informed choices about their health. They're energized by witnessing the transformation that occurs when individuals break free from limiting beliefs and reclaim their power from institutions that profit from dependence and disease management rather than true healing. The Rebel Disruptor sees beyond the symptoms of a broken healthcare system to the root causes of institutional corruption, recognizing that lasting change requires both exposing problems and creating viable alternatives. At their core is the conviction that truth itself has healing power, and that the courage to speak truth in the face of opposition is a form of medicine that can transform both individuals and systems. They are fundamentally motivated by freedom—the freedom to question, to choose, to heal, and to help others do the same without interference from those whose interests lie in maintaining the status quo.

THE REBEL DISRUPTOR

I find solutions, not excuses.

TYPOGRAPHY

Heading

BEBAS NEUE BOLD

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

Body

Be Vietnam

ABCDEFGHIJKLMNOPQRSTUVWXYZ
VWXYZabcdefghijklmnopq
rstuvwxyz
01234567890.,:;!*[]()

Accent

Pacifico

*ABCDEFGHIJKLMNO P
RSTUVWXYZabcdefghijklmnop
nopqrstuvwxyz
01234567890.,:;!*[]()*

LOGO



IMAGERY



THE REBEL DISRUPTOR

THREE DETOX TOOLS TO USE IN PRACTICE



1. Medical-grade zeolite binding protocols with cellular detoxification support
2. Suppressed heavy metal chelation techniques with bioavailable support nutrients
3. Advanced lymphatic drainage systems combined with electrical frequency treatments

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](#)



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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

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- Check out our [App: Meet Your Healer](#) to get matched with practitioners and brands for healing
- Listen to the [Podcast: Magnetic in Medicine](#)