



THE WELLNESS GUIDE

**THE EDUCATOR, THE MENTOR,
THE WISDOM-KEEPER.**

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1 THE EDUCATOR, THE MENTOR, THE WISDOM-KEEPER.

The Wellness Guide simplifies health for everyday people, making holistic living accessible and sustainable for those overwhelmed by conflicting information and complex protocols. You've witnessed how overwhelming and contradictory health information leads to paralysis rather than progress, creating anxiety instead of empowerment. Your mission is to create clear, structured paths through the complexity of wellness so people can confidently take action without becoming amateur health researchers or adopting extreme regimens. You recognize that the best health plan is one people can actually follow, and you excel at meeting clients where they are rather than where health idealists think they should be.

As a practitioner, you specialize in foundational health principles and habit formation, helping clients build sustainable wellness practices step-by-step without overwhelm or deprivation. You excel at assessing readiness for change, identifying the highest-leverage interventions for each individual, and creating graduated plans that build on small successes. Rather than prescribing complex protocols that require radical lifestyle overhauls, you focus on incremental improvements that create momentum and confidence.

OVERVIEW

Your practice likely emphasizes education, accountability, practical application, and community support to help clients navigate their wellness journey with clarity and confidence.

Your mission is to create clear, structured paths through the complexity of wellness so people can confidently take action without becoming amateur health researchers or adopting extreme regimens.

Your marketing should feel warm, organized, and approachable, using checklists, simple illustrations, and clear directions that reflect your streamlined approach. Your visual identity might include elements of path-finding, roadmaps, or step-by-step progressions that reinforce your role as a guide. Avoid overly clinical imagery or complex scientific visuals that might intimidate your audience. Your content provides actionable steps rather than complex theory, and your voice reassures clients that health doesn't have to be complicated to be effective.

The challenge in your marketing is communicating enough expertise to build trust while maintaining the accessibility that sets you apart. Success means attracting clients who value simplicity and sustainability over complexity and perfection, positioning yourself as the compassionate guide who helps them navigate the overwhelming world of wellness with confidence and clarity.

2 MOTIVATIONS, FEARS, AND CORE WOUNDS

DEEPEST MOTIVATION

They are motivated to make holistic health accessible and implementable for everyone, regardless of background or education. Their drive comes from recognizing that valuable health wisdom remains inaccessible to many due to unnecessary complexity and poor communication. They're energized by witnessing the transformation that occurs when people move from confusion to clarity, from overwhelm to empowered action. The ability to create "aha moments" that turn complex concepts into practical understanding provides continuous reinforcement of their approach. At their core is the conviction that health wisdom belongs to everyone, not just those with specialized education or extraordinary discipline, and that sustainable wellbeing requires frameworks that meet people in their real lives rather than idealized versions of how they "should" live. This motivation manifests as a commitment to continuous refinement of educational methodologies, always seeking the most effective ways to bridge the gap between health information and actual implementation in daily life.



THE WELLNESS GUIDE

Your body is wise. Let's learn how to listen to it.

TYPOGRAPHY

Heading

Montserrat
Bold

ABCDEFGHIJKLMN OPQR
STUVWXYZabcdefghijklmnop
mnopqrstuvwxyz
01234567890.,;?!*[]()

Body

Libre
Baskerville

ABCDEFGHIJKLMN OPQRSTU
VWXYZabcdefghijklmnopqrstu
vwxyz
01234567890.,;?!*[]()

Accent

Montserrat Semi-
Bold

ABCDEFGHIJKLMN OPQRSTU
VWXYZabcdefghijklmnopqrstu
vwxyz
01234567890.,;?!*[]()

LOGO



IMAGERY



THE WELLNESS GUIDE

THREE DETOX TOOLS TO USE IN PRACTICE



1. Dry skin brushing with educational component about lymphatic support
2. Tongue scraping with visual guide to tongue mapping for health assessment
3. Epsom salt baths with structured protocol for optimal mineral absorption

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

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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



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](#)