

Anita “AC” Clinton

BRAND AND SYSTEMS ARCHITECT

I build your front stage. I run your back end. For more than 20 years, I've helped businesses become impossible to overlook: a brand people understand instantly, content that shows up consistently, and the systems that turn attention into clients. AI carries the speed. A human carries the judgment.

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— WHO I HELP



Purpose-driven, mission-driven entrepreneurs and organizations: coaches, speakers, consultants, authors, nonprofit leaders and founders building something that makes the world better. You have real expertise to share. What you need is a brand people understand, content that shows up consistently and systems that turn attention into clients, without carrying all of it yourself.

— WHAT I RUN FOR YOU



Brand Development

FRONT STAGE

Brand identity, messaging and delivery that help people understand who you serve and why it matters, in seconds. Logo, color palette and font system; a complete brand system with reference images; your one-sentence statement, mission and core message; and bios, taglines and profile copy that tell one story everywhere.



Back End Content

FRONT STAGE

Done-for-you content created every month from your Brand Blueprint, reviewed by a human and delivered ready to publish. Social content with a supporting graphic for every piece, long-form articles, weekly emails and a monthly content plan built around your offers. **Plans start at \$349 a month.**



Back End Systems

BACK END

Lead capture, CRM setup and follow-up automation, so attention becomes clients without you chasing it. Lead magnets and landing pages, CRM setup in Kartra and other platforms, and welcome, nurture and follow-up email sequences.

PROVEN RESULTS

100+

Websites designed, built, and managed across six major platforms.

\$400K+

Campaign revenue, with 43,831 subscribers coordinated under a single engagement.

40+

Landing pages built and reviewed for accuracy, brand alignment, and compliance.

~1,000

Attendee annual conference run end to end, across digital, print, stage, and onsite.

 Two embedded, multi-year client partnerships of **five and seven years**, a track record of being trusted with the whole back end, long term. References available upon request.

WHY ME

Compliance-grade accuracy

My standard for accuracy came from compliance-sensitive production, including FINRA-related work in investment banking. I treat your brand and your data with the same discretion and precision.

AI-powered, not AI-dependent

I build with ChatGPT, Claude, Gemini, and more for speed, then apply the human judgment, brand voice, and quality control that AI cannot supply on its own.

Brand and systems under one roof

Most people hire a designer, a copywriter and a tech person, then try to make them talk to each other. I build the whole thing to work as one.

PLATFORM PROFICIENCY

AI	 ChatGPT  Claude  GAMMA  Gemini  Genspark  grammarly  Hey Gen  Higgsfield  Ideogram  KlingAI  LEONARDO.AI  Midjourney  OpusClip  perplexity  vizard	CRM / AUTOMATION	 KARTRA PLATFORM OF CHOICE  Constant Contact  emma  HubSpot  kajabi  mailchimp  Manychat  Repurpose.io  zapier  Zoho
	 Divi  duda  elementor  Leadpages  shopify  SQUARESPACE  WORDPRESS  Wix		 Adobe  asana  Basecamp  Canva  ClickUp  slack  Trello

HOW WE WORK TOGETHER

Most clients start with a Brand Development package to build a brand people understand, then move into Back End Content so their brand shows up every week. When you're ready to turn that attention into clients, Back End Systems connects the lead capture and follow-up behind it. We start with a short discovery call to look at your brand and your back end together and map the fastest path forward.

Ready to be understood,
seen and chosen?

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