

Anita “AC” Clinton

BRAND AND SYSTEMS ARCHITECT · AUTHOR · TEDX SPEAKER

I build the brand people see and the systems that make it work, for purpose-driven, mission-driven businesses. Over 20 years in brand development, paired with AI-powered systems that move fast and never miss a detail.

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FRONT STAGE, DEFINED

Your front stage is the part of your business your audience sees and shows up for: the stage, the camera, the room, the client conversation. It is your brand: the identity, message and content people see. The back end is everything that makes it work: the lead capture, CRM and follow-up behind it.

WHO I HELP

Coaches, consultants, speakers, authors, nonprofit leaders and mission-driven entrepreneurs who are building something that matters and need the world to understand it. **If people aren't seeing the value you know your work carries, that is where I step in.**

WHY ME

Brand and systems, one owner

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

AI-powered, not AI-dependent

I build with AI for speed, then apply the human judgment, brand voice and quality control AI cannot supply. Speed without judgment just publishes mistakes faster.

Compliance-grade accuracy

Years producing FINRA-related, compliance-sensitive materials in investment banking. I treat your brand and your data with that same discretion and precision.

THE RECORD

100+

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

\$400K+

Campaign revenue coordinated, with 43,831 subscribers 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.

Author of *Destiny Starter* · TEDx speaker · Featured on CBS, NBC and Fox. Two embedded, multi-year client partnerships of five and seven years, trusted with their brand and their back end, long term. References available upon request.

WHAT I BUILD FOR YOU

The Front Stage

Brand Identity

A complete brand identity system, from logo and color palette to typography, graphic elements and branded collateral. One look, every surface.

Brand Messaging

Who you serve, what you solve and why it matters, said in one clear sentence and carried through every bio, profile and page.

Content Creation

Done-for-you content every month, in your voice, reviewed by a human and connected to what you sell.

The Back End

Lead Capture and Funnels

Lead magnets, landing pages, sales funnels, and registration and payment workflows, built to convert and managed end to end.

CRM and Platform Setup

CRM setup and platform builds across WordPress, Kajabi, Kartra and more, with your tech stack connected.

Automation and Follow-Up

Welcome, nurture and follow-up sequences that turn attention into clients whether or not you are at your desk.

SPEAKING AND WORKSHOPS

I have stood on the stages and in the rooms my clients build, which is why I know what it takes to be seen and chosen. Every session is customized to your platform theme, and every session is delivered by the practitioner who does the work.

SIGNATURE WORKSHOP

The AI-Powered Marketing System

Attendees walk in with a questionnaire and walk out with a Brand Blueprint and a week of content, built by AI in the room. Delivered at the Polsky Center at the University of Chicago.

SIGNATURE SESSION

The Applause Gap

Why a post can perform beautifully and capture nothing, and the four parts that turn attention into leads.

KEYNOTE

AI With Judgment

How to use AI for speed without letting it publish mistakes in your name.

KEYNOTE

I Build Your Front Stage

Why a mission-driven brand has to be understood before it can be chosen.

WORKSHOP

One Brand, Every Room

Building one consistent brand voice across digital, print and stage.

Formats available as keynote, guest session, panel, moderation and emcee, half day, full day, and multi-session training. Rates on page 3.

FRONT STAGE,
BACK END.



WITH ANITA "AC" CLINTON

THE PODCAST

Front Stage, Back End

Weekly, for purpose-driven experts building a brand and the systems behind it.

anitaclinton.com/podcast

Ready to bring AC to
your stage?

anitaclinton.com/bookac

Rate Sheet

Effective 2026 – 2027. All fees quoted in U.S. dollars.

HOW WE WORK TOGETHER

Most clients start with their brand or their content, then build the systems behind it. Brand Development is a defined project with three packages. Back End Content is done-for-you content every month. Back End Systems are scoped builds, handed back running. Every client engagement begins with a short call at anitaclinton.com/call.

SERVICE RATES

BRAND DEVELOPMENT	BACK END CONTENT	BACK END SYSTEMS
\$2,500 to \$7,500 Project. Foundation \$2,500, Front Stage \$5,000, Full Stage \$7,500. Brand messaging, a complete identity system, and the website and systems behind them.	\$349 to \$999 Per month. Grounded \$349, Rising \$599. Commanding \$999. No setup fee.	\$1,500 and up Project. A lead magnet funnel, CRM setup or follow-up sequence, scoped and delivered end to end.

SPEAKING RATES

NON-PROFIT ENGAGEMENTS

SPEAKING

Keynote	\$1,500
Guest Speaker	\$1,000
Panel Participant	\$750
Panel Moderator or Emcee	\$500

TRAINING

Half Day	\$3,000
Full Day	\$5,000
Multi-Session	\$7,000

FOR-PROFIT ENGAGEMENTS

SPEAKING

Keynote	\$3,500
Guest Speaker	\$2,500
Panel Participant	\$2,000
Panel Moderator or Emcee	\$1,500

TRAINING

Half Day	\$6,000
Full Day	\$10,000
Multi-Session	\$14,000

ALTERNATIVE TO FEES: if the fees above do not fit your budget, I am willing to work with you when we can get creative and build equal value on both sides.

TRAVEL AND ACCOMMODATIONS

The pricing above does not include travel expenses or accommodations. For out-of-town engagements, the client schedules and pays for airfare, travel to and from the airport, and hotel accommodations. Flights must be non-stop from and to Chicago O'Hare International Airport or Chicago Midway International Airport, and an aisle seat is preferred. Hotel accommodations must be 4-star or above.

DEPOSITS AND CANCELLATIONS

A deposit of 50 percent of the agreed fee is required upon confirmation of the booking. If a program is cancelled, Anita Clinton will rebook it on a mutually convenient date with no penalty. If a program is cancelled by the client and not rescheduled, the deposit is retained by Anita Clinton and Anita Clinton Enterprises, LLC as full and complete settlement. Make all checks payable to Anita Clinton Enterprises, LLC.

BOOKING INFO

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