

MELINDA JANICKI

Independent Fractional CMO and founder of Revolutionary Marketing

PODCAST GUEST · SPEAKER · INTERVIEWS

YOU CAN'T SCALE PAST WHAT YOU REFUSE TO FACE

A conversation about the hidden relationship between how a founder is wired to lead and how the business is wired to grow.

Melinda Janicki is an independent Fractional CMO and the founder of Revolutionary Marketing, where she brings her team to conscious, mission-driven businesses. For more than 20 years she has worked behind the scenes of multimillion-dollar brands in personal development, healing and transformation. She trained in the Glazer-Kennedy Circle, Dan Kennedy's school of direct response, and she has spent her life exploring consciousness, energy and alchemy. Today she helps founders see the hidden relationship between how they're wired to lead and how their business is wired to grow, then builds the marketing that turns their vision into real growth.

SIGNATURE CONVERSATIONS

01 **Business Is Shadow Work, and Your Revenue Shows It First**
Why money is the most honest place to see the patterns running a business.

02 **A Better Funnel Will Scale the Same Ceiling**
Every strategy amplifies the patterns it was built upon, so change the pattern first.

03 **Your Next Million Has a Blind Spot**
The hidden relationship between how you lead and how your business grows.

04 **The Anti-Funnel**
How the right clients recognize themselves and choose you, even without a big audience.

05 **Spreadsheets and Ceremony**
The numbers tell you what is happening. The energy shows you why.

06 **Why Million-Dollar Launches Crack Six Months Later**
The architecture a business needs to carry the growth it calls in.

BEHIND THE GROWTH

$120M+	487+	20+	3 to 5x	About $1M
REVENUE SCALED FOR CLIENTS	SIX- AND SEVEN-FIGURE CAMPAIGNS	YEARS IN DIRECT RESPONSE	AVERAGE REVENUE GROWTH, FIRST YEAR	IN AD SPEND MANAGED

Clients include **ZIVA Meditation** and **Debra Silverman Astrology**. Trained in the Glazer-Kennedy Circle. Featured speaker at JT Foxx marketing summits.

CLIENTS HAVE BEEN FEATURED IN

The New York Times · GOOD MORNING AMERICA · Forbes · HUFFPOST · TEDx · Gaia · Mindvalley

INVITE MELINDA TO YOUR SHOW

Bio, headshots and the podcast booking form are all on the press page

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