

Clara: Today's episode is a bit different. Actually a lot different. My husband, Craig. The guy that's the yang to my yin, the guy that if you've been around Acupro Academy and my content, you've heard me talked about him, how he's on fire, how he is funny, how is the life of the party. Has decided he's like, 'I want to interview you on your podcast.'

So today Craig is going to interview me on the podcast. I have no idea what he's going to ask me. I'm excited about it. So you get to see my husband, meet my husband, and you're going to love his questions because they were very insightful. And I hope that my answers. are truly benefiting you. Let's go.

Welcome to Acupuncture, a show dedicated to making Chinese medicine and acupuncture easy to grasp and fun to learn. Hi, I'm your host Clara Cohen. I support practitioners and students like you in changing the world one patient at a time. My goal is to share my passion for TCM and empower you to achieve superior patient care.

I love to showcase the amazing benefits of acupuncture because after all, acupuncture rocks!

This is so much fun. I'm upstairs my husband Craig is downstairs on the patio because it's a beautiful day, which is not always the case, so we are in the same house recording this together, which I think is so funny.

Mr. Craig, my husband, welcome to the AccuPro show.

Craig: It is an honour for you to open the door into your Acupro world.

Clara: Oh, you're so sweet. He is the yang to my yin. He totally supports me in everything I do and all my crazy ideas. I have no idea what he's going to ask me today. It's his idea to interview me. So I'm open. The floor is yours. You're in charge.

Craig: Yeah, and I have to say I'm very impressed because I did offer it for you to see all the questions in advance. And if it was me, I would say, show me the questions, but you refused. So I think that's that's impressive. All right. My first question is maybe let's just begin. Put all the TCM aside for now and just get to know you the person.

If you go far back, you grew up in France in the French Alps in a small ski town, which was the playground of the wealthy. But you didn't exactly grow up in a wealthy household yourself, did you?

Clara: No, I did not.

I had a single mother that was fantastic, very different, very quirky. And she worked a lot, 12 hour days. And she was on minimum wage. My dad passed away when I was five. So growing up, I grew up in a small one bedroom apartment

And we didn't have a bathroom. We didn't have a toilet. The toilet was at the end of the hallway and we shared it with about six other apartments. then we washed in the sink. I was very happy because I had a lot of friends and the environment was I was outside a lot. I love the outside. I never wanted to be in, but I was also always demanding to my mom, why don't we have money? Why can't we buy strawberries? Why buy peaches because they were too expensive.

So that I complained a lot about that for sure.

Craig: Is that why we have so many strawberries and peaches in our fridge? You eventually decide to move to Vancouver and to live in Canada and you eventually in enrolled in TCM school. The question I have is what was the hardest concept for you to learn or to the hardest to understand, at least as it was taught in TCM college?

Clara: There was a couple of things. First one. I went back I was in my 30s and I hadn't been in school in forever and I hadn't been in school in English So I was really worried about the fact that would I be able to understand everything to understand the English part of it? So I was really worried about this and in the end all my Teachers were from China, their English was as good as mine, so that was not a problem at all, so I was really happy about that. I did not expect to be so different, and concepts hard to explain.

It's like when you talk about qi, or you talk about yin and yang, people have a little bit of an understanding. They think, oh, qi is an energy, or yin and yang are opposite, and it's that symbol, but it's a concept and it's not easy to pass on the information.

And so what was hard for me was understanding concepts from an Eastern or Chinese culture and view, which is very different because it's a different culture, it's a different language. And so there's no, Words to translate a concept.

That I had a hard time with at the beginning, is to understand the foundation. Even though my teacher, my foundation teacher, was amazing. And he kept saying, when you don't understand something, go back to foundation. But I was like, okay, but first I need to understand foundation to go back to it, right? But eventually it starts making sense and you feel so excited when it's finally makes sense.

Craig: And is there like one piece of advice that from a, you heard from a teacher that still, you still think about to this day or that really helped you get over an edge?

Clara: It was not about the theory. It was more about the practice. When we first started to be in clinic and that was the first year we had observation. So we were not needing. We were just watching. I remember every week when we were in clinic, someone would come and tell us what was going on with them. People had really sad stories. So that was really hard because I remember after a few weeks of clinic, I went home crying so many times, feeling bad for the people. And I went back to my teacher and said, I think I made a mistake. I think this is not what I should do. I don't think I can handle this. And this is the first year I'm not even in practice by myself yet. And I'm breaking down every night. I'm crying. She said something to me that stayed with me for my whole career is she said, Clara, are you focusing on the problem? You're not focusing on the solution. Yes, you can feel bad for someone, but focus on how can I help this person instead of, Oh my gosh, this is so sad. that changed everything. After that, I was like, okay, how can I help this person? This is what I'm here for. It's to found a solution to ease this person's life.

And that is an advice I will never forget.

Craig: Yeah. Some of the most powerful advice is the mindset versus just the learning a specific technique or skill. Yeah. And how about if you were to recommend one TCM related book, that's not your own, what would you recommend?

Clara: That is not my own?! I'm kidding. That was good. I like that. You're cute. You're so funny. By the way, my husband of 21 years at this time of the recording is very funny and he makes me laugh a lot. And I always say, As long as you continue to make me laugh, this is go for a long time.

To answer your question, there are many books that I love, but I am a huge fan of Giovanni Macioccia. He's someone I've learned a lot from, and his teaching made sense. He was able to take concepts from the East, bring it to the West in a way that. Western mind could understand and he bridged that gap very well. So for me, Giovanni, the

foundation of Chinese medicine, like any book by Giovanni. For that matter, actually diagnosis, gynecology, like any book, he is someone that passed away a few years ago. And if he. We're still around.

Oh man, I would be knocking on this door and say please come to talk on the podcast. I would love it.

Craig: Okay, so back to the TCM school, final question on that part of your journey upon reflecting, is there 1 tip that you can give to students? Think of that. You would give students either a great tip to help pass, prepare for exams, or just navigate their way through the TCM journey.

Clara: My favorite three words which you know. I really gravitate towards those three words for studying, for practice, for life, for everything is passion, consistency, and grit. The reason I say this is because You've got to be passionate about learning or practicing Chinese medicine.

It's got to be really in your heart, in your gut. You've got to love it. The second one is consistency. If you show up, you do the work, you're consistent with it as a student, you'll make it happen. It won't be a problem. It's just going to be hard, but you're going to make it happen. As a practitioner, show up all the time, continue to grow, to learn, to present in your practice every day. That is really important. And the last one is grit because things are not going to go our way. Sometimes we're going to not pass exam or we're going to have difficult patients or we're not going to do as well in our practice. So it's important to go, okay, those are, the tough times, but we can rise above them and we can get up.

And that's called grit. So for me, if you have the passion of TCM, the consistency of showing up and doing the work day in and day out, and grit when things don't work your way, you're going to be just fine.

Craig: That's good. Good answer, baby.

Clara: Thank you.

Craig: Okay, so then let's jump ahead a little bit and now you've graduated. Congratulations. Your graduation party was very fun. Actually now you start practicing and you're a month in, how are you doing? Did you have a lot of patients when you graduated?

Clara: I had rose colored glasses. I thought I'm just going to come open my practice and everybody's going to flood towards me and I'm whole world one patient at a time. That sure did not happen.

I joined a place where I paid my rent with other practitioners. Nobody showed up the first week. I had no patients. The second week, I had no patient. The third week, I had no patients. That was not good. And then you start panicking, going, Oh, my gosh what is happening here?

I was really worried. I remember the fourth week. I had friends that came to support me. Those were your friends.

Craig: Pity patients.

Clara: The Pity Patients. Those were friends that felt so bad that they came and booked an appointment for me to treat somebody. That was tough.

That was very tough. And then the fifth week, someone called me and I remember picking up the phone and she said, Oh, I'd like to make an appointment. And I was so shocked. I said, really? Oh my gosh. And she's yes. Okay. It is very disheartening at first. But what I thought is okay, I have all this free time, right?

I don't have any patients. So doing this free time, I need to grow my practice. And. Nowadays there's social media, there's website. At the time, there was not much internet connection to growing a practice.

So I had to go and get out of my comfort zone and talk to people and go reach out I went to see chiropractors, a massage therapist, and a physiotherapist. And what I did is I said, I can give you a treatment every time you send me a patient because I can't send you patients. I don't have anybody. I'm just starting. But if you are interested, I'll give you free treatment for every patient.

And I said, you can come for a free treatment first to see if you can recommend. All right. My services to your patients, because, of course, you have to know what I do. So everybody said, no, except 1 person. And she said, I love acupuncture. Absolutely. I'll come for treatment.

She loved the treatment and she started sending me patients.

Craig: Good idea.

Clara: And that's how I started growing my practice. Yeah. When you go out there and you talk to other practitioners and you want to exchange patients, and of course, you have nothing to offer, cannot ask something of someone when you have nothing offer in exchange.

It's not going to work. that's why I said, hey, come for a free treatment. Eventually, law of numbers, someone is going to say yes. And that person really truly helped them then once you get the patients in the door and you treat them like gold because they are, then they are to be your best referral train.

They're going to tell all the family and friends, you got to go see this person because she really helped me Those Are the two things did but was very scary. And. Because I worked hard. I know you know this, but first month I was panicking, but then I worked really hard and six months later I was seeing 40 patients a week.

Craig: So it is possible. You just have to have that grit, that passion and that consistency.

And upon reflection was there anything that was taught to you in TCM college or school that, Didn't quite turn out to be accurate or that was that you had to build upon and really deviate from to, to be effective from.

Is there anything that stands out in that regard?

Clara: I think what was not taught in school that I didn't know I needed is how to communicate properly with patients about what you're doing, how them in a way that they actually understand. You come out of school and you're like, Oh, you have kidney yin deficiency. That doesn't mean anything to anybody. But that's what I learned and nobody explained to us. How do we communicate this to patients in a way that they can understand? And that, I think, is what I had to work really hard at. And now it's really easy and you connect to patients so easily when you are able to explain. The root cause, what's affecting what, and not going into the TCM term, but in terms that they really connect because that's how the patient ends up trusting you.

And so we didn't have any class on business or how to build a business because we are self employed. But one of the things that's so key is that communication piece and nobody ever taught us that. They just taught us, okay, you ask those questions in consultation, you take the pulse, you look at the tongue, you do observation, you palpate, But nobody said, okay, how do you connect and communicate to your patients?

Because they have questions too. And they're like, oh, how does acupuncture work? And all you see is there's qi and meridian. Doesn't mean anything to them. Those things is something that I wish was, really taught in school to prepare us for the real world.

Craig: So you're talking to a patient that's curious about what's happening, don't use qi, don't use meridians, don't use lung qi deficiency. Try to use the terms that they would understand.

Clara: Exactly. Look at you knowing all the terms.

Craig: I studied for eight hours before this, so that's why.

It's not going to mean anything to say to someone you have a liver yang rising, it's just not going to mean anything or liver qi stagnation because I've had patients coming and they'll go, Oh, I've seen an acupuncture before. And they said my liver, was really in trouble and they think it's the physical liver. not what we're talking about. And so they're a bit confused, right? So for me, it's easier to just say, when you go see a doctor and they say you had a myocardial infarction, you go, what? Oh, you had a heart attack. Oh, now I know what that means, right? So you don't speak to them in an anatomy physiology way.

You speak to them in a way they understand. So it's the same. It's instead of saying you have liver qi stagnation or liver yang rising, you can say: The reason why you have a lot of headaches is because you have so much stress and the stress is tension in the body and eventually that tension reaches your neck and your head. That's it. people get that.

Craig: How about the opposite? Is there anything that you were taught at school then you applied it for the first time or times in practice and you thought Oh my God, this works like way better than I could have imagined.

Clara: Yes. Oh my God. I remember the first year in practice, I got a phone call and this patient says I'm pregnant and my friend is in the States and in the States she saw an acupuncturist that helped her turn her breech baby. My baby is breech. Can you help me? And was super honest with her. I said, I how to do this.

But I've never done it. We have nothing to lose. Let's try it super safe. It's a, it's noninvasive. And she goes, okay. So she booked an appointment. I had never done this learned in school that if you do Moxa on bladder 67 at the end of the little pinky fifth toe, the baby could turn. So she comes in, we do exactly learned, Moxa of bladder 67. And. two days Later, she called me two days later and tells me the baby turned and I was

Blown away. I like, no way, it worked!

Craig: You didn't say really?.

Clara: No, not this time. I was so happy because when someone called the next time and they said Oh, I have my baby is breached.

Can you help? I was like. Absolutely. Because now I've seen it, and I never in clinic because we were not exposed to that particular issue. , I still for many years, after five years, 10 years, whatever, I've seen things in practice that still blew me away and go, wow, I can't believe this worked fast or this happens so well, or what happened with this patient.

It still blows me away continuously. So that's really cool.

Craig: I find when you acupuncture me, it's just, I don't even feel the needle going in. It's unbelievable. I'm ready for this feeling of a dagger being stabbed in me. And it's just wow, it's already in. What is your hack for effective needling?

Clara: Interesting question because I know you were really scared of needles

Craig: Not that scared, but—

Clara: Yeah, you were scared of needles. First of all you bargained with me. How many are you going to put? Where are you going to put them? I don't want more than three or four. Like it was very funny, but fair, it's the first time. When I have a patient that's really anxious or scared or they came, they want the needling, but they're really anxious about it. And fair enough. So I always say, Let's start with one needle, see what happens. And if you think, you know what, I can't do this.

You can get up and go. No problem. We don't have to do this. And it puts the patient at ease. in all my years of practice, nobody's ever got up and left. Because I choose usually an easy point like stomach 36, which is on the lower leg. And, the way I practice my needling is very gentle, so I know people are going to be okay.

And yes, some points are going to be a little more zingy, if we call them that way, because the person needs them a lot, and they are an area that are a little bit more sensitive. If I do a point underneath the sole of your foot, of course you're going to feel



it. There are so many nerves in there, the way a needle is very quick, but that takes practice, right? I don't push the needle in, I tap it very quickly and I make it so quick that it's very painless. the Slower you go. The more painful it is, I want to go slow at first because we're a little scared and we're like, Oh, I don't want to hurt someone, but the slower you go, the worse it is, it's actually better to go fast, right? But if there are areas like the sole of the foot kidney one, which is such a powerful, strong point, not everybody can handle that. I will tell patients I would like to do this point on you, but it's really powerful because underneath your soul, there's a lot of nerve ending. Is that okay if I do it? And then they'll say yes or no. Most of the time they say yes until they feel it. And then they go, Oh yeah, that was strong. But in general, it's going quickly. once it's in, then you can play to make sure you found qi, which is what we want to do in the end. , but you go in to pass that epidermis, right? To pass the skin part. If you go fast, much easier on the patient.

Craig: No matter how good you are, you were never doing that on the bottom of my foot point. I can tell you that right now. What's the craziest thing you've seen happening during your practice?

Clara: What do you mean by crazy as in?

Craig: Just things that you wouldn't expect it. You wouldn't expect it. It was like, I cannot believe I saw this today. I can't believe this happened. I can't believe somebody said this.

Clara: Oh, there's so many things that have happened over the years. It's interesting. I had a couple of things that I think are really cool. patient came in and he was a pharmacist for many years. And I had treated his daughter and he hurt his back really bad. He in the sixties and she said, why don't you go see my acupuncturist?

So he finally came and he said to me, I don't believe in this. I'm a science guy. I've, I've been doing pharmacy for so long. My daughter pushed me to come here. I have nothing to do is cause nothing is helping. I'm in so much pain. I know that's not going to help, it'll make her happy.

I just came and I said, you know what? That's fantastic. No problem. You came, that's a good step. Either it helps or it doesn't, let's give it a try. And what's funny is people always say, Oh, acupuncture is placebo because you believe it's going to work. So What happened when someone tells you.

not going to work for this person. And so we did the treatment and I said, we can rebook cause you might need another session. And he goes, yeah, I'll see how it goes. Fair enough. You know what? Okay. He calls me the next day and he said, it was so funny because he was screaming at the phone. He was like Clara, this is unbelievable. I'm telling my family, my friends, everyone, this is the best thing. I'm starting to read on the internet. I'm looking into it. You have to explain how does this work?

Because my back pain is gone. So fun because not only you helped him. But you changed his mind and now he's going to be an advocate for acupuncture, which helps our profession helps everyone benefit from it. So to me, those are, the little crazy thing where it's like, Oh, this is so powerful.

Craig: Oh, I love it. You were also an owner of a wellness clinic. Some of the positives are self-evident: you don't report to anybody, you have the freedom in that regard, but for someone who is starting out and wants to own a wellness centre and might not know all the ins and outs, what are a few challenging aspects that maybe you never considered when you're all, all excited and jumped into the owner?

Clara: It's interesting how things go in life. Once I finished school, my idea was to start a multidisciplinary wellness center with, us being able to help patients coming from different modalities like naturopathic medicine and massage therapy and acupuncture and counseling, and, really have a good group of people that can help patients.

That was my dream. And eventually, it happened and we built the clinic and we brought amazing practitioners and had such a great team. So the dream comes true. However, you remember that at the beginning, I was like, we could have this wellness center everywhere in like different places in Canada and open so many branches. that went away really quickly I realized the amount of work it is to own a business. That is not just you. That is a bunch of people that depend on the business for their livelihood, not only practitioners, but the people that work as assistant and reception and everybody it becomes this. Burden of having to make sure everybody is happy. Everybody is really enjoying working together that, not everybody always connects. It's always a lot of work. There is a lot of paperwork that is so not fun. And at first, when you start, you don't have the money. to hire someone to do everything for you.

It's easy to say delegate, but you need to pay people to delegate. At first, the days I didn't have my patients, I would do reception, right? I would be the receptionist because someone had to, and I didn't have enough money to pay someone six days a week. You have a lot of pressure on yourself, and it's also a lot of work and eventually I realized

that, wow, it's not that easy. when You see a small business in your area, be gentle. yourself that those people work their butt off all the time to try to serve their community.

And that's what we did. We got awards year after year for best customer service. We work really hard and the team worked really hard, but it's a lot of work. And I think sometimes I had a hard time between being with my patients and being the practitioner. Coming out of my room and now I had to be the owner and answer question as that person and I felt like I was being pulled in both direction at the same time.

And that was really stressful. I burned out for sure doing this. So sometimes your dreams are great until you realize that maybe this is not quite what was best for you.

Craig: One of the things you guys did great was you had a really good website. As you review other acupuncturist websites, is there a common theme that comes to your mind that you think, okay, they can improve by doing this? What's the most common mistake, if you will, that you see for acupuncture related websites?

Clara: That is such a great question. There's a couple of things. The first thing is someone has a website and it's just about them, right? Let's say Clara, my website, I'm the practitioner, it's just me, by myself, this is a website about me. And the about page says about us. And I'm like, but it's just you. Why does it say about us? First of all, don't say about us, just say bio or, Natalie's bio or Craig's bio, whoever you are, don't say about us when you're by yourself, cause it makes no sense. Like you have to be authentic, genuine, and transparent.

So the second thing is people don't like to put their prices. think that's, in my opinion, a disservice. Because if your price is 100 for an acupuncture treatment follow up or initial or whatever it is, let's pick 100, and someone doesn't know that, they make an appointment and they come in and you tell them it's 100, they might have thought it was less and now they're quite shocked. And they might not come back because that was too much for them. They know their budget. The second one is, If you put the price, they will call you to ask you for the price. So now it's a waste of time of theirs and yours because you have to answer those questions, right? Just be transparent. Put the price and people can decide if this is something that they can afford or not, right? So first thing that I would say should be on the website. And then The last one that I see a lot is, because we love needles, so we put needles on the website, we put the acupuncture doll, anything that has to do with ancient Chinese text and beautiful, Needles poking at somebody. Think of this as a dentist. If the website of the dentist had A picture of the

dentist with his instrument in somebody's mouth. I don't think that would be attractive, right?

You see a person smiling with a beautiful smile. That's what you want to see. So I always say, show what you can help. Maybe a picture of someone running because you are helping people that get injured, with sports. for example, or having a baby in their arms trying to help someone with fertility. You have to showcase what you're helping with and not scare people with needles that's not really what they want to see and that's not what they're looking for. They're looking for the outcome. So those are the things that I would say need to be changed on people's websites.

Craig: Show the problem being solved, not how you go about solving the problem.

Clara: Yes.

AD:

A lot of people know that I have three books. However, many don't that I also offer continuing education online courses. This is actually how I started Acupro Academy to support new practitioners. You can choose from TCM treatment for common mental disorders, fertility, pregnancy, thyroid disorders, but also specific ones like scalp acupuncture or cosmetic Acupuncture online course.

All these are prerecorded so you can watch them on your own time. And since you have access to them forever, you can revisit the information anytime you need. You will receive a certificate with your name on it after you pass a multiple choice quiz. And if you truly not satisfied. With any of my online courses, I offer a seven day money back guarantee as I stand behind my products and truly, truly want you to benefit from them.

So go check them out on my website, [acuproacademy.com](http://acuproacademy.com) and click the TCM course tab on the menu bar, or check out the link in the show notes below.

Craig: Okay, that's a good one. Let's move away from just practice and talk about your journey as a teacher of TCM.

Clara: So much fun. I discovered something I love to do. Teaching is such my passion. I'm going to teach all the time.

Craig: Here's a question what quality about students? Did you notice? Would indicate to you, ah, when they go out in the world and practice, they are going to be good.

Clara: Yes, that's a great question. over the years because I've taught many classes. It's not always, we think, oh, it's the students that has, a hundred percent on their test and exam that just passes everything with flying colors. That is not it. Yes, they can do very well. That's not the point. students that are going to do well are people that show up, want to learn, and try hard. the reason I say this is because I had a student one that used to come to class 20 minutes late for every class. All the time. I ask other teachers if it was just my class, but no, no, it was every class, especially if you're at the beginning of the day, right? So we start in the morning, we'd always come 20 minutes late. So one time after a few weeks, I asked him, I said, you come from far because I know some people travel like an hour and a half just to go to school and then they go home every day, right? It's just really hard. with connection or, different transportation, it's difficult. So I said, you come from very far and he goes no, I live two blocks away. And I'm like, so why are you 20 minutes late time? And he goes, Oh, that's just how I do it. And I thought, is this how you're going to do it? When you're a practitioner, you're going to show up late 20 minutes for your patients, you think they're going to appreciate how respecting or respected they are now,

I always say to students all the time, I used to say this to my first year students, remember that while you're in school, the way you conduct yourself, people will watch you later on we are going to become colleagues. And as colleagues, I can recommend patients. To you, depending where you move, when someone asks me, Hey, do you know someone in this area or that area? I going to recommend someone to you if you're conducting yourself in a way that doesn't showcase how great of a practitioner you will be? That's what I said to my students every year when we were in school. So I had students They don't do well in tests.

They don't do well in quiz. Not bad, average, like you would say, you know, 75%, 80, they don't do well in tests, but they showed up. They asked tons of questions. They took lots of notes. They went out of the way to learn more, to try to really understand the medicine. Those people are going to do well, because they are showing up, they're consistent, they're passionate, they want to learn even when it's hard. So that's how I recognize students that I think, in my opinion, are going to do well as practitioners.

Craig: That made me reflect back when I went to university. Maybe I should have been a bit better. But anyway it is 10 years switching from teaching in a physical bricks and mortar to your online acupro. It's been 10 years. Congratulations.

Clara: Thank you, baby! I could have not done it without you, because, especially English is language and Craig helped me edit my books like we went through seven times edition on the first book and over for over 800 page and He literally helped me edit everything and he continued to do this all the time And he's so helpful and he's helping me translating my books in French So I have to say that this 10 years is anniversary, but it's so You powerful to have someone to support you in that journey.

And it makes it much easier to continue when you know someone is supporting you, not just by helping, but also, by being loving and supporting and being your best advocate. So happy anniversary of AcuPro to you too.

Craig: Oh! Yay. And all that help is very unpaid, by the way. But that is fine. It's good meals.

Clara: You enjoy my cooking.

Craig: You are the best cook. I'll give you that. Why did you create AcuPro?

Clara: There were a couple of things. When I first started, I really truly wanted to help students, my own students, having a resource for them to have something that they can look at after school or in between classes. So they have more to absorb than those three hours where sometimes you miss class or things happen, or you're not always present because you have things in your life. So for my students, I wanted really something that they could have on the side. And at the same time, I wanted to provide continuing educations to practitioners who are looking to learn more. courses online because they can't always access or travel to places, but at the same time, make it in a way that they would really get the information straight to the point.

No fluff. They can apply right away in their practice to be able to thrive and help the patients. So that's why I started.

Craig: And probably people have no idea. I don't even quite know myself, how long, is a short reel on Facebook, Instagram, how long does it take to make it?

Clara: Today just published your first reel with your head because you're bald, you have the perfect head.

Craig: I have a great head.

you do. And that's perfectly showcasing all the points on the head because it's always so hard to showcase the points on the head on the hair.

So you have the perfect head and you finally agreed to let me film you so we can do a reel. So that reel is 16 seconds. First of all, we had to put all the stickers on your head, which took time. Then I had to film, then I had to edit, add up the music, make sure the music where the beat is matching when I show the points.

Add up all the points as text on the screen. So that 16 seconds probably took about two and a half hours.

Craig: Wow. And how about a longer video? Like ones that are 20 minutes long or 30 minutes on YouTube?

Clara: That's a little bit more work. And again, I think people see a 20 minutes video. Think it take me 20 minutes. First of all, I have to do retakes. Sometimes my words don't come out. So I just have to say it again and again, and then I get all frustrated and I have to breathe and do it again. So definitely. 20 minutes. Usually I have to prepare first, know what I'm going to talk about, my main points. I don't have a script, but at least my main points. And then I'm recording the 20 minutes, which usually is about 30 minutes. And then I have to, edit it to take out all the time where I messed up my words or I repeated myself twice.

And then I have to add up. Bells and whistles, right? Make sure there's text on the screen and there's things that are going to make it interesting. And so people can really enjoy it. Then I have to upload, I have to create a thumbnail, hashtags, description, create a blog post.

And then I have to take a little piece of it, a little clip so I can share it on social media. And people can see if that's something they really gravitate towards and they want to watch the whole entire. So that altogether, a 20 minutes takes about 12 to 15 hours.

Craig: Oh my gosh. No wonder so many channels don't last very long. That's a grind. You're on Instagram, you're on Facebook, you're on X you're on LinkedIn, you're on YouTube. You don't post every single day.

Clara: On Facebook, I've posted every single day.

Every single day, except when my mom passed away and we had to fly to France for three days. That's the only time where I missed. I learned to schedule, obviously.

For example, what's coming out today, I didn't post today. It's scheduled for a month in advance, right? . But yes, on Facebook, it's every day. On Instagram, it's four to five times a week since 2016, for sure as well. On X, I think X have been on and off.

Sometimes I'd be on, sometimes I'd be off. YouTube. I've been very consistent. So it's five, actually six days a week. Cause we have the quiz yourself on Saturday now. So using the community posts, doing quizzes on Saturday, doing posts twice a week, doing long form videos, the podcast, the acupuncture obviously on YouTube as well, and then a short form video.

So yeah, YouTube, we got six days a week as well.

Craig: Wow. That's a lot. And after all that work and all that time, is there, I'm sure there was many, but is there one moment that made your heart sing that you thought was totally worth it?

Clara: Every day. Every day. feel like it's worth it because I have so many people on a daily basis that send me a DM, put a comment underneath one of my content piece or email me to tell me, thank you. Thank you because you've helped me through my schooling. If it wasn't for you, I wouldn't be able to pass my license because you've helped me.

And people have said things like, I should pay you instead of my teachers because I learned more from or practitioners have said, I'm so glad you share this because I didn't know it's so helpful, like all this every single day, someone, even if it's just thank you so much, you don't have to send me a massive explanation.

Recently, someone said, I just found your podcast and I loved it and I keep listening. And now I want to go back to school and learn TCM. That to me is yeah. pinnacle why I continue to show up, be consistent, be passionate, and be pretty much everywhere shouting the benefits of TCM and acupuncture and supporting everyone so they, in turn, can support their patients and shout the benefits. Louder than I am and share all the content and make sure the world knows about how amazing it is.

Craig: And conversely, what would you say would be the hardest moment during your Acupro journey?



Clara: Oh, there's been a few. I think most of them is because as you know, I'm very sensitive. So people saying really mean things or, you know, in my DM or via email you know me. I'm all about fairness. all about being fair. Everything has to be fair. And so when people attack me and it's completely unfair, I get really upset.

And so where I cry or I can't work, I can't focus, I can't concentrate. And this happened a few times, right? And, online because you're online. You put yourself online, of course. And this is the great part, right? I'm passionate about TCM. I'm consistent. I show up, but the great part is not only the time, which sometimes, takes a lot out of me, but it's the negativity that comes in that sometimes just really affect me.

However, the negativity is 3%. Versus 97%. And so I have to process the negative and then let it go. And sometimes it's harder than others, but in general, yeah it's pretty minimal, but that's the hardest part is sometimes feeling, like people are really mean and saying things that are completely unfair, that really affects me.

Craig: It's the hardest part for me too, is just hearing when that happens and seeing how it impacts you. It's even as a partner it's hard it's hard to hear, but luckily, like you say it's quite a small percentage. You but you are popular online and I know you, it would appear that's a lot of followers you have

and I know a lot of content providers that are, that have a significant following, they catch the attention of companies and corporations that want to reach out and offer money in exchange for you pitching their products in one of your videos. Does this happen to you?

And if so, do you have a few examples, even if not the specific company, but just the types of things you're getting pitched?

Clara: It's interesting because brand deals is something that a lot of do online and nothing against it. It's not something I have done yet. Maybe I will, but as of now, 10 years later, I've had so many companies approaching me, asking me to promote their product. So if it's a course I've taken, like Suzanne's course, the reflexology, that's different because I've taken the course.

I love it. We talked about it and she's like, why don't we offer it to your community? That's great. The people that approach me, I don't know their products, right? So I've been approached by them. Things like yoga pants, for things that have to do with acupressure, like acupressure mats things for sleeping, like pillows and different things

that may relate to health. I've been approached by many companies, , about many different products over the years. And. It doesn't feel right to me. My audience is very dedicated and they trust me and I want to continue to be honest and transparent the best I can. And so unless it's something that I really use. All the time and love, when people contact me and ask me to promote their products, sometimes for free products, sometimes for payment, I'm not really interested because in my mind, I'm like, yeah, but I don't know.

I don't, I would have to use this product for a long time to see if it's really something that is worth of now, 2024, it's not something that I want to do. Yeah.

Craig: That's impressive. Cause the one you've mentioned, it was like, they offer you 500. I was like, take it. So very impressive.

Clara: I gotta be true to myself. That's more important than anything else. And it just doesn't feel right. So if it doesn't feel right, I don't do it.

Craig: Just recently you went internationally to give presentations at conferences at TCM related colleges and schools. So you've been exposed to a lot of international TCM practitioners. What are, in your discussions with these non North American TCM practitioners, what are some of the techniques and practices that they do that are not done in North America?

And you thought, huh, that's really different. That's surprising.

Clara: Yes, recently I went to teach in the Netherlands, in the UK in Austria. Prior to that, I've been to India to teach.

So I'm going to talk about. Two different places where it was interesting because I think it's fascinating. You're absolutely right to see how everything is practiced all over the world. starting with India, when I was there, they practice acupuncture every single day. for 10 days in a row. So if a patient comes to see you, that person's going to come daily for 10 days in a row, then they're going to take a little bit of a break, maybe five days, see if the person needs more or not.

And if they need more, they'll do another 10 days. So to me, that was very surprising because in North America, we see patients maybe once, twice a week, three times on an issue, but it's very rare. And first of all, most of us don't think about it. Work seven days a week. So that would not work. Second of all, I don't know how many patients would want to come every day for seven days or could even afford it for that matter. that's

fascinating to see. And when I was there, I was just always thinking, it'd be great to have a study the difference. between doing 10 days in a row of acupuncture versus doing twice a week for five weeks and what happened with that patient or is it exactly the same or it is not, So it'd be really interesting to see the difference. So that's the first one. The second one that was very surprising was when I was in Austria because I was teaching gynecology and I was teaching to MDs. In Austria. If you're not a medical doctor, you can now practice acupuncture.

So only medical doctors are allowed to practice acupuncture. So those were my audience I was teaching there. And I had really good time. It was such a fantastic time there. was interesting is, I'm talking about gynecology, and we're talking specifically about pregnancy. And in Austria, all MDs who practice acupuncture, first of all, will tell their patients they require cervical ripening at the end of pregnancy.

It is actually part of their pregnancy plan every woman will go to the hospital to get their cervical ripening, which means prepare the body for pregnancy. Labor by softening the cervix, about week thirty six of the pregnancy. Is literally everyone gets it us. like we tell our patients. This an option. You could do it or not for them. They do it all the time. The second thing is we have six acupuncture points that are counter indicated during pregnancy. We have areas like the belly, the lower back that we don't do during pregnancy, points like yeah, Spleen six, large intestine four, bladder 60, bladder 67, stomach 12 and gallbladder 21.

Those six points cannot be done during pregnancy in North America, in Australia, in a lot of places in the world. I go to Austria and they tell me, no, we do every single point on pregnant women. Actually, we do spleen six on every pregnant woman from the beginning. And I'm like, no. And they said abruptly, there was a study. In Austria, where they had over a thousand pregnant women and they did all those six counterindicating points on those women and nothing happened. No miscarriages, no issue with the pregnancy. they all were told that they can do all the points and they're very useful. That blew my mind. Because you're like, We've been told and ingrained in our brain, do not do those points, and everybody's so scared about doing those points. And then I go to a country every MD does those points on pregnant women. So that was different.

Craig: That is different. Just for the record you were just sharing the information you learned, you weren't endorsing or encouraging people to go out and to those things.

Clara: Exactly. Our licensing board, we cannot do those points.

Craig: Interesting. Okay. And then finally all your Acupro projects you've apparently started a podcast I hear.

Six months of podcasting and then you're my guest here. Actually, I'm your guest since you're interviewing me. Ah

what do you love most about creating a podcast?

Clara: Yes. You know, I've been wanting to a podcast for two years, but it's just, again, it's a lot of work because it's recording, editing, uploading, et cetera, the description, putting on YouTube, all that stuff. But what I love about a podcast is first of all, you get to interview people all day.

You may not have met you learned from others. I get so excited about hearing others sharing their wisdom, their knowledge, their nuggets, and we all can benefit, not just me because now it's out there for people to benefit. The second thing it's easier having to do a video because you don't have to set up anything.

You just sit there in your pajamas, you know, with your cup of tea and you just start talking. And so I feel like it's such a great Avenue. I love to listen to podcasts. And so I thought maybe people would enjoy that too.

And the response has been really positive. We reached over 31, 000 downloads as of past six months.

Craig: Wow. Baby, how great this is.

Clara: It's a lot of fun, actually, this podcast journey.

Craig: Okay. You mentioned guests. Who do you want to invite as a guest on your TCM podcast that you're too shy to ask or worried about asking or they're too famous or whatnot?

Clara: So a couple of people. the first one was Yvonne Farrell because she is the best. And this morning I my courage and I actually emailed her went on and on about how much I just love what she does. I love her books. I love her teaching. I've been to her seminars every time she comes to Vancouver and love the way she teach.

I love that she talks about Psychoemotional trauma using the eight extraordinary vessels just asked her if she wanted to come on the podcast. And I literally thought maybe in a few weeks she'll answer me back.

Maybe she'll say, you know, I'm really busy, but maybe later on. Two minutes later, she's like, of course, Claire, I'll be on your podcast. gosh Yvonne Farrell is coming on the podcast. So that's first one that was so happy. This is why, you never know, ask because you never know what's going to come out of it.

The second person, or the person that I haven't asked yet, and I don't know if I can even go there, is Peter Denman. And Peter Denman wrote the Manual of Acupuncture, which we all used when we were in school.

His knowledge is fantastic. He's been in the field for so long. I don't know if I can actually ask him to come on the podcast. don't know,

Craig: all your episodes have good value and content, but is there one that you reflect on so far after only six months you thought, wow, that was good.

Clara: So what people will know is. I record my podcast at least eight weeks in advance so we're not caught, which is important to me. Every week when the podcast comes out, it's been so long since it's been recorded that I always listen to it. The reason I listen to it is to see what I could improve next time, what I could do better, see how it went, it's really for improvement. So I listen to it. And last week's episode. Which was on emotional trauma, where a third year student asked me a question on how TCM can help people that go through emotional trauma, including sexual abuse. So it's a very delicate matter, and I didn't know how everybody was going to react to it. It's a very delicate matter. The fastest episode we've had since the beginning.

So obviously people really relate to it, but I listened to it and I hope it helps people because I'm so proud. I have to say it humbly that I'm so proud of that episode because it really, truly was good. So powerful, impactful I truly hope a lot of people listen to it because they'll absolutely love it.

And if you are listening to this episode, we'll put that show link in the show notes, because if you haven't listened to it, you should, I'm really proud of how it came out and the reason it came out so well is because the person that asked me the question had such great insightful question, brought really good answers for me.

So that was a great episode.

Craig: Finish this off speed round 5 quick questions and you can only answer with 1 word or a maximum of 1 sentence. Are you ready?

Clara: No, but sure.

Craig: Okay. All right. Let's assume some authoritarian dictator guy has just assumed control of all acupuncture governing bodies all over the world and his first crazy Edict is that acupuncturists can only use Two acupoints ever. , which of those two be?

Clara: Stomach 40 And gallbladder 34.

Craig: Wow. Okay.

Clara: those are my favorite points stomach 40 because it eliminate phlegm for anxiety, depression, who's not affected by mental health disorders. It also helps balance, blood sugar, great for digestion. Then gallbladder 34 because it relaxes the body.

It allows to help. The body self regulate for joint, ligament, and tendon issues, which a lot of people have. And it's for self doubt, decision making, and self esteem. Those two points, that's what I would pick.

Craig: Sounds good. That was a long sentence but a good answer.

Clara: Gave you the two points, then after I explained why!

Craig: You can't do that. That goes against the whole principle of the speed round. Okay. Question two, what value or values do you appreciate the most in other people?

Clara: Authenticity.

Craig: The most famous person or persons to DM you on any social platform or follow you,

Clara: Jennifer Lopez.

Craig: Jennifer Lopez. Seriously? Wow. Okay.

Clara: Jennifer Lopez, Sharon Stone, super famous, obviously. Lucy Perez, who's a very big figure in The Philippines as well. And actually she has millions of followers and follows me . It's just fascinating.

Craig: All right. You're giving advice to young yourself . You've just graduated. You're about to be a practitioner incorporation or sole proprietorship.

Clara: Incorporation.

Craig: Final question. What do you like the most about your husband?

Clara: that he makes me laugh. He's awesome But I can't say just that because I know it's just one word you make me

Craig: No, that's it.

Clara: No. Okay. So no, I change it. Then your because that's just without support. Yeah. be able to hug you when I feel down or the support when things are tough and you ground me very easily when I just go, Oh, happening. So your support, then I'll take that over the laugh, but. equal.

Craig: That's the end of the interview. And thank you so much again. I'm so proud of you for what you've accomplished and what you do. I really am. Congratulations. And thank you, like I say for opening the door just a little bit into your Acupro world. It was fun.

Clara: I'm glad you came in and asked those questions. This is awesome. That was great questionnaire. You were amazing. Thank you.

Thank you so much for spending your time with me today. I truly hope you benefited from this episode and I would love for you to share it with a friend that may benefit from it as well. Follow the show, leave a review. And if you want more. Go to my website, [acuproacademy.com](http://acuproacademy.com). I have tons of resources there with treatment protocols, case studies, free courses, and so much more, and connect with me on all social media at [acuproacademy](http://acuproacademy.com).

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