CC: I've got Michelle, a first-year acupuncture student in the U.S. who is full of great questions and insights from a student perspective. This whole episode is questions from a first-year student perspective. It is Jam-packed with nuggets and tips you can use if you are a student, but also very, very good if you're a practitioner, she really asked me in-depth questions on how I run my clinics, how I keep patients coming back, how I work with other practitioners, what my patient loads like. It is really a fun episode. So get ready. Let's go.

Welcome to Acupro, 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!

Michelle, you are in school and you are in your first year. I want you to share why you decided to go back to school, how old you are 'cause nobody can see your beautiful face right now, but how old you are, why you decided to go back to school And why you are excited about learning TCM?

M: Well, I'm, I'm 53 years young, I was working in a chiropractic office and they did acupuncture. I knew people felt great, but my very first visual was when a man came in with Bell's Palsy. I watched his progression from a total face fall within a year. 'cause I don't think he came in right away, but within that year, faithfully, at least once a week, I saw it come all the way back up. It, was so inspiring and fantastic. After that, I took care of my mom who had lung cancer. She was in her last year with me, but, we were able to bring her in for some acupuncture and it greatly relieved her breathing. She had some breathing relief for days and days, sometimes a week in between. I just knew I, I have to do this. I wanna help other people., I just knew this was what I wanted to do the rest of my life. And I can, you can still do acupuncture in your seventies, eighties, nineties, if you're blessed with the good health. And so I plan on going as long as I can.

CC: I love that. I love that story for a few reasons. First of all, I got so many people that contact me on social media or via email all the time and say, oh, I'd love to learn, but you know, I'm too old 'cause I'm 30 and I'm 40 and I'm 50. There is no age. Because no matter what, depending which program you wanna do, no matter what in three years, four years, five years, you'll be five years older no matter what.

We can't stop that, right?

Why not do something that lights you up instead of waking up in five years and go, oh, I didn't do anything that light me up. And now I'm five years older and now you going back to school in your fifties and you're absolutely right. When I went back to school, I was in my thirties, mid thirties, and there was , three people that were above 50 and one was 62.

He was so excited about it because why not? And if you are passionate about something and it lights you up, you absolutely should follow your heart, not your brain.

Come on. If you follow your heart, you cannot be stood wrong.

Right? I also love that you saw a visual of someone with Bell's Palsy because acupuncture is the only option for Bell's Palsy patients. They don't have any options, right? And the longer they wait, the harder it is to come back. But the shorter, the faster, and at least acupuncture, is such a good avenue.

And I'm sorry about your mom. Even though acupuncture helped in managing the difficulty in breathing at that time. At least it make life a little bit easier at that time for her.

So she was not as uncomfortable. However, it is a tough one, and for you to wanna go into this, I love this because most people that practice will follow either something they lived or something they love.

You lived it through your mom. So that might be the avenue. I went into women's health a lot because that's something I loved. I love the amazing tools we have when it comes to women's health. So that's why I went into that. I really appreciate you sharing this.

M: I'll tell you what you've done so much just through the tools that you offer, YouTube, the books, I've got 'em all. It really helps me in school because when I'm not sure that I understood something correctly, I always know I can go to your books and get clarification.

It has been consistently that way ever since I started. So, thank you very much for that. You're helping me through school. And the podcasts are awesome.

One of my first questions is when you started, how many people, would you recommend as a goal for your days when you're brand new, fresh from passing your boards?

CC: Are you asking how many peoples a day should be a good goal to have a successful practice? Or are you asking how many people a day can I handle seeing and stay healthy and strong, et cetera?

M: I guess both because when you're new, you're slower. And yes, I want to be able to absorb the newness and the time with people and do it right instead of feeling rushed. I know as you get better and we master our crafts, that'll change. And then we look more towards profitability. We look more towards getting the bigger goal patients. I want your opinion on that too. What is a good amount to keep a balance and not burn yourself out once you get to that level?

CC: I think you're not gonna like the answer because it's gonna be a TCM answer. When someone asks me, oh, how do you treat insomnia?

And I go, it depends on your diagnosis and the cause and et cetera. So it depends it depends of who you are. You're gonna have to navigate this. So first of all, you're absolutely right.

When you first start, you're gonna have maybe a patient today, maybe two, maybe three, maybe four. Some days you'll have four. Some days you'll have none, right? That's the beginning. So we have to be prepared for that. However, because you are starting and you are right, you are slower in needling, your diagnosis, you are learning with your patients, which is the best learning. Each patient, You tell them that it's a 60 minute appointment, let's say you can decide what you wanna do, but we're gonna pick 60. When they come, because you're not that busy, when I first started, I would spend an hour and a half of each patient. So first of all, patients felt like they were really taking care of because I went above and beyond what they were expecting.

If you have the time, book your time between 75 minutes to an hour and a half, and if you finish earlier. They can go and then you can work on your treatment plan for next time.

You can do your research, which is fantastic in that extra time you have. You're not gonna do this for repeat patients. You're still slower, but you won't need an hour and a half. Give yourself an hour and finish maybe 50, 55 minutes for a follow up.

Decide what you wanna do. Start with longer time, like 90 minutes per patient.

That allows you to grow, to not be rushed, and to do a great job with each patient. Then eventually, go down to 75 minutes, then to an hour, and then you'll feel really comfortable. And then if you wanna have two rooms and go back and forth, some people can do this, some people can't. So you're gonna have to do what's best for you, right?

I wouldn't work more than. Eight hours in a day. You don't wanna do that because by the end of the day you'll be so exhausted you won't be able to give the best to your patients anyway. .

Depending where you're gonna practice, I think it's important to give people the ability to come and see you later on during the day. 'cause a lot of people work nine to five, right? So what I did when I first started is I would go from like 12 to eight two days a week. So it gives people time after five.

And then a day a week where I would do like nine to four make it more for the morning moms. Give options in your schedule if you can. That's really good.

When I first started, I also worked on Saturdays. Because I was ready to take patients all the time, right? I need to grow my practice. Eventually, I stopped and then just ended up working four days a week.

You're gonna have to experiment. What works best for you? Let's say you see six to seven patients in a day, and you work four days a week. That gives you about 28 patients a week, right?

If you work a little bit more, then maybe you get to at least 30 patients a week. You wanna get there. As you get stronger and faster and more comfortable, then you can increase that by either. Adding more hours, adding an extra room or adding another day, that's up to you.

But you're gonna have two experiments. ' cause what worked for me doesn't work for everybody else.

I was very comfortable having two rooms and going back and forth every half hour unless I had a new patient. If I had a new patient, I wouldn't book someone every half hour. But for follow-up, I did this for many years.

But I didn't do that right away. I did it within two years of practicing.

When I first started, I had zero patients.

The first week I had zero patients. The second week I had zero patient. The third week I had three people and they were all friends of my husband. The first patient that I had called me and said, I'd like to make an appointment. I was so shocked that I said, really?

When you work in a practice with a bunch of other practitioners, it's much easier to grow because you can go to the other practitioners and say, Hey, I'll give you a free treatment so you could see how I work.

And if you like the way I work, then refer people to me. And then we work together. Because it's much easier to grow your practice because the massage therapist will refer, the chiropractor will refer, right? And vice versa. It goes back and forth.

So it's much easier to grow a practice than if you go on your own, you open your little cute little place. That's how I started. And it's harder. So I had to be inventive and creative. I went and met a lot of other practitioners, chiropractors, massage therapist.

I literally walked in cold, and I can't refer 'cause I'm new. I have no patients. So what can I bring this person so they can. Refer patients to me, what can I do for them? 'cause they don't care about me, right?

I need to do something for them. So I would say, I just moved here. I don't know a lot of people, but I'm looking for people that eventually I will refer to. In the meantime, I can give free treatment for every single patient you refer to me. Please come and get your first treatment on me. And if you like what I do refer patients to me.

And it was, no, no, no, no. Not interested. Don't like acupuncture. Eventually this RMT goes, oh, I love acupuncture. I've been trying to get pregnant and everybody says it's great for fertility.

I'm like, I love this. I gave her a treatment and literally for the next six months, she referred so many patients to me. She got six months of free acupuncture, and helped me build my whole practice.

M: Just a question from when you went to school, what do you wish you would have known or had been told while you were in school? Just to help you retain everything that you've learned or what, processes, were really effective for you?

CC: With Chinese medicine, we have two obstacles. First is the fact that we're learning something new that's very different, and that's fine. That's any school and anything you learn, that's gonna be an obstacle because it's all new and challenging. The second one is we are learning medicine that's from another culture and another language. A teacher would teach and say the triple burner is. And somebody else will say, the San Jiao, and the triple energizer.

And I'm like, why is there like five names for the same thing? This really confused me. Right? And then some people would say, evil heat and somebody else will say, external pathogen heat. And I'm like, is this the same thing as evil heat?

I don't know. Some people would say yin deficiency and other teacher would say Yīn Xū. It was so hard because to me that was very confusing. Like stick to a language and then let's continue that way. Let's leave it that way. Right?

That to me, that was really hard. Especially 'cause English wasn't my language and now you're giving me 10 options. In order to learn, stick to one. the teacher calls it the governing vessel and you like to call it the do vessel call it the do vessel, whatever works best for you, you know that it's called something else. But when you study, make sure you stick to one thing.

When you are learning all the points, for example, let's say 10 of them have all the same functions.

Take a lung point and they all do the same thing. So this is why it's important to differentiate. Lung one, yes, it's for lung disorders. In the western sense. That's how you differentiate. Asthma, bronchitis, wheezing.

Lung seven, on the other hand is a great point for all those things, but it's not the best point. It's better to strengthen the immune system and specifically the commander point of the neck and head. So anything happening on the neck or head lung, seven is your best point. Always think when a point has a special function, like it's a commander point, it's a sheet clef, it's a un source point, it's a shoe transporting point, it's a back shoe point, a point.

You wanna remember that function because that makes them special. So that gives you a little bit of an edge, right? If a point is a back-shu point of the lung, let's say bladder 13. That is the best point in the back for the lung. Yes, there's other points that do the lung in the back, but this is the point.

So that helps you a lot that way. if you look at large intestine four, even people that don't do TCM in general, they will say, this point's really good for headache. Right? They'll show you and they tell you this. Well, that's the thing to remember about LI four. It is the commander point of the face.

So anything happening on the face, including headache because of relief pain, you wanna use LI four, right? Because it's a commander, right? So it's the same with bladder 40. It's a commander point of the lower back. Yes, bladder 40 is great to clear heat in the blood and do other things for urination and, but it is the commander point of the lower back.

So you focus on that, don't focus on 10 indications, focus on the powerful one because first, that's how you're gonna use it in clinical practice. And second, this is how you're gonna form your treatment and how you are going to exams that are gonna ask you, oh, this person has lower back pain.

Bladder 40 has to be in there. If it's not in there, the exam's not right. You just have to, you know what I mean?

M: Yes.

CC: So for studying, I think that's really important. Select what's the best part of that point. If you know that stomach 37 is the lower C point of large intestine, you know it's the best point to use for excess in the large intestine.

That's it. You don't need to know all the other things it does, right? If gallbladder 34 is the, influential point of all the sinews ligament, tendons and joints. You have to use this when there's ligament tendon, sinews joints issue because it's the influential. It influence your treatment, right?

So focus on the special point first, because those are gonna be your most used point in clinical practice anyway, and it'll be easier to know those really well and then you can go and pick the less. Obvious. So the more obscure one eventually. Right.

M: The supporting points. Okay.

CC: The supporting cast, right.

It's like the best actor, best actress, and then supporting cast. That's how you do a treatment. You pick your king and queen point, and then you pick your general and your

assistant and the people that are gonna help everything else, right? For studying, I think that's something that I wasn't told.

What I did a lot is, and I think that's just normal. You are my generation, so you know this, but everybody types everything. I think it's really important to write things down because the memory and, handwriting, you retain the information better. So what I did in school is I took all my notes down.

Which takes much more time. I get it. It not everybody has all the time. I understand that. But I wrote notes down when I took notes in school and then I went home and I retyped them and made them in nice. Pretty so I could study with,

M: Oh!

CC: Now I've done this twice, right?

Let's say we did the five-element theory. I've written it down and now I'm typing it. So now twice I've listened to this, right? Or I've looked at this and then when I study, I've already done it twice. This is my third time. Right? So that helps a lot. Another thing that I did, which I, at the time I had cassettes, but I would record myself, right?

Record myself in cassettes. Now you could just record yourself in your phone, literally recording myself doing. The lecture, like, you know how you listen to my videos, but I would just read and go, okay, the five element theory say all the five element. There's the generating sequence and it does X, Y, Z and that.

And I would record myself and then I would put in my ear when I go walk my dog, when I go exercise, when I commute, when I'm doing nothing, cleaning my house, put it in my ears and listen to myself and it will get in.

AD: Did you know I created three books to support your TCM journey? Often I'm asked, Clara, what's the difference between all three? Well, they all have fun, colorful visuals to make them much more easy to grasp and understand each concept. They're definitely not your TCM typical boring dry books. They are available in hard copy and they ship all over the world.

But if you'd rather the digital version, they all come with video links to complement them and can be downloaded on any device. My first book, Acupoint Made Easy, this is the

orange one, covers all acupuncture points function, location, depth, and angle of insertion, including special points, categories, extra point cupping moxa, and all my clinical pearls.

My second book, Chinese Medicine Made Easy, which is my green book, covers all TCM foundation. Diagnosis, yes, including tongue and pulse, but lots of colorful visual to help you grasp specifically observation, right? Case studies and my digital fillable intake form for you to use with your patients. My third book.

Chinese Medicine Treatments Made Easy, that's my purple book, covers all TCM treatments for 160 syndromes, including acupuncture points, herbal formulas, diet, ear acupuncture, and many other TCM tools. So you can have that book at your fingertips. Fingertips every day in clinic. It is a must for all practitioners.

I provide sample for each of my books that you can download to see if this is really, truly what you were looking for, because I want you to be happy with what you investing in when you invest in any book. of my products. You can check out the links to all my books in the show notes below or go to my website at acuproacademy.com and on the menu tab click the shop tab and get your copy today.

M: That's awesome. I'm totally gonna do that.

Oh, thank you. And you answered another question 'cause I was gonna ask you exactly when you're picking points, do you focus on the special ones first? So yes, you do. I love that. Okay. Thank you so much. I know I'm not there yet and I'm sure I'll get taught, but I know everybody differs.

We go to a clinic observation and every practitioner does something different. But I wanted your opinion on some of the other offerings. So acupuncture versus guha versus moa. What determines when you'll use each of those modalities in your care plan for your care?

CC: That's a great question actually. And again, you as a person will have things that you gravitate towards because you really like them. For example, I love to receive cupping, so I love to give cupping because I know how good it feels, right? So obviously if I'm trying to turn a breach baby and we need Moxi in order to do that, of course I'm gonna use Moxi, right?

It's important to use it for specific purposes. But having said that, you are gonna gravitate and we can use all those tools depending on what we'd like to do. So we start

with acupuncture, but we have to adapt. So let's say I have a 10-year-old little boy that's coming because he's got asthma, or he's got anxiety.

So you might be, yeah, I'm okay with needles. So you could put a few needles, that's great. Or you might say, I'm really, really scared. I don't want needles. Okay, we need to adapt. Let's do ear seats. And then you can tell them, quit., press the ear seeds. It'll help you when this is happening. So we can press the ear seeds.

So we'll do that instead. Right? So we have to adapt. For kids doing massage, doing Tui Na, doing cupping, maybe a better option, right? Sometimes someone's sitting there and you're like, okay, I'm gonna do all those points, but this person's really, really yang deficient, so I should do some moxa.

Or I should show them how we're gonna do to warm them up, right? And you can add that but because maybe it's the first day and they've never had acupuncture before, you don't wanna overwhelm them. Maybe you just do a few pro, see how they felt and when they come back the next time you're like to do, today, we're gonna add whatever you felt was good the first time.

Well add cupping or Moxa or whatever, electroacupuncture, see how you react to this. And the person might say, oh my God, I love that one. Can we do that next time? Or they'll say, yeah, I don't know. I think I like the first time better, right? You're gonna have to really listen to your patients because they know what feels right and sometimes you have to decide what's best for them.

Obviously, if they really need something, you might say, well, this is really important, but if not. Then you're gonna have to play with those tools and decide, I think this person really requires this. Right? And, and I've had patients asking for things, they're like, oh, my friend went to her acupuncturist and they did like cupping, and for this and this.

And I'm like, I treat you for fertility, but if you want one day we can address all the shoulder tension and do more upper body and do cupping. Do you want me to add this up? Yeah, I'd like to try it. Okay. So we'll do that. Because when she comes to fertility cupping was not in my thinking, right?

So that's how, but so sometimes patients will ask, and sometimes it's also you trying different things because you've tried something for a patient for let's say three weeks

and they're getting better, but it's really slow. And you're like, what am I missing today? I'm gonna try to add whatever you wanna try Gua and see if that makes a difference.

And they come back, they're like, oh my God, I felt so much better after. Wow. You're like, okay, this person, I need to add up some gua. depend on how you feel, how the patient says, and follow your gut on that. And what you like the best. But start with basic acupuncture and then look at your toolbox.

Look at all the stuff that you have available and go, huh. I think this person they like to be in control, so give them a bit of control would be great. Let's put some ear seats so they can go home and press and they feel like they're in control, right. Compared to someone that just go, go, go and they don't want more things and they don't wanna have more homework. We'll do maybe some capping, because then when they go home, they don't have to think about more things to do. Right.

M: Okay.

Fantastic. Thank you. Thank you, thank you. And then, when it comes to TCM, I know not everyone, but a lot of patients will come in because they want to avoid western medicine.

What do you say to them if you believe they should also seek biomedicine, but that's not an avenue they want to either revisit or go down it all just because they want all natural, they want all alternative? How, how do you approach that with a patient?

CC: So with most patients, I explain how acupuncture works, right? If you're not doing herbs, if you're just doing acu, injustice is the word. If you're doing acupuncture as your sole or main tool with all the other umbrella tools like guha and cupping and all that, if you have a patient that come in and they're like, oh, I'm just sick of, the western medicine or medical system, I came here because I wanna do something naturally.

And I've had patients saying that for, let's say, fertility, right? So I'm like, why don't we give it a try naturally and see where, what we could do with it? And then let's say six months later they get pregnant, they're very happy. However, sometimes nine months later, they're still not pregnant. Now they're not dying.

There's not a horrible thing that's gonna happen. They're just not getting pregnant. So of course they're upset. This is a time where you're like, well, you're 26 years old. We can

continue that way. Because you still have time, but let's say they're 39 years old, right? Do you wanna go and check out other avenues because you are getting older and your eggs are getting a little bit older and that's gonna be tougher.

Maybe go see if we can add something. For example, when it comes to fertility, it's non-invasive for the fact that you're not taking drugs. But you could do intrauterine insemination where they literally take the sperm and, inject it. I call it the Turkey baster.

M: Right.

CC: They inject it so the sperm is right there and it just has to enter the egg, right?

So that's something that definitely they do that doesn't have side effects because they're just literally putting the guys in front of the door kind of thing. So you could start with this, see how you feel about this. And yes, the next step would be to take drugs, right? To go through, a little bit more invasive for the fact those to medication.

It's kind of giving people option and say, you know, let's start baby steps. Now, if it was someone that came in and their disorder is quite advanced and it's quite intricate and you know, for sure acupuncture is not gonna cure it, but it might help them with their symptoms.

It will manage it kind of like your mom with cancer. Acupuncture wasn't going to cure the cancer, but it makes her more comfortable, right? So this is something you can explain to patient and say, I understand, the medical system is not your friend right now. You're not really connecting.

However, think of acupuncture as this is how acupuncture works. It doesn't treat and it does not cure anything. That's the truth. Acupuncture does not treat or cure anything. And people kind of look at you going, why am I here? So I explain. When I insert needles in somebody's body, I trigger minute nerves that sends signal to the brain for your body to do a function.

So the function could be to decrease inflammation, to put you in a rest and digest or parasympathetic state so your body can recover. Think of this as your self-regulating self-healing system. Acupuncture just helps you get there because there are so many causes like stress and trauma and emotional trauma that puts your body completely outta whack and outta balance.

So acupuncture helps you restore your body ability to heal itself, right? So that's what it does. So when we're outside hiking like I do, and then I cut my arm. Technically when I get home, it's got, now I have a scab, et cetera. But three days later, I look at my arm, it's gone.

I didn't have to do anything because the gash wasn't deep. There was nothing major, but my body did it by itself. It healed that gash. I didn't have to do anything. That's exactly the ability to self-heal. The body can do it, but sometimes because of the stress and the amount of outside factors, it cannot do it right.

We don't sleep enough. We don't have a great lifestyle. There's a lot of factors that can influence our self ability to heal. So acupuncture helps you get there, and that's what it does. So if you're coming in and you're having a disorder, let's say multiple sclerosis, acupuncture is not gonna cure it.

I understand that, it's tough. It's a difficult disease. What acupuncture can do is help manage it. Maybe you're in a lot of pain, then we'll help you with the pain. Or maybe you're having a very weak and you're really depleted and you're always tired, so let's see if we can work on that with diet and acupuncture and rest, and put you in a parasympathetic state so your body can kind of calm down and not be on the fight or flight.

And so stress about everything you have to deal with. That's what acupuncture does. However, having another option from medical Western medical perspective can also make you more comfortable. It's your decision, obviously, but this is where acupuncture limitation comes in. So that way people have the education, they understand what we can do to support them in their journey and what we cannot do, and what limits we have.

'cause every medicine has limit. TCM is fantastic for preventative. It's fantastic to help people de-stress or their body can heal, but it's not gonna cure everything. It is not a cure.

M: Oh, that's so good. Thank you. Before school obviously my thinking was, oh my gosh, TCM can cure everything. But I have since learned that, like you said, it does have its limitations.

When you grew your practice, when you were on your own, did you ever bring on any associates at any point when you got bigger? If you did, what's some words of wisdom in when you know when that point is? And, maybe some pointers if you do bring on somebody things to be aware of for your business that maybe we wouldn't think of.

CC: So I did bring on more acupuncturists in my clinic and people I could share patients with. However, I literally love to treat my patients. And my patients love to be treated by me because they connect for who I am. And when we are in this field, all of us have the same, pretty much the same education.

We all have to do the same thing. So in the end, we all know the same stuff. However, people are not going to see you because you know TCM better than somebody else. They're gonna come and see you because they connect with you and they're gonna refer because they connect with you.

It's like they love who you are as a person, right? I never brought on an associate where I just passed on my patient, but I brought more practitioners to work alongside me that were. Complimentary to what I did. So for example, in my clinic, like I said, women's health and mental health are my favorite thing. Women's health is my big thing.

I want someone that does something that I don't do. And so this person was really good with pain, for example, and that was her thing. She loved to treat anything that was acute or chronic pain. So it's fantastic to have in the clinic because I may have someone that comes for fertility for me and they really want me to focus on that, yet they've had years of post car accident. I can treat and work on it, but that other practitioner can do a much better job than me because they can focus on that.

We also had another acupuncturist that does cosmetic acupuncture, same thing. I don't do cosmetic acupuncture. It's fantastic because it's an alternative to Botox and to injection, and it's safe, it's natural, it's effective. And so she was so busy with that.

So many of my patients came to see me and then see her for cosmetic acupuncture, right? So now you're going double, double duty kind of thing.

M: Did you ever bring in anybody who just came outta school or did you prefer people who were more experienced and like you said, did have that, specialty you didn't?

CC: I actually like people that come outta school better because they are eager to do well. Yes, they are also easier to help train and teach to help them grow and become who they are at their best capability compared to someone that comes in has already. Their own idea. And maybe when they work alongside me, we don't have the same ethics at all.

And that's just not gonna work. Because when someone comes outta school, you can teach them different way and say, try this, try that. See where you're going. And they're gonna go and understand. it's not to say, oh, I'm so good, but I build a very strong, successful practice, like very strong in my area, very successful.

So I know what works because I've done the things that didn't work.

Another advice that I gave one of the practitioner that came in, and I love her because she asked right away, Clara, one of the thing I have a hard time with is telling patients, you know, you need to book the next few weeks. I feel like a sleazy car salesman, right?

M: Yes. Yes.

CC: So I just can't tell them, you need to book for the next few weeks. I'm like, especially if they're doing something like fertility, right?

One session's not gonna work. You have a four week cycle. Let's say your cycle is irregular. We need to regulate the cycle first. It's not gonna happen in one day, so you need to come regularly. But she's like, oh, it feels so yucky. So I said to her, I said, let's reframe how you think.

Do you feel like if she comes once she's gonna get pregnant, or she's gonna be done with what she needs to be done, whatever she came to see you for. you know, one session is not enough, right? And she goes, of course. I'm like, well, the patient that came in she didn't go to school.

She has no information. So your job is to be the educator. She can make the decision if she wants to come and book an next few weeks for whatever she's trying to do. What you have to do is say, okay, so according to what we did today, the root cause, is let's say stress. So let's say this person has had insomnia for 20 years.

So the root cause is obviously lots of stress and we need to bring the stress down. You've had this for so long. One session's not gonna be enough. We're gonna need a few session. And acupuncture is like cumulative. The more you do it, kinda like brushing your teeth, the more the preventative option comes in.

So let's do a few weeks, maybe two to three weeks on a weekly basis, and see how you sleep better. Even if you sleep better for 20% of the time or for two days after acupuncture. We're on the right track. And as we go, we might separate the session into every two weeks maybe, and every three weeks. And as you get better, we're gonna get to a point where it's now we could just do it preventatively when maybe there's a lot of stress in your life. But we need to make sure that we are addressing the issue . So once you give the information to the patient. You could say, so I'll see you next week. And if they're like, you know what? I can't afford it. I'm not coming. That's their decision. But at least they have the information, right?

So you're not selling, you are helping your patient understand that this is how you can help them. One session you can't help them, and now they wasted that hour and that money for nothing because they need to be consistent and they need to come in order to heal. Patients will come for fertility, they'll say, how do I know this is working? That's a fair question. 'cause you're not pregnant yet, right?

So I'll say, well gimme two to three session. If there is no change in your life health-wise, then we're not on the right track. So within two to three session, her energy might be better. she's sleeping better. Suddenly the PMS are not as strong. I felt better during the week before my period. Wow. Those are the little step that we know we are regulating. Put you in a state of self-heal a state of health, which allows you for better option when it comes to conception because you wanna be the healthiest possible when you make your baby.

So your baby grows healthily, right? You give your baby the best chance. So that's how you address this salesy thing. You educate your patients in what they need to know what's best for them, and then they make the informed decision

M: Oh, fantastic. So setting that expectation up front, just so there's no guessing games, no surprises down the road for anybody.

You are just a gold mine.

CC: Michelle, are you on social media?

M: I am, I'm not very active on there, but I have facebook.

CC: Don't put too much pressure on yourself, but if I were you, because you have four years, right? Every time you learn something that you think is just so cool, share it there.

M: Mm.

CC: Like even if it's just, today I learned the best acupuncture point for stopping cough. Wow, this is amazing. I could needle this and cough stops. Of course we're learning that we have to look for the root cause and everything, but that's so cool. And then you can put a picture of your arm and then you point to it or something, and then you just put that picture.

M: Great idea.

CC: You educate the world and people get to be excited with you. And so when you're done, people wanna come and see you. You know what I mean? So share stuff because why not?

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