

CC: I wanted to invite you to the replay of the Live Zoom class, Michelle Grasek, and I did because the questions were amazing, so I wanted you to benefit from those questions as well. What did we talk about marketing and how to grow your practice and before. You decide to stop this, please listen.

We have such great TCM knowledge, but if nobody comes through our doors, we cannot help anybody. So we have to take action and grow successful practice so we can change lives one patient at a time. This is going to give you a lot of actionable tips, and if you wanted more, there are two courses, one from Michelle and one masterclass from me.

But I have to say that the tips that we shared in this are going to be very useful if you take action.

Welcome to AcuPro, a show dedicated to making Chinese medicine and acupuncture. Easy to grasp and fun to learn. Hi, I am your host, Clara Cohen. I support practitioners and students and 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.

MG: My name is Michelle Grasek, if we haven't met before. Welcome. Thank you so much for being here. I am an acupuncturist in New York.

So just to give you a perspective and I teach marketing to other acupuncturists. I've been doing that for 11 years now, in person and online. And I have a podcast called Acupuncture Marketing School. So you can find it on Apple and Spotify. I'd love if you tuned in and Claire and I wanted to get together today and do a marketing q and a.

CC: I'm Clara. If you don't know me, I'm from Acupro Academy, which is my platform online, but I'm also a licensed practitioner in Canada, in the suburbs of Vancouver, not Vancouver itself. I've been practicing since 2003. I love to teach. I taught at two colleges at one point and it's something I'm passionate about.

However, teaching TCM is fantastic. Practicing TCM becomes a problem for a lot of people. So we know TCM and we get excited and we wanna change the world and we wanna go out there and we open our practice and there's crickets or it's struggles or it's just like we have a few patients and then we have nobody.

And I have to say, in my school, and in a lot of schools, they don't teach you the business part. They teach you TCM, which is great because we need that. However, without understanding how to promote our services, then we can't change the world.

We can't help people because nobody knows about us or what we do or what we can do to help them. So I'm really passionate about helping practitioners showcase their ability to help the world with this medicine that I absolutely, if you know me, love and are passionate about, because I can just shout it out.

In every rooftop and on all over social media. I'm super stoked to be here, to be able to provide value because when I first started practicing, I had zero patients and it was a struggle.

But then I went and I learned everything I could learn about business in order to grow my practice. And I went from zero patients to 40 plus patients a week in the first six months. And that was many moons ago. So I really want you guys to be able to do the same thing and not struggle, because if you worry about finance, you can't focus on your patients and everything just crumbles and it sucks. Who wants that? So we're both here to answer your question and give you the best advice and tips that you can take action. So being here is great. You took action. Second is take action outta here right away. Let's go.

MG: So the first question is How to engage on Instagram, how can we engage our audience on Instagram? I'll let you take that one away because you are the queen of social media. I don't feel like Clara talks about this enough, but she has a combined 700,000 social media followers across all platforms, and that's just mind blowing to me.

So just a little shout out that you really know what you're talking about. So I'll let you take it away.

CC: I think it's because I enjoy it because this is how I met you. We met on Instagram, right? Like we've never met. So what I love is feel very lonely without people. I'm in the suburbs and I do have a couple of people that I went to school with that, we meet, but everybody's always so busy and it's so hard to meet all the time.

And a lot of other people that I know that are practitioners that I really love, that I went to school with are in other places. So to be able to connect with people that love TCM as much as I do online, that has been so fun for me to really exchange ideas, exchange, questions and answers, and see what people are struggling with.

Because my whole purpose of being online was to help people. So even if it's for diagnosis, for learning better for retaining information, for whatever it is, right? And so when it comes to social media, you have to pick one platform that you really enjoy. Don't go everywhere. I'm everywhere because.

Now I can, but at the beginning when I first started, I did Facebook. That was it. Then I went YouTube, then I went Instagram. So it was like one step at a time. My favorite now is definitely, I love to be on Instagram, it's one of my favorite.

'cause just the way the interaction is a lot of fun. , when you want engagement on social media, pick the platform. So I'll pick Instagram just 'cause we gotta pick something. And if that's where your people are. The first thing you do is you need to go engage with people. If you don't engage with people, how are they gonna engage with you?

This is how we do it. You go at all the businesses that are in your town. So it could be the yoga place, the gym, it could be the chiropractor down the road. It could be a massage therapist, it could be the wellness center, it could be the shop that sells all the supplements and all that. It could be anything. It doesn't have to necessarily be related to wellness. It could be the flower shop, right? Go on their Instagram and start commenting, sharing their stuff in your stories. If you like it.

Don't share something you don't like, but go and comment. This is social. Be social, right? And then you start commenting. Follow them. Like really engage with your community and they're gonna come back to you. And then when they're looking for someone, or someone is asking them, Hey, do you know an acupuncturist?

Oh yeah, there's one on Instagram that always comment on me. Let me see who she is or who he is. And then here's the link, right? So you gotta engage first. That's the first thing. And then share. And then give. When you give, it comes back. Don't wait to get something. No expectation. Just give. Give.

Eventually the boomerang effect, it does come back. So that's how you get engagement. The second thing is. Consistency. Decide if you wanna post twice a week, three times a week, four times a week, whatever it is. Once you're committed, commit to that Monday, Wednesday, Friday. That's when I wanna do it.

So commit to be consistent, repurpose meaning look at your Instagram, whatever is doing really well. Three weeks to six weeks to nine weeks later, repost it. You know how many times I've reposted things? Some people were like, oh, I love this. I'm like, you've never seen

this. I've posted seven times. But that's the thing of social media and not everybody sees your post, right?

And you know that. 'cause if you've got 500 followers and you get 10 views, you know that not everybody has seen it, right? So repurpose that will save you time. Schedule it to go again six weeks later, the second thing is, if you're gonna be consistent, let's say Monday, Wednesday, Friday.

Have some fun stuff. Don't say, I see this a lot. Oh, I have an appointment open at three 30 today. This is really rare that someone's gonna see that is a patient of yours that has the three 30 open, right? Give value, explain, educate. You see what I do? If you've seen my Instagram or my social media, if you haven't, go check Acupro Academy.

Just educate, just show something, show a point and say, this point does this. You don't even have to speak. You could just say, Hey, this is the best point for sleep. And you could just stand there and have the caption that says, best point for sleep. And some music, it doesn't have to be complicated.

You could use Canva to create post if you wanted to, but don't make it complicated, right? Just be consistent with it. Engage with other people, right? Go in their DM and say, I love what you do. This is awesome. Share this stuff. Engage with people. When people DM you or comment, this is what I found fascinating.

People that have 200 followers, I'll go in there and make a comment. No answer whatsoever. And I'm like, do you not wanna grow? I made a comment there and I said something, if I walked. At the store next to you, and then you have a beautiful dress, and I say to you, wow, that's a beautiful dress.

I love purple. It's my favorite color. Would you just look at me and walk away? No. You would say, oh, thank you very much. You would say something. So when someone puts a comment, answer that comment. They feel valued. That's really important. I try to answer most comments 'cause I get a lot, eventually.

Sometimes I miss some. if you've been around, you know that most of the time, even if I have to say thank you, I try to answer every comment, right? So I really try my best for that. Make sure when you have dms to really answer using people's name, that's another thing. You really wanna engage with people and pay attention.

So if someone comes in and say, Hey Clara, can you give me this? Do you have this? I look at their name. If their name is on the handle, and I'm like, yes Angela, I have it here. Here's

the link. Angela, let me know if you have questions. If I don't have, I go on their handle and I try to look for their name and sometimes their name is not there, which that's a problem.

So make sure you put your name somewhere so people know you are a person that they can connect with. So hopefully that's a little bit of a snippet for engagement. And hopefully that puts you on a good start.

Definitely agree about the reaching out to small business owners on Instagram. I have found that using Instagram for business to business networking is a really nice way to connect.

It feels really good and it lets you be very selective with I. The networking that you're doing right, and the energy that you have. So you can pick, the yoga studios or the nutritionist that you really wanna work with and just start commenting on their posts, on their reels, their stories. And eventually you'll probably feel comfortable enough where you can send them a DM and actually introduce yourself and say, Hey, could we collaborate?

Or whatever it is that you're looking for. Social media is such a great equalizer, right? It allows you to send a message to someone that you might never have access to in real life. So it is a beautiful place to connect.

Just a fun facts. Yeah. I love what you said because I got a DM from Sharon Stone, and if you're not

MG: What?

CC: Young, you don't even know who Sharon Stone is,

MG: Sharon Stone. But–

CC: if you're not, Sharon Stone was a big actress in the nineties. Fatal Attraction. Everybody. Oh my God, I got a DM from her about three, four years ago. So I just wanted to say that's exactly it. People that you never thought you could speak to, which is mind blowing.

So I just want to say that she literally sent me thing saying, I love what you do. And I went to check. 'cause I'm like, that can be, that's a fake Sharon Stone. You know those? Yeah. And no, it's the blue check mark. She got millions of followers. And then I went on the link and it's totally her and her team.

I assume obviously it's not just her, but yeah, that blew me away anyway.

MG: Amazing. Oh my gosh.

Claudia asks, how can I get started marketing as a newly graduated student? I think this is such a good question because a lot of people are moving to brand new areas where they're not established. They didn't grow up there, their spouse isn't from there, so they have no connections.

there's three things that I think are really important when you just graduated and you have no patients, right? So the first is to try to get out in the community as much as you. Can manage. I know a lot of people in acupuncture are introverts, right? So do this to your energy level. It, so get out in the community and meet people, right?

Because what we are doing is with acupuncture so unique, we're touching people. We're asking them for really personal information, like their health information, and we're putting sharp objects in them. So we have to build a lot of trust in our marketing. And meeting people in person is a really great way to build trust quickly.

And so I always tell people if you hate the idea of networking meetings, that's okay. You could volunteer, you could find a meetup that you really like. You could host a wellness book club in your office once a month and make it a public Facebook event. And just invite community members, but try to.

Get in front of the real life people in your community, in person if you can. The second thing I recommend is creating a giant spreadsheet of local businesses within a, we'll say a half mile radius. It depends on if you're in a really crowded area or a rural area. And then email everyone on that list just to introduce yourself.

And the idea here is that you can't help people if they don't know you exist, right? So how can we rapidly increase your visibility in your community? And one way to do that is make this big spreadsheet of all the local businesses and message them all, email them all just really friendly. I'm new in the area.

I am building a business and I'd love to make some connections with other business owners. Those emails are generally very well received. The last thing I recommend is hosting an open house and inviting everyone that you know, but being really brave and inviting all of those business owners on your list as well, right?

So that you're not just getting your family and friends who come and support you, you wanna get people who might actually become your patients. So I find that those are three steps that are really helpful to get you started in a new area. What about you, Clara?

CC: Yeah, I love what you shared and I'll just add up one of the thing that I did, I wanna warn you, big uncomfortable, but, and I'm introverted too.

A lot of people don't think so because I'm online, but when it comes to being around people, I'm definitely more introvert and there's a spectrum on that. There's two ways to do it. I did it because you may have not enough money for this, but I did a couple of things where I went and got a massage from a person in my area, right?

And while I was on the table, I said, Hey, I'm an acupuncturist, blah, blah. , what I said was, I would love to offer you a free treatment so you could see what I do. And if you like what I do and you think your patients can benefit from it, then I would love for you to recommend patients to me.

Now, every time you recommend a new patient, I will give you a free treatment. So that's what I did. You can also walk in, which I did too. I went to see chiropractors. I went to see massage therapist. I went to see physiotherapists, and I said the same thing. And here's the answer. no, no, no, no, no, No.

Yes. You need one? Yes. The law of numbers, someone will say yes. So the no is very discouraging and it's very deflating, but it's not personal. It's like they're not interested. That's not a thing. Okay? It's okay. So that one person said yes and came for treatment, loved the treatment, started sending me patients, and got free treatment every week for weeks and weeks.

But literally she built half of my practice. So then it's my job to retain those patients, to wow them, to give them more than they expect, to really give them above and beyond and go the extra mile for them to tell everybody else to come and see me. That's what I did. I know it's not easy to do that, but boy oh boy, if you found that one person, they get a frigging free treatment.

Now, if you work in a wellness center with a bunch of other people, I. Give a free treatment to the practitioners there. That's easy. They're right there. Then they know what you do and they can refer to you. If you're on your own. That's what I did. 'cause I was on my own to start with then I was in the wellness center.

'cause I, I went and expended, but, so that's my one.

MG: I always tell my marketing students that you have to get through a certain percentage of nos before you get a yes. And I appreciate that you said it's not personal, right? Because it feels very personal to us, but it is not.

And Erica had a really good question in the chat. She said, what would an open house look like? So what I recommend for an open house is to. Advertise that you're gonna do an acupuncture demonstration, because I find that most open houses, we tell people, come to my office, meet the acupuncturist, tour the office, eat some snacks.

And truly is that enough motivation for someone to put on their nice pants and leave their house? It's a nice idea, but often it's not enough. And so that's why we end up with 10 people, and it's mostly our family and friends, which is great, but they're not gonna become paying patients.

I find that when people say on their open house invitation, I'm gonna do a free mini treatment or demonstration for whatever their specialty is or whatever they love to treat like a knee pain treatment or an example of a fertility treatment that gets the attention of people who are genuinely curious and interested in becoming patients.

Those people are on the cusp of becoming patients, and all they really need is to see the treatment in person. See how relaxed your volunteer patient is, which could be like your mom or your spouse or a friend, and then they can easily picture themselves in your space getting a treatment. Okay? One of the best things you can do is let people know you'll be doing a free treatment at your open house. So Bethany asks, what is the best way to reach a wider audience without using social media. Thoughts, clara?

CC: I always think of the yin and yang and yin is internal, yang is external.

So if you're not gonna use social media, your website better be like amazing, right? Your website, has to have great SEOs, which means keywords. When people are going acupuncture, Chicago, then you have to come up, which means those keywords have to be part of the website. So your website, when people land on it, let's say they, Google you, and they might look on the map, right?

So make sure you also, your practice is listed under business in Google. You wanna make sure you come up on the map, it's listed. You can do this on Google, it's completely free, and then you'll come up. And people can put reviews, et cetera. Your website, when people land on it, they need to know three things.

Can you help them with their problem? Who are you? They wanna know who you are and how much is it gonna cost them. So you do have to be transparent. Michelle and I both agree that prices should be put up because there is no point making somebody phoning you, you returning the call for them to ask how much does it cost?

It's a waste of time for everybody. Either they can afford or they can't, right? It is just the way it is. Maybe they're covered, maybe they're not covered by insurance. But you wanna put your prices, you wanna put who you are, which means when you give your bio, it should not be just about your. Credential, which they do have to be there, but it's about who you are too.

Like maybe you love music, you're a musician. People that do music are gonna love you. I'm French. I get people to come and see me because I'm French or and they're not French. They just love French food. Or they wouldn't Paris and they loved it. And, so it could be anything. But if you say things that are a bit personal, people can relate to you.

If you had a journey with health, where you struggle and TCM helped you, please share that this is the best thing because that connects with people and then they wanna know if you can help them. So in your website, , I would now recommend you put some nice little, acupuncture dolls or photos of acupuncture put something that is asking people a question. So if you like to treat pain, I would say something like are you. Loving to exercise, but you get injured. How do you recover fast? Acupuncture can help. Are you trying to conceive but you haven't been able to be successful? Did you know acupuncture can help with fertility?

Ask a question. Answer that question, right? Or put a before and after. Put a picture of someone running next to someone that is injured and said, do you get injured easily? Did you know acupuncture recovery time is easier when you use acupuncture, et cetera, et cetera. So for me, I do a lot of women's health, so I put a lot of that into it.

But you could put someone holding their head like this and said, do you get chronic headaches? Have you tried acupuncture? Simple, do you get chronic headaches? Have you tried acupuncture? It should be about them, not about you. Or acupuncture. Beautiful dolls that we love to see or the, the ancient text and everything else.

It should be about the person. Think of a dentist. I. A dentist never puts pictures of the instrument in the mouth. I would not like that. They put a beautiful smile but it's always something that is going to stop you and make you wanna go.

They don't show you the needles, don't show you needles. It's just, a lot of people are scared of needles, so there's no point putting that They know you use needles, you're an

acupuncturist, so talk about them. So that's how you open up with a wide audience is using your website because that's outside if you don't wanna do social media, right?

That's the external part. Internal part. If you work with other people, then definitely use those people in that practice. Like I said, share treatment. Ask them to come for a free treatment so they know what you're doing, right. Internal part is every time you have a new patients, treat them like gold.

Call them. Ask them how they felt after treatment. Really make sure that they're so happy. They're gonna recommend. Like I have a patient that came to see me years ago. . She came to see me, loved the treatment. . I treated her for a few weeks, started referring, I, now Lily, have seen 26 people of a family. I literally know everything they do at Christmas. 'cause they all come and we had the Christmas dinner 'cause they all get together and so treat your patients like gold.

Pay attention. Oh my son has a soccer tournament when they come back. How is the tournament? Pay attention. That is how patients relate to you, connect with you and will come and refer your patients are your best referral trained. So those are the two first thing I'll start with. 'cause I can go on forever.

AD: Do you feel like your TCM College prepared you to grow a thriving busy practice? I know mine did not. It saddens me and sometimes even angers me to see so many acupuncturists giving up their practice because their TCM College did not teach them business skills. This is the root cause why so many practitioners struggle to make an impact change lives using the knowledge they acquired in TCM School.

You have the TCM knowledge, but you are missing a crucial piece, how to market your services because if nobody comes through your doors, you cannot make an impact with anybody. I've built a successful, busy, thriving practice. Now I wanna make sure that you do too, because the more of us are successful out there, the more patients will be impacted.

I will be teaching two master classes on how. You can grow a successful practice and crush it on social media without feeling overwhelmed because I know this is scary and I wanna make it easy for you to apply and take action so you can have your best year. Ever. I will teach you how, even as an introvert, you can market your services without feeling a key and gross.

If you're truly ready to elevate your practice, this is your chance. Don't miss out on those two masterclasses. Click the link below, and learn to implement these strategies effectively without feeling overwhelmed.

MG: I would add to the website. especially if you're not doing social media, 'cause that's a really great way to get visible, right? So if you're not doing that, you do wanna make sure that the search engine optimization on your website is strong and you also wanna make sure that you have an email opt-in box on your website so that you can collect the information of people who are interested, but maybe they're not ready to make an appointment.

And then you can market to them and it's like nurturing them and educating them through your email newsletter. That's huge. Okay. So that's definitely a great way to reach a wider audience is collect emails on your website. And another way that you can reach a wide local audience is to think about basically public relations or pr.

So if you are feeling really brave, it's actually very easy to get on local television. Let's take a step back. So let's think about all the other places where you might be able to be featured to a wide local audience. So there's radio, there's like local podcasters and local TV stations, local YouTubers, et cetera.

So you're basically doing some work, some research to see if any of them might be interested in hosting you. Are you a good fit for the topics that they talk about? So an example would be that there is a local they call themselves a podcast, but it's actually a YouTube livestream in my community.

They're very well known and they are in this office building upstairs from my office. And years ago I was very scared to ask, but I would always see the guy who ran the YouTube stream in the elevator. And finally I was like, Hey Jim, Would it be weird if I did an acupuncture treatment live on your show?

And he was like, no, I think it would be great. Let's do it. And he got the highest views of any episode that he did that year. And we got new patients just from that 30 minute episode. And I think now between me and my associate, we've been back five or six times for different interviews.

But the point is it's really not hard to get on smaller local media and then you are projected to this wide audience of local people who might really become your patients. It's like there's no use going viral on social media, I don't think personally, because those people are not gonna become your patients, right?

Those are, those people are from all around the world. But if you can get in front of one or two local stations, I think you really have a good chance of transforming some of those. Viewers into patients.

Linda asks, if you put up a road sign in a town that is not that familiar with acupuncture, what would you put on the sign in just a few words? I like this question.

CC: I do too. Because when I first started, there was.

No social media and there was no website. So I had a sandwich board. If you don't know what a sandwich board is, it's like this and it's wood and you put it in front, and when people drive or walk, they can read whatever, right? That's what I did to start with.

And I think at the time it was like \$300 for the board. It's a one time fee kind of thing, and then you put it out in the morning and you take it out at the end of the day kind of thing, right? And it falls over when it's really windy. But anyway so if you had a sign that people could read mine, because again, like I said, I love women's health, so mine said struggling with fertility, that's literally asking a question and I don't have to say, oh, I do acupuncture.

When people are struggling with their health, they don't care what you do as long as you can help them really. So obviously I put my name below and it says Clara Cohen and license acupuncturist kind of thing. It had the phone number 'cause you can call me. But basically it's a call to action.

So if you can't put everything on that sign, so if you are doing everything you can't, so you gotta decide what you wanna do that you think people in your area would be mostly interested in. So first I would say pick something. Could be pain, could be, like I said, I did fertility.

But if it was pain, for example are you in chronic pain? Call me. That's simple, and then below Clara Cohen and your number licensed acupuncturist, now they know you're an acupuncturist, you're in chronic pain, right? You could put more, , I've seen sign where people will say, have you tried acupuncture for?

And then they'll put three things, right? I dunno, fertility chronic pain. And then let's say another one digestive issues, and then you'll say, make an appointment today or call for if you have questions or something. Give them a call to action, right?

So for me it was are you struggling with fertility? Call me. That's it.

MG: Yeah, I would agree. I would say start with something that you really love to treat if you have a specialty. I know in a lot of countries, people can't use the phrase that they specialize, but if it was fertility, for example, and I was creating a giant sign for the front of your building, I think I would probably do like natural fertility care or natural fertility support.

And then the name of the business, ageless Acupuncture, and then the website at the bottom. But definitely. Focusing on the symptom that you wanna address, right? So instead of just saying, acupuncture and your phone number, you have to give people reason to sit up and take notice.

So that's why you wanna either emphasize your specialty, whoever you wanna treat more of, or like Clara recommended, think about, what do most people in your community need? And then ask yourself, how can I state that in just a couple words? But I love this question because it really helps us emphasize the importance of centering the potential patient in our marketing and thinking about what is the benefit to them?

Why should they care about our marketing? And how do we get their attention? And we do that by really talking about them and their symptoms and the outcome that they would like, right? And so yes, creating a sign like that is a very condensed way to do that. Great question. Linda, how often should we be recommending people to come back? I know this depends a bit of what we're treating, but is there a kind of general guideline? So my personal one.

CC: What I do in general is I tell people, depending, obviously like you said, it depends what it is. If they just sprain their ankle, then it's easy. But if it's a chronic issue that they've had for quite a while, what I said to people is, I would like to see you at least three times because there's no point in saying you need to come 10 times, you need to come six times.

We don't know. So I always say, gimme about three sessions and as we progress, we'll see some improvement. If you don't see any improvement, then now might not be for you. I say that every single time so people know they're not committed for so long, because then after 10 sessions, like they would go okay, I've expected more.

Right? Expectation is super important. So I always say that, gimme three treatments and then let's see. If it doesn't give you any change, any progress, then that might be not for you and people appreciate that. , let's say they come to see you for fertility.

One of the questions they'll say is how do I know if it's helping? 'cause I'm still not pregnant. 'cause I'm in the middle of my cycle. That makes sense. So I always say it's not just about

that, it's a whole health. So if your energy's better or you sleep better, or you feel less frustrated and less irritable, less stressed, or your digestion is better, you feel more calm.

Then we're going and we're progressing and this is fantastic. So people get that when you explain that. And then what I do is when they come for the first time, within 48 hours, I give them a call. I don't email, I don't text, I give them a call. Now they either pick up or don't. Most of the time nowadays they don't pick up.

So I just say, Hey Jenna, I just want to see how you felt after treatment or if you had any question. 'cause I know we talked about a lot of things, let me know. Otherwise, if you don't have any question, I'll see you next Tuesday at six. That way you remind them on your appointment, you ask them, how they felt.

So the thinking of how they felt, oh, I felt really good. 'cause if they come, let's say a week later and you say, how did you feel after treatment? They're like, I don't know. Nothing changed. But if you call them within 48 hours at that time they're like, oh yeah, I slept really well. But then a week later they might not remember.

MG: And then it shows that you actually care too. It's really important. People really appreciate that. So then they come back and then you can do your assessment and see how, maybe they felt 10% better of whatever they came for. Maybe they slept really well. They came for insomnia.

They slept quite well that night, but the next night it came back. Great. We had some progress.

In the beginning I had mentioned that I have a class. And I wanted to share a little bit about that with you.

So the name of the class is Acupuncture Marketing School. It's the same name as my podcast, trying to keep it easy to remember. And there is a self-paced and a live version. Self-paced is all prerecorded videos and you go through it on your own time. In a nutshell, what I am teaching inside acupuncture marketing school is everything we've been talking about today. So how do you get more patients and how do you get more patients consistently so that you have a thriving practice and you're not constantly worried about where is my next patient coming from?

And it's also very important to me as someone who absolutely loves marketing, to help instill a sense of confidence in your marketing, because I really believe that marketing is just a tool that we as acupuncturists can use to reach more patients. Individually in our

communities, but also on a like a larger scale, how can we get acupuncture in front of as many people as possible and help them?

And one of the ways we can do that is through really good marketing, but a lot of acupuncturists just don't like marketing. They never learned it in school, and so their confidence is very low. So they're not that willing to experiment or try. So one of my goals for this class is to help you feel confident in your marketing so that when you think about trying something new, you can process okay, I already understand how this works and I know why we would be doing this, and I know how to apply it to my unique practice.

Okay, so basically I walk you through in a very linear fashion with workbooks. I'm super nerdy, I love making workbooks and checklists. I walk you through how to set up really strong, effective marketing for your practice and. The way that I teach marketing is that there's two sides to it. So there are the marketing foundations, and then there's the visibility strategies.

And often when we think about marketing, we are very focused on the visibility piece. So that would be things like social media and search engine optimization, et cetera. We really need to have a strong foundation in place first to make the visibility strategies work even better. So foundations are things like getting your target market, your marketing message, and your branding really dialed in, and again, feeling confident in it.

That makes it, that when you use the visibility strategies later on, they're much more effective and efficient. So you get to do less marketing for more results. Okay. So not a lot of courses teach the foundation and the visibility strategies which I really think is a shame. So in acupuncture marketing school, I walk you through both.

I really focus on marketing that is built on building trust and relationships and really connecting with people in your community.

And that's. What we've been talking about a lot today, right? Like everything every way that you can think of to reach people in your community is built on some sort of relationship and helping them trust you enough to put needles in them to share their personal health information to make a financial investment.

So that's the way that I love to teach marketing from that angle. It's really about, being yourself and connecting with the real people in your community. And again, we are gonna walk through the foundation, so your target audience, your marketing message, and your branding. These are usually the things that people have the most trouble with when they're doing it by themselves.

So I walk you through it step by step. Again, very linear. That's the way that I tend to learn best. So I find that a lot of my students learn that way as well. First we create this and then we build on it, and here's why we're doing X, Y, Z, et cetera. And then we're also going to create a marketing strategy that is repeatable and that is built for your unique practice.

I am not a fan of the marketing strategies that are like a formula when someone says, I use this to build my practice, and if you just copy this, you'll get the exact same results. I feel like everyone's community and everyone's specialty and their practice are all very unique and special.

So we wanna create a marketing strategy that is built around the people you want to serve and the unique community that you're located in. Okay? And so we will do that in the second half of the class. after we've got your foundations in place, then we go through some of the visibility strategies email marketing, search engine optimization, et cetera.

I'll share what works for most people. But again, all of this is based on you learning to market in a way that fits with your personality and reflects your values. Because I'm an introvert, Clara mentioned she's an introvert. I always tell people, you do not have to do marketing that you do not like.

If you hate the idea of networking, I'm never gonna tell you like you have to do networking. Instead, I like to think about how can we get really creative so you can get visible in your community in a way that is sustainable? Because marketing requires repetition, right? So you have to choose something that you can see yourself doing over and over again, right?

that means it just has to align with your personality, your strengths, and what's important to you. Of course, you know this already, you get to go through at your own pace, and you have instant access to all the lessons.

the class are worth 15 PDA credits.

CC: I am a big fan of teaching you everything you need to know to really make a difference in your marketing to make it effective.

Like I said at the beginning, we're not taught business. And it's something that, I remember when I was in school, in my third year, I did five year program, a doctorate program in Vancouver.

And in my third year I went to volunteer in somebody's practice every Friday afternoon to get some, hours for my clinic hours. We were supposed to volunteer somewhere. So I volunteer every Friday afternoon for a few months in this guy's clinic who was very busy and had quite a lot of patients.

So I learned a lot, which was awesome. I absolutely love the way he ran his clinic. And one time we were sitting I said, wow, you're so successful. Can't wait to start practicing and changing people's life and helping people. And he said, Clara, make sure that you understand that you have two hats.

The 50% hat is TCM and the 50% hat is business. And I remember in my head thinking that's ridiculous. Like literally the arrogant me with someone that was super successful, I thought in my head, all I need is TCM. I don't need no business. I'm not interested in business. That's ridiculous. . Guess what?

I started practicing at zero patients and then I remember what he said and I was like, oh no, I need to learn the business. So I went and did this all on my own. There was no internet, nothing. I had to read bunch of books I had to go to meeting. It took so long to learn all this. I didn't know nothing, like literally nothing.

So when you have courses or what Michelle does, is accessible all over the world, wherever you live, even if you're in a small town. So to me, that's just such a no brainer because if we don't understand how to promote who we are, then we don't change lives. And that's just really sad. So he was right.

Unfortunately, and you can make it fun, it's a lot of fun to learn marketing. After a while you're like, okay, let's test this out. Let's see what happened. Oh, this is so cool. Oh wow. I did this and it really worked. Wow. , it's more important that I thought it would be obviously, duh.

MG: Yeah, I agree. And I love what you said about marketing being fun. I think it's fun because I had a marketing mentor who was just an absolutely effervescent, enthusiastic person, very much like you, Clara, and she taught me that marketing could be very creative and it didn't have to be so serious and such hard work.

And I worked with her for three years. We did a trade for cosmetic acupuncture and her marketing expertise. And eventually I realized that no one ever has this opportunity in our industry. So that's why I created acupuncture marketing school, because I realized that how can people have access to this information without having a marketing mentor dropped into their lap?

And as you said, bless the internet for making this available all over the world.

CC: Yeah. 'cause I wish there was someone that had a course like you offering when I came out and people always say, oh, go look for a mentor.

And, people contact me all the time and say, Hey, can you teach me how to grow a practice and stuff? And I'm like, I don't have the time. Yeah. That's why when you have a course, you can go at your own pace. You can ask question, you can do the live, you can do the self pace, whatever.

If I see and help one person, it is not a big impact. But when you can do this as a group and help each other, the impact is so much better. And I think that's a disservice of TCM school not to teach business. But, it's something that every school should have because if the alumni. Are successful, then the industry is successful and the school will be staying open.

MG: Yes. Yeah, it's very true.

CC: It's just a no brainer, but they don't do that. So you know, somebody has to do it.

And thanks Michelle for doing it.

MG: My pleasure. Yeah. And thank you. I feel like you also spend a lot of time teaching marketing in our industry, and as you said, it's very much needed.

CC: I would love to help more people and I love teaching marketing. I know that's so unique in our industry, but I think it's a ton of fun. I'd like to help as many people as possible.

And Michelle's been doing it for a long time, and that's how we met on Instagram.

MG: Yes. Way, way back when. Thank you all so much for being here. Thank you Clara, for being here. This has been super fun. I hope everyone had at least one thing that they took away from this, that they're gonna apply as soon as they can.

CC: Michelle and I talk recently and I was like, let's do something together and that'll be fun and stuff so you can get two different kind of point of view or two different kind of opinion.

And the more the better because something will resonate with you. And I hope that whatever we both share today, something resonated. Even if it was one thing and you're

gonna start taking action today, then great. We did what we came here to do, which is to promote you so you in turn can help people.

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, live a review, and if you want more, go to my website, acuproacademy.com. I have tons of resources there with treatment protocols, case studies, free courses, and so much more.

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